

## URBANE PRIVACY POLICY

Last updated on October 2, 2017

### Introduction

The Urbane Society LLC and its affiliates (“Urbane,” “we” or “us”) respect your privacy and are committed to protecting it through our compliance with this Privacy Policy. This Privacy Policy describes the types of information collected by Urbane, and our practices for collecting, using, maintaining, protecting and disclosing such information in connection with the goods, services and/or information we provide (“Urbane Services”). Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. By using [www.UrbaneSociety.com](http://www.UrbaneSociety.com), Urbane’s mobile applications, Urbane’s social media platforms or any other Urbane-owned website or service (collectively, the “Site”), you agree to this Privacy Policy. This Privacy Policy may be changed from time to time. Your continued use of the Site and/or the Urbane Services after we make changes to this Privacy Policy is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates. This Privacy Policy does not apply to information collected by us offline or through any other means, or to information collected by any third party, including, without limitation, through any application or content that may link to or be accessible from or on the Site.

### I. Types of Information We Collect

When you interact with the Site, we may collect and store information from you as described below.

#### A. Registration Information

You will register with us by applying for membership where you may be required to provide your name, your e-mail address, your telephone number, your date of birth, your gender, postal address, education background, job information, payment method, Facebook account information, LinkedIn account information, a password and/or other information that helps us confirm that it is you accessing your account.

#### B. Information Collected

When you ask for assistance or information from the Site, we will collect and store the contact information you provide (generally your name, e-mail address, phone number, postal address, income, education background, job, search parameters (including but not limited to dates and times of inquiry, restaurants, price range, dining dates and restaurant rating preferences) and/or payment method), and information about your activity on the Site and/or the Urbane Services, as well as communications with third parties on the Site (including but not limited to dates and times of inquiry from third parties, purpose of inquiries, etc.). We will also store the correspondence and any information contained within it.

#### C. Push Notifications and Local Notifications

With your consent, we or our service providers may send push notifications to your mobile device to provide updates and other relevant messages. You can adjust the types of notifications you receive and when you receive them by editing your notification settings. We or our service providers may also send local notifications to your mobile device to provide updates and other relevant information.

#### D. Technical and Usage Information

When you access the Site, we may collect (i) certain technical information about your mobile device or computer system, including IP address, mobile device ID and the version of your operating system; and (ii) usage statistics about your interactions with the Site. In certain instances we may create and assign to your device an identifier that is similar to an account number. We may collect the name you have associated with your device, device type, telephone number, country and any other information you choose to provide, such as user name, character name, geo-location or e-mail address. This information helps us to improve the Site and the Urbane Services and to deliver a better and more personalized service by enabling us to estimate usage patterns, store information about your preferences, customize your interaction with the Site according to your individual interests, speed up your searches and recognize you when you return to the Site.

## **II. How We Collect Information About You**

We may collect information about you in any one or more of the following ways:

### **A. Cookies and Automated Information Collection**

A cookie is a small file placed on the hard drive of your computer or mobile device. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of the Site. When you access the Site, we collect certain technical information in order to (i) analyze the usage of the Site; (ii) provide a more personalized experience; and (iii) manage advertising. We and service providers acting on our behalf may use log files and tracking technologies to collect and analyze certain types of technical information, including cookies, IP addresses, device type, device identifiers, browser types, browser language, referring and exit pages and URLs, platform type, the number of clicks, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, the date and time of activity on our Site or the Urbane Services, and other similar information. In some cases, we will associate this information with your user log in for our internal use.

We may also employ other technologies including (i) web beacons, which allow us to know if a certain page was visited or whether an e-mail was opened; (ii) tracking pixels, which allow us to advertise more efficiently by excluding our current users from certain promotional messages, identifying the source of a new installation or delivering ads to you on other websites; and (iii) local shared objects also known as flash cookies, which help us to prevent fraud, remember your preferences and speed up load times. Please note that companies delivering advertisements on our Site may also use cookies or other technologies, and those practices are subject to their own policies.

### **B. Other Sources**

We may collect or receive information from other sources including third-party information providers.

## **III. How We Use the Information We Collect**

In general, we collect, store and use your information to (i) provide you with a customized experience, and (ii) pass along your information to third parties to facilitate your purchase of and/or payment for Urbane Services.

We will use your e-mail address to respond to (i) customer support or information inquiries, and (ii) keep you informed of your activity. We may also send promotional e-mail messages ("Promotional

Communications”) directly or in partnership with parties other than Urbane. Each Promotional Communication will generally offer recipients choices about receiving additional messages. Urbane will also use your information in aggregations for statistical purposes and will mine such data for information to improve and customize your experience with Urbane, as well as with third party service providers.

#### **IV. Sharing of Your Information**

We will share your information (in some cases personal information) with third parties in the following circumstances.

##### **A. Third-Party Service Providers**

We will provide your information to third-party companies to perform certain services, including but not limited to payment processing, data analysis, e-mail delivery, hosting services, customer service and to assist us in our marketing efforts. We direct all such third-party service providers to maintain the confidentiality of the information we disclose to them and to not use your information for any purpose other than to provide services on Urbane’s behalf. However, you may access the websites of third party payment processing services directly from the Site; when you do so, you are leaving the Site, and accordingly any information you provide to third party payment processing services is subject to the privacy policies of such services.

##### **B. Advertising of Third-Party Products and Services**

We do not actively share personal information with third-party advertisers for their direct marketing purposes unless you give us your consent, except that we may share personal information with restaurants in order that they may offer you discounts and special offers tailored to your dining history and previous search parameters. We may also share (i) aggregated information (information about you and other users collectively, but not specifically identifiable to you); (ii) anonymous information; and (iii) certain technical information (including IP addresses and mobile device IDs) to develop and deliver targeted advertising in the Urbane Services and on the websites of third parties.

We may also allow advertisers to collect these types of information within the Urbane Services and they may share it with us. Advertisers may collect this information through the use of tracking technologies like browser cookies and web beacons. The information collected may be used to offer you targeted ad-selection and delivery in order to personalize your user experience by ensuring that advertisements for products and services you see will appeal to you, a practice known as behavioral advertising, and to undertake web and mobile analytics (*i.e.*, to analyze traffic and other end user activity to improve your experience).

We may disclose aggregated and anonymous information to describe the Site and the Urbane Services to prospective partners, advertisers and other third parties, and for other lawful purposes. We may use aggregate, non-personally identifiable information for our own internal promotion or marketing purposes and we may share such aggregate non-personally identifiable information with others for marketing purposes.

Our Site may contain advertisements from companies other than Urbane that may link to their own websites, or may contain links to the websites of other companies such as payment processing services. We are not responsible for the privacy practices or the content of such websites. If you have any questions about how these other websites use your information, you should review their policies and contact them directly.

## **V. Safety, Security and Compliance with Law**

Your information may be disclosed: (i) when we have a good faith belief that we are required to disclose the information in response to legal process (*e.g.*, a court order, search warrant or subpoena); (ii) to satisfy any applicable laws or regulations; (iii) where we believe that the Site and/or the Urbane Services are being used in the commission of a crime, including to report such criminal activity or to exchange information with other companies and organizations for the purposes of fraud protection and credit risk reduction; (iv) when we have a good faith belief that there is an emergency that poses a threat to the health and/or safety of you, another person or the public generally; and (v) in order to protect the rights or property of Urbane, including to enforce our Terms of Use.

## **VI. Our Policies Concerning Children Under 18 Years of Age**

No one under age 18 may provide any personal information to or on the Site. We do not knowingly collect personal information from children under 18. If you are under 18, do not provide any personal information on this Site or on or through any of its features, do not register on the Site, do not use any of the interactive or public comment features of this Site, and do not or provide any information about yourself to us, including your name, address, telephone number, e-mail address or any screen name or user name you may use. If we learn we have collected or received personal information from a person under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a person under 18, please contact us at [membership@urbanesociety.com](mailto:membership@urbanesociety.com).

## **VII. How to Control Your Information/Termination of Account**

If you no longer want Urbane to make active use of your information or you wish to terminate your membership with Urbane, you may terminate your account with Urbane in accordance with the Terms of Use. Please note that certain records, for example those pertaining to customer service matters, will be retained for legal and accounting purposes. Accounts created with Urbane are considered active until we receive a user request to delete them or deactivate them, provided that we may deactivate accounts that have had no activity for lengthy periods of time.

You can stop use of your geo-location (for example through “check-ins”) by changing your device’s settings relating to the same.

## **VIII. Security of Your Information**

It is important that you protect and maintain the security of your account and that you immediately notify us of any unauthorized use of your account. We encrypt the transmission of all information using secure socket layer technology (SSL).

While we take certain precautions against possible security breaches of our Site and our customer databases and records, no website or internet transmission is completely secure, and we cannot guarantee that unauthorized access, hacking, data loss or other breaches will never occur. Although we strive to protect your personal data, we cannot guarantee the security of your data while it is being transmitted to our Site; any transmission is at your own risk. Once we have received your information, we have procedures and security features in place to try to prevent unauthorized access.

## **IX. Changes to Our Privacy Policy**

It is our policy to post any changes we make to our Privacy Policy on this page. If we make material changes to how we treat our users' personal information, we will notify you by e-mail to the primary e-mail address specified in your account and/or through a notice on the Urbane website home page. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for

ensuring we have an up-to-date active and deliverable e-mail address for you, and for periodically visiting the Site and this Privacy Policy to check for any changes.

## **X. Your California Privacy Rights**

We do not share personal information with third parties for their direct marketing purposes unless you affirmatively agree to such disclosure, typically by “opting in” to receive information from a third party that is participating in a sweepstakes or other promotion on our Site. California Civil Code Section § 1798.83 permits users of our Site that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. If you do ask us to share your personal information with a third party for its marketing purposes, we will only share information in connection with that specific promotion, as we do not share information with any third party (other than our service providers) on a continual basis. To prevent disclosure of your personal information for use in direct marketing by a third party, do not opt in to such use when you provide personal information on our Site.

## **XI. Right to Access**

Users in certain jurisdictions have a right to access personal information held about themselves. Your right of access can be exercised in accordance with applicable law. Please submit any requests for access to your personal data to [membership@urbanesociety.com](mailto:membership@urbanesociety.com).

## **Contact Us**

If you have any questions, comments or concerns regarding our Privacy Policy and/or practices, please send an e-mail to [membership@urbanesociety.com](mailto:membership@urbanesociety.com).