

# CartCrunch Privacy Policy

Last Updated 10/02/2013

## Our Privacy Policy

Saverr Mobile, Inc. (“We” or “Us”) strongly believes in maintaining the privacy of information we collect about individuals. This Privacy Policy applies to your use of the CartCrunch Application (the “Application”) and describes our practices and procedures for protecting the privacy and security of information we collect about you.

This Privacy Policy may be updated from time-to-time. We will notify you of any material changes by posting the new Privacy Policy on the Application. You agree to any changes to the Privacy Policy when you use the Application after any such modification is posted.

The Application may contain links to third-party websites, products and services. This privacy policy only applies to the Application and our collection and use of your information. The linked websites, products and services of third parties, and their collection and use of your information, are governed by the privacy policies of such third parties. We encourage you to learn about the privacy practices of those third parties.

## 1. Information We Collect

We do not require you to provide us with personally identifiable information in order to use our Application, except for your geo location identified by your device GPS. However, if you choose to participate in certain activities offered on the website\ mobile app [Hereinafter “Sites”] (such as coupon printing, shopping history, share\like etc) we may ask you to provide us with what is generally called "personally identifiable" information (such as your name, email address, postal mailing address, and home/mobile telephone number, etc.). In addition, you may have the option of providing us with certain demographic information about yourself or your household (such as age, gender, household income, interests, zip code). There may be other occasions not specifically identified in this Privacy Policy when we may ask you to provide us with personally identifiable information. However, it will always be your decision whether to provide us with your personally identifiable information. In some cases, if you decline to share such information with us, then we may not be able to provide you with certain services.

There are different ways in which we may collect information when you interact with our Sites. Many are discussed below, but in general we may collect information when you:

- Create, update, and/or delete shopping lists
- View, print, download, save, and/or display coupons.
- Redeem coupons.
- Browse for circulars.
- Take pictures with “Scan” button.
- Upload receipts.
- Register with us – by email or other social network.
- Provide your location by Zip code.
- Interact with advertisements on the Application.
- Communicate with our customer service team for support.
- Participate in certain programs, offers, and promotions.
- Use our referral service to tell your friend(s) about coupons.
- Invite others to share your shopping list.

- Register a retailer loyalty account or similar retailer identifier with us.
- Register or interact with us via Facebook Connect or other social media provider.

**Automatically Collected Information:** When you use the App or open one of our emails, we use technology (including web beacons and cookies, IP addresses, unique device IDs, user IDs, and log files) to automatically collect non-personally identifiable information. We may link automatically collected information to personally identifiable information you submit while on the App when you are logged in or in connection with a service you have requested.

**Lists:** We will collect and store for you the items you put on your list (By scanning receipts or manually). We also may use that information to serve you tailored advertising, coupons or other content. If you choose to invite someone to share your shopping list, we will ask you to provide us with that person's email address in order to send them your invitation. We store this information in order to administer the list sharing feature, but we do not share it with any third party.

**Location Information:** Use of the Application may include location-based services. If you use those services, we may receive information about your location, which we may use to send you geographically relevant promotions or advertisements.

**Analytics Tools:** We may use analytics tools to better understand who is using the Application and how they are using it. These tools collect information such as frequency of use, duration of use, location of use, your mobile device's unique device ID, and type of mobile device used. You can opt-out of from further allowing us to have access to your usage data by contacting [Support@cartcrunch.com](mailto:Support@cartcrunch.com). Further, you can opt out of all information collection by uninstalling the Application.

**Data Retention:** We retain all information we collect about you for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

If you would like us to delete data you have provided via the Application, please contact us at [support@cartcrunch.com](mailto:support@cartcrunch.com) and we will respond within a reasonable time. Please note that Automatically Collected Information does not contain personally identifiable information, so we cannot identify the data sent to delete it.

## 2. How We Use Your Information

We use all of the information that we collect from your use of the Application, any information you provide when you register with us, and information provided to us by third parties as described below. The following is a non-exhaustive list of examples of the ways we use information we collect:

- Operate, maintain, deliver, and communicate with you about price comparisons, coupons, advertisements, content, and promotional offerings found on the Application.
- Manage and store shopping lists.
- Monitor the effectiveness of marketing campaigns.
- Aggregate usage metrics (such as application usage and downloads and interaction with advertisements).
- Understand usage trends and preferences.
- Improve the way the Application works and looks.
- Improve our marketing and promotional efforts.
- Provide you with a personalized experience on the Application.

- Provide you with custom, personalized coupon promotions and advertisements on the Application.
- Create new features and functionality.
- For other non-marketing or administrative purposes (such as customer service purposes).
- Media causes (Non personalized).

### **3. When We Share Information**

We may share your personal information with third-party vendors who provide services or functions on our behalf, including business analytics, customer service, and fraud prevention. We may also authorize third-party vendors to collect information on our behalf, including as necessary to operate features of the Application or to facilitate the delivery of advertising tailored to your interests. Our third-party vendors have access to and may collect information only as needed to perform their functions and are not permitted to share or use the information for any other purpose. They are also required to follow substantially comparable security practices that we ourselves adhere to.

We may also share aggregate or anonymous information in our discretion with third parties, including advertisers, investors, manufacturers, retailers, and other business partners. This information does not contain any personal information and is used to develop content, products, and services we hope you will find of interest.

**Exceptions:** We may share information about you if required to do so by law or in the good-faith belief that such action is necessary to comply with local, state, or federal laws or to respond to a court order, judicial or other governmental subpoena or warrant, or in the event of bankruptcy proceedings. We also reserve the right to share information that we believe, in good faith, is appropriate or necessary to take precautions against liability, protect us from fraudulent, abusive, or unlawful uses, investigate and defend ourselves against any third-party claims or allegations, assist government enforcement agencies, protect the security or integrity of the Sites, and to protect our rights, property, or safety and others.

In the event that we are acquired by or merged with a third-party entity, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected from you as part of such merger, acquisition, sale, or other change of control.

### **4. Facebook Connect**

You may be given the opportunity to register with us via Facebook Connect. We will collect and store the information you provide us through Facebook Connect (including personally identifiable information) with any other registration information you provide us. Disabling your Facebook Connect may not terminate your account with us.

### **5. Our Commitment To Children's Privacy**

Protecting the privacy of young children is especially important. For that reason, we do not knowingly collect or maintain information from persons under 13 years of age, and no part of our Sites is structured to attract anyone under 13. If you are under 13 years of age, then please do not use or access the Sites at any time or in any manner. If we learn that personally identifiable information of persons under 13 years of age has been collected on the Sites without verified parental consent, then we will take the appropriate steps to delete this information.

**7. Our Contact Information**

For customer service or technical questions, please complete a feedback form. For questions regarding this Privacy Policy please contact [support@cartcrunch.com](mailto:support@cartcrunch.com) or by mail at:

Saverr Mobile, Inc.

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