

WAVHELLO
PRIVACY POLICY

(Last modified: July 10, 2017)

Belly Buds, LLC d/b/a WavHello ("**Company**" or "**we**", "**us**" or similar terms) respects your privacy and is committed to protecting it through our compliance with this Privacy Policy.

1. How This Privacy Policy Applies

This Privacy Policy describes the types of information we may collect from you, or that you may provide, in connection with your access to or use of (i) our website www.wavhello.com/ or any other websites operated by us or our affiliates that link to or otherwise reference that they are subject to this Privacy Policy (collectively, the "**Site**"), (ii) our branded software applications and services, including our VoiceShare[®] application service and VoiceShare[®] mobile application, that link to or otherwise reference that they are subject to this Privacy Policy (collectively, "**Applications**") and (iii) any features, functionality, information or services (including content and material) made available by or on behalf of us through the Site and/or the Applications (clauses (i), (ii) and (iii), collectively, the "**Services**"), and our practices for collecting, using, maintaining, protecting and disclosing that information. Without limiting the foregoing, this Privacy Policy applies to information we collect through e-mail, text and other electronic communications between you and the Services.

The Services may offer links to third party websites and/or services, including social networking sites or services (such as Facebook, Twitter, and other social media providers)(collectively, "**Third Party Services**"). Such Third Party Services are not part of the Services and are not owned, controlled or operated by us. You acknowledge and agree that your access to and use of the Third Party Services are subject solely to the applicable terms and conditions of use (including, without limitation, privacy policies), if any, of the Third Party Services. This Privacy Policy does not apply to any information collected by or through any Third Party Services, and the collection and use of your information by or through any such Third Party Services are governed by the privacy policies, if any, of such third parties.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use the Services. By accessing or using the Services, you agree to this Privacy Policy. This Privacy Policy may change from time to time (see Section 8 (*Changes to our Privacy Policy*)).

2. Information We Collect About You and How We Collect It

We collect several types of information from and about users of the Services, including information:

- by which you may be personally identified, such as name, postal address, credit card or other billing information, e-mail address, telephone number or any other information that is defined as personal or personally identifiable information under applicable law ("**personal information**");
- that is about you but individually does not identify you, such as your interactions with the Services;
- about the device you use to access the Services and usage details; and/or

- information that you share with us about other persons, such as names and email addresses of person you would like to invite to become registered users of our VoiceShare® service.

We collect this information:

- directly from you when you provide it to us.
- automatically as you interact with or otherwise use the Services (including usage details, IP addresses and information collected through cookies and other tracking technologies).
- from third parties, for example, (i) our business partners, (ii) our service providers that furnish us with analytical information on users of the Services and (iii) social networking sites or services (such as Facebook, Twitter, and other social media providers) through which you may interact with the Services.

a. Information You Provide to Us. The information we collect on or through the Services may include:

- information that you provide by filling in forms. This includes information provided at the time of your registering to become a customer, placing an order to purchase our products, signing up for our VoiceShare® service, or requesting further services. We also may ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with the Services.
- records and copies of your email, text and electronic communications, if you contact us.
- your responses to surveys that we might ask you to complete for research purposes.
- details of transactions you carry out through our Services, including the fulfillment of your orders. You may be required to provide financial information before placing an order through our Services

You also may provide information to be published or displayed (hereinafter, "**posted**") on public areas of the Services or transmitted to other users of the Services (collectively, "**User Contributions**"). Please note that information (including personal information) that you choose to post, display or transmit as part of a User Contribution on public areas of the Services is by nature information that you have decided to make public and, therefore, is not subject to the restrictions on use or disclosure under this Privacy Policy. Your User Contributions are posted on and transmitted to others at your own risk. Although certain Services may be designed to allow you to limit access/transmission of such information to designated recipients, please be aware that no security measures are perfect or impenetrable. Your User Contributions are posted, displayed and transmitted to others at your own risk. We cannot control the actions of others with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Please note that any suggestions, feedback or other information that you provide to us relating to our business, the Services or our other products, services and offerings (whether current or proposed) are provided to us on a non-confidential basis, and you grant to us a worldwide, royalty-free, irrevocable, perpetual, fully transferable and sublicensable (through multiple tiers) right and license to use and otherwise exploit such information (including any and all intellectual property rights with respect thereto) without restriction of any kind.

b. Information We Collect Through Automatic Data Collection Technologies.

As you interact with or otherwise use the Services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including details of your interactions with our Services (such as traffic data, logs and other communication data and the resources that you access and use).

The information we collect automatically does not include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to provide and improve the Services and to deliver a better and more personalized service, including by enabling us to:

- estimate our audience size and usage patterns.
- store information about your preferences, allowing us to customize our Services according to your individual interests.
- analyze and monitor the use, relevancy and functionality of the Services.
- recognize you when you return to the Services.

Some of the technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. 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 features or functionality of the Services. Unless you have adjusted your browser setting so that it will refuse cookies, our system may issue cookies when you direct your browser to the Site or interact with the Services.
- **Web Beacons.** Pages of the Site and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain content and verifying system and server integrity).

We do not collect personal information through our automated data collection technologies, but we may tie this information to personal information about you that we collect from other sources or you provide to us.

c. Information Provided to Us by Third Parties

We may receive information about you from our business partners, including (i) service providers that furnish us with analytical information on users of the Services and (iii) social networking sites or services (such as Facebook, Twitter, and other social media providers) through which you may interact with via the Services. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you. We use the information provided to us by these third parties consistent with Section 3 (*How We Use Your Information*), and you hereby consent to our use of such information in such manner. We do not control how these third parties themselves use or disclose the information they collected from or about you, nor is any such third party's use or disclosure of such information subject to this Privacy Policy.

In particular, we use Google Analytics (a web analytics service provided by Google, Inc.). Google Analytics uses cookies to collect information such as URLs, Internet domain and host names, browser software, and the date and time that a webpage is visited. This information may be used to monitor the effectiveness of the Services and to consider potential improvements to the Services. In addition, we enable Google Analytics for Firebase (with respect to our mobile

applications) and Google's remarketing features in Google AdWords. These third party services may use cookies, alone or in conjunction with web beacons or other tracking technologies, to automatically collect information about you, including your unique identifier(s), location, browser settings, and interactions with our Services (including viewing, ordering and purchase activities). This automatically collected information does not include personal information, but such information may be maintained or associated with personal information collected in other ways. This automatically collected information may be used for purposes of identifying you when you visit other websites or platforms (including Google), providing you with targeted advertisements and other content (including advertisements relating to our products and services) on other websites or platforms (including Google) based on your past interactions with the Services, tracking and measuring marketing campaigns and/or conversion rates.

You can learn more about opting out of a third party provider's use of cookies by visiting www.networkadvertising.org/choices. In addition, you can learn more about how to opt out of Google's use of cookies and other tracking technologies by visiting [Google's Ads Settings](#).

3. How We Use Your Information

We may use information that we collect about you or that you provide to us through your access to and use of the Services, including any personal information:

- to operate and provide the Services.
- to develop and improve the Services and our other products and services.
- to communicate with you, and provide additional information that may be of interest to you.
- to provide you with other information, products or services that you request from us.
- to provide you with customer support, technical support, administrative, account, and security notices, including notice of changes to our Privacy Policy or other legal documents or the products or services that we offer.
- to conduct our administrative and internal business operations.
- to fulfill any other purpose for which you provide it.
- to comply with our obligations, as determined by us in good faith, under applicable law.
- to carry out our obligations and enforce our rights arising from any contracts entered into between you and us.
- in any other way we may describe when you provide the information.
- for any other purpose with your consent.

We may also use your information to communicate with you (including via email, text or other electronic communications) about our own or a third party's products, services or other offerings that may be of interest to you. If you do not want us to use your information for such promotional purposes, please see Section 5 (*Choices About How We Use and Disclose Your Information*) below.

4. Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. Without limitation of the foregoing, we may disclose

information relating to the performance, sales, downloads and installations of our video games on or with gaming platforms, hardware or software to gaming platforms and/or gaming hardware or software providers without restriction, as long as such information does not include your personal information.

We may disclose personal information that we collect or you provide as described in this Privacy Policy:

- to our subsidiaries and affiliates.
- to our contractors, service providers and other third parties we use to support our business and who are bound by applicable law and/or contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by the Company about users of the Services is among the assets transferred.
- to fulfill the purpose for which you provide it.
- for any other purpose disclosed by us when you provide the information.
- with your consent.

We also may disclose your personal information:

- to comply with any court order, law or legal process, including to respond to any government or regulatory request.
- to enforce or apply our Privacy Policy or other legal documents.
- if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

5. Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of the Services may then be inaccessible or not function properly.
- **Promotional Offers from the Company.** If you do not wish to have your e-mail address/contact information used by the Company to promote our own or third parties' products, services or other offerings, you can opt-out by (i) following the unsubscribe instructions provided in the communication sent by us or (ii) sending us an e-mail stating your request to info@wavhello.com. We will respond to your request within 30 days from the date you contact us. Please note that this opt-out does not apply to information provided to the Company as a result of a purchase, product service experience or other transaction.
- **Social Networks.** If you register with us via a third party social networking platform (e.g., Facebook, etc.), you may be able to manage the information you share with us and the interactivity between the Services and your social

networking account by using privacy settings and other tools that may be provided by the social networking platform that you are using. By registering with us through a social networking platform, you grant to us the right to collect and use the information that is shared with us by or through the social networking platform.

6. Accessing and Correcting Your Information

You can request that we correct or delete your personal information by sending us an e-mail at info@wavhello.com. We may not accommodate a request to change information if we believe the change would violate any law or cause the information to be incorrect. We will respond to your request within 30 days from the date you contact us.

7. Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. We will comply with our obligations (including any disclosure and notice obligations) under applicable U.S. law relating any breach of the security, confidentiality or integrity of your personal information.

Unfortunately, the transmission of information via the Internet is not completely secure and no security measures are perfect or impenetrable. Therefore, we cannot guarantee the security of your personal information transmitted to or stored by us, and we are not responsible for the circumvention of any privacy settings or security measures with respect to our Services or systems.

8. Changes to Our Privacy Policy

It is our policy to post any changes we make to our Privacy Policy on this page with a notice that the Privacy Policy has been updated. If we make material changes to how we treat our users' personal information, we will notify you by e-mail to the e-mail address specified in your account and/or through a notice on the Site home page. The date this 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 our Site and this Privacy Policy to check for any changes. Your continued use of any of the Services after we make changes to this Privacy Policy is deemed to be acceptance of those changes.

9. Service-Specific Privacy Terms

Your access to and use of certain of our Services may be subject to Service-specific terms and conditions which may contain additional provisions regarding our practices for collecting, using, maintaining, protecting and disclosing information that is collected by us, or provided by you to us, in connection with that particular Service.

10. Children Under the Age of 13

Our Services are not directed toward or otherwise intended for children under 13 years of age. We do not knowingly collect personal information from children under 13 years of age. If you are under 13 years of age, do not use or provide any information to the Services or on or through any of its features, 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 child under 13 years of age without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13 years of age, please contact us at info@wavhello.com.

11. Contact Information

If you have any questions or comments regarding this Privacy Policy or our privacy practices, please contact us: (i) by mail, at Belly Buds, LLC d/b/a WavHello, 5757 Wilshire Blvd., Suite 505, Los Angeles, CA 90036, Attn: General Counsel; or (ii) by email, at info@wavhello.com.