

CLEVERGIFT PRIVACY POLICY

KPTRS Investments Limited (“KPTRS”) trading as Cleverbug and registered in Ireland, for itself and on behalf of its Affiliates, individually and collectively (“Company”, “Cleverbug”, “Clevercards”, “CleverGift”, “we” or “us”) is committed to respecting the privacy rights and concerns of individuals. This Privacy Policy applies to our websites where this Policy is posted (the “Sites”), the CleverCards mobile and social network apps and other mobile and/or social network apps we distribute (the “Apps”), and the CleverGift platform that enables our customers to provide product and gift recommendation services to their users (collectively with the Sites and Apps, the “CleverGift Services”).

We have established this Privacy Policy to inform users what information we collect, how we collect it, how we use it and how we protect this information in connection with the CleverGift Services. By visiting the Sites and Apps or using the CleverGift Services, you consent to our collection, use, storage, deletion, and disclosure of information as set forth in this Privacy Policy.

This Privacy Policy is effective as of the date set forth above and is only applicable to the CleverGift Services. It does not apply to your interactions with any other website, software application, or social network service (including, without limitation, those offered by Facebook and Google) that do not relate to the CleverGift Services. Such websites, applications, and services may have their own data collection and use practices and policies.

This Privacy Policy includes references to “Personal Information.” As used in this Privacy Policy, “Personal Information” means information such as a name, email address, physical address, phone number, or financial account information that we can directly associate with a specific person or entity without additional information. You do not need to submit Personal Information to access certain aspects of the CleverGift Services, but if you do not want to disclose certain Personal Information to us, you will not be able to use all aspects of the CleverGift Services.

Any “Personal Information” is collected and processed in accordance with Irish and EU data protection laws.

I. The information we collect

A. Personal Information Submitted to Us

As part of using the CleverGift Services, you may submit certain information to us, including Personal Information. For example, when registering for an account on the CleverGift Services or requesting information from us, we may collect your full name, email address, physical address, and phone number.

B. Personal Information Collected from Your Device

We may also provide you with ways to submit other Personal Information to us, such as by uploading lists of contacts from your computer or mobile device. Information about your contacts may include, for example, your contact’s name, nickname, birthday, email address,

physical address, photo, IM name, record ID, social profiles (e.g., Facebook, LinkedIn), business title and organization, and phone number. We also may collect your call history (numbers called and received and duration of calls, but not the content of phone calls) from your device to help us identify frequent contacts.

C. Social Network Information.

You may also create your CleverGift Services account by logging in through Facebook, Google Plus, Gmail, or another social networking site or app we may support (collectively, "Social Networks"). Integration with Social Networks allows us to offer a more personalised experience to you and your social connections when you use the CleverGift Services, as described in the "How we use information we collect" section below. When you log into the CleverGift Services using your Social Network account, the Social Network will provide us with access to certain information relating to your Social Network account, the scope of which is determined by the policies of the Social Network, any relevant settings you may be able to adjust within your Social Network account, and the permissions that you grant to the CleverGift Services. This information may include Personal Information such as (by way of example only) your name, birthday, bio, relationship status, family, email, gender, "likes," location (precise location), hometown, interests, languages, locale (local language), devices in use, timezone, work, schools, pictures (including associated tags and comments), status updates and comments, and details about your social connections (including, for example, your social connections' name, birthday, bio, relationship status, family, email, gender, "likes," location (city set in Social Network profile), hometown, interests, languages, locale (local language), devices in use, timezone, work, and schools) (collectively, "Social Information"). We will use, store and disclose Social Information in accordance with this Policy. Please remember that the manner in which Social Networks use, store and disclose your Social Information is governed by the terms and conditions and privacy policies of each Social Network, and not Cleverbug.

D. Automatically Collected Information

Our servers automatically record information that your browser or mobile device sends whenever you visit or use the CleverGift Services. This information includes your Internet Protocol address, precise location (if you provide us with prior express consent to collect such information), your browser type and version, the search engine you used to find the CleverGift Services, if any, the operating system your computer or mobile device uses, device identifiers, advertising identifiers such as IDFA for iOS and Android Advertising ID, and which CleverGift Services or features you use and when and how long you use them. We use this information to monitor and analyse how users use the CleverGift Services, to provide customer service, and to maintain and improve the CleverGift Services. We also use precise location information to tailor products and promotions based on your location and to improve the CleverGift Services.

E. Cookies and Tracking

The CleverGift Services may use both web beacons and cookies to collect information. "Beacons" (also often referred to as "pixels") are tiny graphics on a web page or embedded in an email that allow us and third-parties to set and access cookies on your device and track when a page is viewed or an email is opened. "Cookies" are small text files containing a string of alphanumeric characters that are downloaded by your web browser or mobile device when you visit a website. One use of cookies is, for example, to remember your user account information

and your preferences, to customise the interface of the CleverGift Services for you, and to assist us in measuring and analysing traffic.

We may use both “session cookies” and “persistent cookies” when you access and use the CleverGift Services. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the CleverGift Services. Persistent cookies can be removed. Please review your web browser’s documentation to learn the best way to modify your cookie settings. Like many websites, the CleverGift Services do not currently respond to “do not track” browser headers. You can take steps to limit tracking by erasing cookies from your computer’s hard drive and by setting your browser to block all cookies or warn you before a cookie is stored.

Third-party analytics service providers we engage may use cookies in order to provide analytics services for the CleverGift Services to us. As of the date of this Policy, the service providers we use for this purpose are: Google Analytics, Facebook, New Relic, Kahuna, TapStream, and AppSee. Please refer to each third party for information about the privacy practices of these services providers and your choices with respect to such practices (if such choices are listed in the services’ privacy policies).

F. Payment Information

When you purchase products through the Sites and Apps, we will also ask for your credit card or other payment information. We use third-party payment service providers to process payments on our behalf, and as a result we do not actually receive your credit card number or other payment instrument information.

G. Other Information

We may combine information collected through the CleverGift Services with other information that we or third parties collect about you in other contexts—such as our communications with you via email or your customer service records. In addition, we supplement the information we collect from our users with information from other third-party sources. For example, if you provide us with Personal Information about yourself or your contacts, we may supplement that information with birthday, home address, demographic information (such as gender, age, or profession), information about your inferred commercial interests, and other information we receive from third parties that enables us to deliver more targeted product and gift recommendations to our users.

II. How we use information we collect

A. Provision of Services

We will use collected information for the purposes for which you provided the information including, for example, to create and maintain a CleverGift Services account for you, to respond to a question that you email to us, and for other legitimate business reasons.

We also use the collected information as necessary to provide the features and functionality of the CleverGift Services to you. One of the principal purposes of our collection of information in relation to the CleverGift Services is to personalise the experience of our users and remind them of moments when they may want to send a card or gift to their friends or family. As such, we will use information about your contacts and Social Information, particularly picture, picture tag and social connection information, to infer which of our users are likely to know each other. We will use that information along with other information we collect to suggest to a user that he/she may want to send a card to another specific user. For example, if we determine that you are likely to be a friend of another user, we may suggest to you (via e-mail or through the CleverGift Services) that you send that user a card prior to his or her birthday. Similarly, we may remind other users who are likely to know you that they may want to send a card to you prior to your birthday. We may also combine information we receive from you with information in the public domain (such as publicly available Social Network profiles) or that we obtain from other users or third parties in order to make these inferences and suggestions.

In addition, we may allow your Social Network connections to view pictures from your Social Network account (in each case to the same extent as those connections can already view such pictures from within the relevant Social Network due to their connection with you) for purposes of purchasing greeting cards or other products and services utilising those photos. As an example, a friend of yours who wants to send you a birthday card could be presented with photos from your Social Network account in which both you and him/her are shown as options for inclusion in a card.

If you use a Social Network to log-in to your CleverGift Services account, we may (1) give you the ability to invite your Social Network connections to use the CleverGift Services, (2) connect you to your Social Network connections on the CleverGift Services and (3) with your permission, post information regarding your CleverGift Services usage to your Social Network account.

We may also use collected information to contact you regarding updates or modifications to the CleverGift Services or to help troubleshoot problems, provide you with required notices in connection with disputes between you and another user or alert you to changes in our policies or agreements that may affect your use of the CleverGift Services.

B. Offers

We may use the collected information to provide you with promotional materials and offers on behalf of us or our customers and business partners. However, we will give you the ability to opt out of receiving such emails in accordance with applicable law. We may provide your Personal Information to unaffiliated third parties, such as our customers and business partners, for their own marketing purposes.

C. Advertising

Cleverbug may use data collected in order to customise ads to you on other Apps or Websites or other Cleverbug websites or third-party partner websites or Apps.

D. Analytics & Improvements

We may also analyse collected information relating to your use of the CleverGift Services in order to help us improve the CleverGift Services and develop and improve other products and services.

III. Inviting your friends

If you choose to use our invitation service to tell a friend about the CleverGift Services, we may ask you for information needed to send the invitation, such as your friend's name and email address. We will automatically send your friend an email, instant message or a notification inviting him or her to visit the Site(s) or download an App. We may, from time to time, continue to send messages to your friend as a reminder of your invitation.

IV. Third-party sharing and access to Personal Information

A. Contacts and Social Connections

We may share the information you provide through the CleverGift Services, or that we collect from other sources, with your contacts and social connections. This allows us to provide them with reminders and more relevant gift and product recommendations related to you. For example, we may use information regarding your birthday, interests, "likes," and other preferences, such as your inferred commercial interests, to tailor the gift and product recommendations that we display to your social connections. Likewise, we may share your "wish list" with a specific retail partner, or similar product preferences, with your friends and family so that they can purchase and send personalised gifts to you. We also may facilitate the disclosure to your contacts and social connections any information you share directly with them (such as by sending personalised greeting cards or posting "likes" or other content).

B. Customers and Business Partners

We may share information about you and your social connections with our customers and business partners with whom you have signed up to receive product and gift reminders and recommendations, for purposes of providing the CleverGift Services. For example, if you sign up for reminders at one site and provide information about yourself or others (such as birthdays or Social Information), we may provide some of that information to another site, who may use it to provide a reminder to you or another user. We also may share your Personal Information with customers and business partners for their direct marketing purposes, as described in the "Offers" section above.

C. Aggregated Information

We may use collected information to provide analyses of our users in the aggregate to prospective customers, partners, advertisers and other third parties, such as, for example, disclosing how many users of the CleverGift Services are between the ages of 21 and 25 and how many of those users are female or male.

D. Protection of Rights.

We will use and share Personal Information if we have a good faith belief that (i) access, use, preservation or disclosure of such information is reasonably necessary to satisfy any applicable law, regulation, legal process, such as a warrant, court order or subpoena, or a request by law enforcement or governmental authorities, (ii) such action is appropriate to enforce the Terms of Use for the CleverGift Services, including any investigation of potential violations thereof, (iii) such action is necessary to detect, prevent, or otherwise address fraud, security or technical issues associated with the CleverGift Services, or (iv) such action is appropriate to protect the rights, property or safety of Cleverbug, its employees, users of the CleverGift Services or others.

E. Asset transfers

If we become involved in a merger, acquisition or other transaction involving the sale of some or all of Cleverbug's assets, all information we collect in connection with the CleverGift Services, including Personal Information, could be included in the transferred assets. Should such an event occur, we will use reasonable means to notify you, either through email and/or a prominent notice on the CleverGift Services.

F. Service Providers

We may share your Personal Information with service providers that we engage for the purpose of processing information on our and your behalf. While providing services for us, these companies may access your Personal Information or the Personal Information of your contacts and social connections. To the extent applicable, we require these entities to comply with this Privacy Policy and appropriate confidentiality and security measures and to use the information solely for purposes of providing services to us.

V. Additional information about third parties

This Privacy Policy does not cover the information practices of third-party websites, apps, or services linked to the CleverGift Services. Although we encourage such third parties to adopt and follow their own privacy policies, we are not responsible for their collection and use of your Personal Information. This Privacy Policy also does not cover the information practices of the distributors of the Apps (e.g., Apple's App Store and Google Play). You should refer to the privacy policies and statements of other websites and App distributors or contact the respective webmasters of those websites or administrative contacts of App distributors to obtain information regarding their information collection, use and disclosure policies. When you have clicked on an advertisement or third-party logo displayed on the CleverGift Services which links you to a different website, our Privacy Policy no longer applies and you must read the privacy policy of the advertiser to see how your Personal Information will be handled on its website.

The CleverGift Services may also have message boards and forums where users can exchange ideas and communicate with one another. When you post to a message board or forum, please be aware that the information you post is made publicly available on-line and you do so at your own risk.

VI. You have control about how we use your Personal Information

You may request that we delete your Personal Information by sending an email to info@cleverbug.com. Please note that when you request to have your Personal Information deleted, we may retain certain Personal Information, as permitted by applicable law, for internal account management, fraud prevention, recordkeeping, technical, or legal purposes. In addition, certain Personal Information may be retained by third parties if we previously shared the Personal Information with them as described in this Privacy Policy.

If you no longer want to receive marketing communications from us, please follow the unsubscribe instructions provided at the bottom of each message. Please note that you cannot unsubscribe from certain correspondence from us, including messages relating to your order confirmations and your transactions.

You may request that we do not disclose your Personal Information to unaffiliated third parties for their own direct marketing purposes by contacting us by email at info@cleverbug.com.

VII. Children's Privacy

We do not knowingly collect Personal Information directly from children under the age of 13 and the CleverGift Services are not directed at children under the age of 13. We take children's privacy seriously, and encourage parents to play an active role in their children's online experience at all times. If you are a parent or guardian of a child under 13 and you believe your child has submitted Personal Information to us through the CleverGift Services, please contact us at info@cleverbug.com so that we can work with you to have any such information deleted.

VIII. Data Storage and Transfers

Cleverbug uses facilities in Ireland, the United States and other countries. Your information will be stored and processed in Ireland, the United States or other countries where Cleverbug has facilities. By using the CleverGift Services, you consent to the transfer of information outside of your country, even if your country has more rigorous data protection standards.

IX. What security measures do we take to safeguard your Personal Information?

We use commercially reasonable administrative, technical, and physical security measures to safeguard the information we collect. However, no server, computer or communications network or system, or data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect user information, we cannot ensure or warrant the security of any information you transmit to us or through the use of any of the CleverGift Services. You acknowledge and agree that you provide such information and engage in such transmissions at your own risk. Once we receive a transmission from you, we will endeavour to maintain its security on our systems.

X. Notification of Changes

This Privacy Policy may change from time to time and we will post all changes on this page with an effective date that indicates when such changes will take effect. We encourage you to review this page periodically.

XI. Your Rights

You may ask in writing for a copy of the information we hold about you (for which we may charge a maximum fee of €10.00). You have the right to request correction of any inaccuracies in your personal data or where appropriate, the erasure of such data.

For this purpose, you must provide the following documents:

- A signed request,
- A copy of your passport or national ID, so that we can verify your identity,
- A signed authority from any third party whose data your request on their behalf,

XII. Affiliate(s)

“Affiliate” shall mean, with respect to a party, any individual, entity that, at the applicable time, directly or indirectly, controls, is controlled by, or is under common control with such party, individual or entity. As used in this definition, the terms “controls,” “controlled” and “common control” shall mean the ownership, directly or indirectly through the stockholders, interest holders or members of an entity, of more than fifty percent (50%) of the voting securities or other ownership interest of the other entity, or the possession, directly or indirectly, of the power to direct the management or policies of the other entity, whether through the ownership of voting securities, by contract, or otherwise.

XIII. Contact Cleverbug

If you have any questions about our Privacy Policy, please contact us by email at info@cleverbug.com

Our registered office is, Suite 4, The Mall, Beacon Court, Sandyford, Dublin 18, Ireland.