

## Privacy Policy

### I.

#### Introduction

When you drive with or advertise with UVertz, you trust us with your information. We are committed to keeping that trust. That starts with us setting forth our privacy practices and making them available for you to read.

This policy describes the information we collect, how it is used and shared, and your choices regarding this information.

### II.

#### Scope of this Privacy Policy

UVertz (“UVertz,” “we,” “our,” and/or “us”) values the privacy of individuals who use our application, websites, and related services (collectively, the “UVertz Platform”). This privacy policy (the “Privacy Policy”) explains how we collect, use, and share information from UVertz users (“Users”), comprised of both UVertz advertisers (“Advertisers”) and UVertz drivers, including prospective driver and applicants (collectively, “Drivers”). Beyond the Privacy Policy, your use of UVertz is also subject to our Terms of Service, also found on this website

### II.

#### Information We Collect

##### A. Information You Provide to Us

*Registration Information.* When you sign up for a UVertz account, you give us your name, email address, and phone number. If you decide to sign up for UVertz using your Facebook or other social media account, we will also

get basic information from your Facebook or other social media profile like your name, gender, profile photo, and Facebook or other social media friends.

*User Profile Information.* When you join the UVertz community, you can create a UVertz Profile to share fun facts about yourself, and discover mutual friends and interests. Filling out a profile is optional, and you can share as little or as much as you want. Your name is always part of your Profile. Read more below about how you can control who sees your Profile.

*Payment Method.* When you add a credit card or other payment method to your UVertz account, a third party that handles payments for us will receive your card or other financial information. To keep your financial data secure, we do not store full credit card information on our servers.

*Communications.* If you contact us directly, we may receive additional information about you. For example, when you contact our customer support team, we will receive your name, email address, phone number, the contents of a message or attachments that you may send to us, and other information you choose to provide.

*Driver Application Information.* If you decide to join our UVertz driver community, in addition to the basic registration information we ask you for your date of birth, physical address, Social Security number, driver's license information, vehicle information, car insurance information, and in some jurisdictions we may collect additional business license or permitting information. We may share this information with our partners who help us by running background checks on Drivers to help protect the UVertz community.

*Payment Information.* To make sure Drivers get paid, we keep information about Drivers' bank routing numbers, tax information, and any other payment information provided by Drivers.

## B. Information We Collect When You Use the UVertz Platform

*Location Information.* UVertz is all about connecting Advertisers and Drivers. To do this, we need to know where you are. When you are a UVertz Driver, we receive your location. We may also collect the precise location of your device when the app is running in the foreground or background. If you label certain locations, such as “home” and “work,” we receive that information, too.

*Location, Location, Location.* Your location information is necessary for things like matching Advertisers with location. In addition, Drivers’ location information and distance travelled is necessary for calculating charges to Advertisers and payments to Drivers. If you give us permission through your device settings, UVertz app or UVertz equipment, we may collect your location while the app is off.

*Device Information.* UVertz receives information from Users’ devices, including IP address, web browser type, mobile operating system version, phone carrier and manufacturer, application installations, device identifiers, mobile advertising identifiers, push notification tokens, and, if you register with your Facebook account, your Facebook identifier. We collect mobile sensor data from Drivers’ devices (such as speed, direction, height, acceleration or deceleration) to improve location accuracy and analyze usage patterns.

*Usage Information.* To help us understand how you use the UVertz Platform and to help us improve it, we automatically receive information about your interactions with the UVertz Platform, like the pages or other content you view, your actions within the UVertz app, and the dates and times of your visits.

*Information from Cookies and Similar Technologies.* We collect information through the use of “cookies”, tracking pixels, and similar technologies to understand how you navigate through the UVertz Platform and interact with other drivers and advertisers, to learn what content is popular, and to save your preferences. Cookies are small text files that web servers place on

your device; they are designed to store basic information and to help websites and apps recognize your browser. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be accessed every time you use the UVertz Platform. You should consult your web browser(s) to modify your cookie settings. Please note that if you delete or choose not to accept cookies from us, you may be missing out on certain features of the UVertz Platform.

#### C. Information We Collect from Third Parties

*Third Party Services.* If you choose to register for UVertz or otherwise link your UVertz account with a third party's service (such as Facebook), we may receive the same type of information we collect from you (described above) directly from those services.

*Third Party Partners.* We may receive additional information about you, such as demographic data, payment information, or fraud detection information, from third party partners and combine it with other information that we have about you.

*Background Information on Drivers.* UVertz works with third party partners to perform driving record checks on Drivers, and we receive information from them such as publicly available information about a Driver's driving record.

### IV.

#### How We Use the Information We Collect

A. We use the information we collect from all Users to:

- Connect Advertisers with Drivers;
- Provide, improve, expand, and promote the UVertz Platform;
- Analyze how the UVertz community uses the UVertz Platform;

- Communicate with you, either directly or through one of our partners, including for marketing and promotional purposes;
- Personalize the UVertz experience for you and your friends and contacts;
- Send you text messages and push notifications;
- Facilitate transactions and payments;
- Provide you with customer support;
- Find and prevent fraud; and
- Respond to trust and safety issues that may arise, including auto incidents, disputes between Riders and Drivers, and requests from government authorities.

B. Additionally, we use the information we collect from Drivers for the following purposes related to driving on the UVertz Platform and advertising for UVertz Advertisers:

- Sending emails and text messages to Drivers who have started the driver application process regarding the status of their application;
- Determining a Driver's eligibility to drive for UVertz
- Notifying Drivers about advertising demand, pricing and service updates; and
- Calculating and providing rates and analyzing usage patterns for safety, regulatory and/or insurance purposes.

## V.

### How We Share the Information We Collect

#### A. Sharing Between Users

Sharing between Advertisers and Drivers. Advertisers and Drivers that have been matched to provide for geo and time fenced ads on the road. Advertisers and Drivers who connect their UVertz accounts can see a Driver's vehicle information and real-time location as the Driver displays ads.

## B. Sharing Between UVertz and Third Parties

*API and Integration Partners.* If you connect to the UVertz Platform through an integration with a third party service, we may share information about your use of the UVertz Platform with that third party. We may share your information with our third party partners in order to receive additional information about you. We may also share your information with third party partners to create offers that may be of interest to you.

*Third Party Services.* The UVertz Platform may allow you to connect with other websites, products, or services that we don't have control over. If you use these websites, products, or services, we will provide the third party with information about you to allow them to provide the information, product or service to you. Of course, we can't speak to the privacy practices of these third parties, and we encourage you to read their privacy policies before deciding whether to use their services.

*Service Providers.* We work with third party service providers to perform services on our behalf, and we may share your information with such service providers to help us provide the UVertz Platform, including all of the things described above.

*Ride Sharing Partners.* If you participate in a ride sharing program (e.g., Uber or Lyft), we may obtain information from your program to share information about your program with Advertisers or potential Advertisers.

*Other Sharing.* We may share your information with third parties in the following cases:

- While negotiating or in relation to a change of corporate control such as a restructuring, merger or sale of our assets;
- If a government authority requests information and we think disclosure is required or appropriate in order to comply with laws, regulations, or a legal process;

- With law enforcement officials, government authorities, or third parties if we think doing so is necessary to protect the rights, property, or safety of the UVertz community, UVertz, or the public;
- To comply with a legal requirement or process, including but not limited to, civil and criminal subpoenas, court orders or other compulsory disclosures.
- If you signed up for a promotion with another User's referral or promotion code, with your referrer to let them know about your redemption of or qualification for the promotion;
- With our insurance partners to help determine and provide relevant coverage in the event of an incident;
- To provide information about the use of the UVertz Platform to potential business partners in aggregated or de-identified form that can't reasonably be used to identify you; and
- Whenever you consent to the sharing.

## VI.

### Your Choices

*Email Subscriptions.* You can always unsubscribe from our commercial or promotional emails but we will still send you transactional and relational emails about your account use of the UVertz Platform.

*Text Messages.* You can opt out of receiving commercial or promotional text messages. You may also opt out of receiving all texts from UVertz (including transactional or relational messages). However, opting out of receiving all texts may impact your use of the UVertz Platform.

*Push Notifications.* You can opt out of receiving push notifications through your device settings. Please note that opting out of receiving push notifications may impact your use of the UVertz Platform.

*Location Information.* While you can prevent your device from sharing location information at any time through your Device's operating system

settings, Rider and Driver location is core to the UVertz Platform and without it we can't provide our services to you.

*Facebook Friends or Other Social Media Contacts.* You can control whether to enable or disable the Facebook mutual friends or other social media contacts feature through your profile settings.

*Editing and Accessing Your Information.* You can review and edit certain account information by logging in to your account settings and profile (Drivers may edit additional information through the Driver portal). If you would like to terminate your UVertz account, please contact us with your request. If you choose to terminate your account, we will deactivate it for you but may retain information from your account for a certain period of time and disclose it in a manner consistent with our practices under this Privacy Policy for accounts that are not closed. We also may retain information from your account to collect any fees owed, resolve disputes, troubleshoot problems, analyze usage of the UVertz Platform, assist with any investigations, prevent fraud, enforce our Terms of Service, or take other actions as required or permitted by law.

## VII.

### Other

*Data Security.* We are committed to protecting the data of the UVertz community. Even though we take reasonable precautions to protect your data, no security measures can be 100% secure, and we cannot guarantee the security of your data.

*Children's Privacy.* UVertz is not directed to children, and we don't knowingly collect personal information from children under 13. If we find out that a child under 13 has given us personal information, we will take steps to delete that information. If you believe that a child under the age of 13 has given us personal information, please contact us.

*Changes to Our Privacy Policy.* We may make changes to this Privacy Policy from time to time. If we make any material changes, we will let you know through the UVertz Platform, by email, or other communication. We encourage you to read this Privacy Policy periodically to stay up-to-date about our privacy practices. As long as you use the UVertz Platform, you are agreeing to this Privacy Policy and any updates we make to it.

*Contact Information.* Feel free to contact us at any time with any questions or comments about this Privacy Policy, your personal information, our use and sharing practices, or your consent choices by contacting us.

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