

Updated: July 23, 2020.

Privacy Policy

UClue, Inc. dba Uforia Science. (“Uforia”, “we” or “us”) respects the privacy of our users (“User” or “You”). This Privacy Policy explains how Uforia collects, uses, and discloses, and safeguards Your Information when you visit the Uforia website account.gouforia.com including any other media form, media channel, mobile website or mobile application related or connected thereto (collectively “Site” or “Sites”). Please read this Privacy Policy carefully. **IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS THIS SITE.**

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Revised” date of this Privacy Policy. Any changes or modifications will be effective immediately upon posting the updated Privacy Policy on the Site, and you waive the right to receive specific notice of each such change or modification. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted.

Collection of Your Information.

We may collect information about you in a variety of ways. The information we collect on the Site includes:

Personal Data

Personally identifiable information, such as your name, shipping address, email address, and telephone number, demographic information such as date of birth, gender, location at time of use, and other information that you voluntarily give to use when you register with the Site or when you choose to participate in various activities related to the Site, such as online chat and message boards. You are under no obligation to provide us with personal information of any kind; however, your refusal to do so may prevent you from using certain Site features.

Derivative Data

Information our servers automatically collect when you access the Site, such as your IP address, your location at the time of access, your browser type, your operating system, your access times, and the page you have review directly before and after accessing the Site.

Financial Data

Financial Information, such as data related to your payment method (i.e. valid credit card number, card brand, expiration date, billing zip code) that we may collect when you purchase, order, return, exchange or request information about our products or services from the Site. We store only very limited, if any, financial information we collect. Credit card data is tokenized and held by a certified third party. Otherwise, all financial information is stored by our payment processors.

Facebook Permissions.

This Site may by default access your Facebook basic account information, including your name, email, gender, birthday, current city, profile picture, URL, as well as other information that you choose to make public. We may also request access to other permissions related to your

account, such as friends, checkins, and likes. You may choose to grant or deny us access to each of these permissions. For more information about open authorization and Facebook permissions refer to the Facebook Permissions Reference Page.

Data from Contests and Giveaways

Personal and other information you may provide when entering contests or giveaways and/or responding to surveys.

Data from Social Networks

User information from social networking sites, including your name, your social network username, location, gender, birth date, email address, profile picture, and public data for contacts, if you connect your account to such social networks. *Mobile Device Data*

Device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access the Site from a mobile device.

Third-Party Data

Information from third parties, such as personal information or network friends, if you connect your account to the third party and grant the Site permission to access this information.

Use of Your Information

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Site to:

- Assist law enforcement and respond to subpoenas.
- Compile anonymous statistical data and analysis for use internally or with third parties. Create and manage your account. Deliver targeted advertising, coupons newsletters, and promotions, and other information regarding our website and mobile application to you. Email you regarding your account or order. Fulfill and manage purchases, orders, payments, and other transactions related to the Site. Monitor and analyze usage and trends to improve your experience with the Site. Notify you of updates to the Site. Offer new products, services, and/or recommendations to you. Perform other business activities as needed. Prevent fraudulent transactions, monitor against theft, and protect against criminal activity. Process payment and refunds. Resolve disputes and troubleshoot problems. Respond to product and customer service requests. Send you a newsletter or announcement.

Disclosure of Your Information

We may share information we have collected about you on certain situations. Your information may be disclosed as follows:

By Law or to Protect Rights

If we believe the release of information about you is necessary to respond to a legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

Third Party Service Providers

We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email deliver, hosting services, customer service, and marketing assistance.

Other Third Parties

We may share your information with advertisers and investors for the purposes of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law.

Sale or Bankruptcy

If we reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party. You acknowledge that such transfers may occur and that the transferee may decline to honor commitments we made in this Privacy Policy.

Marketing Communications

With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

Interactions with Other Users

If you interact with other users of the Site, those users may see your name, profile photo, and descriptions of your activity, including sending invitations to other users, chatting with other users, liking posts, following blogs.

Online Postings

When you post comments, contributions or other content to the Site, your posts may be viewed by all users and may be publicly distributed outside the Site in perpetuity.

Third Party Advertisers

We may use third-party advertising companies to serve ads when you visit the Site. These companies may use information about your visits to the Site and other websites that are contained in web cookies in order to provide advertisements about goods and services of interest to you.

Affiliates

We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

Business Partners

We may share your information with our business partners to offer you certain products, services or promotions.

We are not responsible for the actions of third parties with whom you share personal or sensitive data, and we have no authority to manage or control third-party solicitations. If you no longer wish to receive correspondence, emails or other communications from third parties, you are responsible for contacting the third party directly.

Tracking Technologies

Cookies and Web Beacons

We may use cookies, web beacons, tracking pixels, and other technologies on the Site to help customize the Site and improve your experience. When you access the Site, your personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of the Site. You may not decline web beacons. However, they can be rendered ineffective by declining all cookies or by modifying your web browser's settings to notify you each time a cookie is tendered, permitting you to accept or decline cookies on an individual basis.

Internet-Based Advertising

Additionally, we may use third-party software to serve ads on the Site, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us.

Website Analytics.

We may also partner with selected third-party vendors, such as Google Analytics, to allow tracking technologies and remarketing services on the Site through the use of first party cooked and third-party cookies, to allow us to analyze and track users' use of the Site, determine the popularity of certain content and better understand online activity. By Accessing this Site, you consent to the collection and use of this information by these third-party vendors. You are encouraged to review their privacy policy and contact them with any questions. We do not transfer personal information to these third-party vendors. For more information about opting out of interest-based advertising visit optout.networkadvertising.org.

Controls for Do not Track Features

Most web browsers and some mobile operating systems include a Do-Not-Track feature or setting you can activate to signal your desire for privacy and to not have your online browsing activity monitored and collected. If you set the Do-Not-Track signal on your browser, we will hon such signals.

Third Party Websites

The Site may contain links to third-party websites and applications of interest, including advertisements and external services, that are not affiliated with us. Once you have used these links to leave the Site, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing information to any third-party websites, you should inform yourself of the privacy policies and practices of the third party responsible for that website. We are not responsible for the contact or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked from the Site.

Security of Your Information

We use administrative, technical and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you

provide us, please be aware that despite our efforts, no security measures are perfect or impenetrable. No method of data transmission can be guaranteed against interception and other types of mis-sue. Although we try to keep the information you trust us with secure, we cannot guarantee complete security of your information.

Children

We do not knowingly solicit information from or market to children under the age of 13. If you become aware of any data we have collected from children under the age of 13, please notify us.

Options Regarding Your Information

Account Information.

You may review or change the information in your account, or terminate your account by emailing customer support. Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with investigations, and enforce our Terms of Use.

Emails and Communications

If you no longer wish to receive correspondence, emails or other communications from us you may opt-out by: (1) Noting your preferences at the time you register your account with us, or (2) contacting our support department at support@uforiascience.com

California Privacy Rights

California Civil Section 1798.83, permits California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the name and addresses of all third parties for direct marketing purposes in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to our support department. Please be aware that although publicly facing data may be removed, the data may not be completely or comprehensively removed from our systems.

If you are under 18 years old and reside in California, and have a registered account with this Site, you have the right to request removal of unwanted data that you publicly post on the Site. To request removal of such data, please contact the support department at support@uforiascience.com.

For Questions

Contact us at:

Uforia Sciences
901 Sam Rayburn Highway
Melissa, Texas 75454
support@uforiascience.com

ADDITIONAL INFORMATION FOR EUROPEAN USERS

Controller and Data Protection Officer

We are the controller of your personal data for purposes of European data protection law. We have appointed a data protection officer (“DPO”) who is responsible for overseeing questions in relation to this Privacy Policy. If you have any questions about this Privacy Notice, including any requests to exercise your legal rights, please contact the DPO using the details set out below:

Uforia Sciences

Attn: Francois Jacomet, Data Protection Officer

DPO@uforiascience.com

Legal Bases for Processing

We are required to inform you of the legal bases of our processing of your personal data, which are described in the table below. If you have questions about the legal basis of how we process your personal data, you may contact us using the information provided in the section above.

Processing Purpose	Legal basis
Providing our products and services	Processing is necessary to perform the contract governing our provision of the products or services or to take steps that you request prior to signing up for the Services. In addition, when we process personal data on merchants’ customers, these purposes constitute our legitimate interests.
<ul style="list-style-type: none">• Marketing• For research and development• Managing our recruiting and processing employment applications• Compliance, fraud prevention and safety• To create anonymous data	These processing activities constitute our legitimate interests. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). In some cases, marketing may be based on your consent – such as where you provide your email address to us for the specific purpose of receiving our or merchants’ marketing communications.
To comply with law	Processing is necessary to comply with our legal obligations
With your consent	Processing is based on your consent. Where we rely on your consent you have the right to withdraw it anytime in

	the manner indicated in the Service or by contacting us at.
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Use for new purposes

We may use your personal data for reasons not described in this Privacy Policy where permitted by law and the reason is compatible with the purpose for which we collected it.

Automated decisions, credit reference agencies and fraud prevention agencies

We sometimes make automated decisions based on your personal data (whether provided by you or collected by us from third parties such as credit reference and fraud prevention agencies). We will only do this where it is required in connection with a contract, authorized by law, or based on your explicit consent. You can contact us for more information on automated decision making. Please also see the “Your individual legal rights” section below.

How long will you use my personal data?

We will use your personal data for as long as necessary based on why we collected it and what we use it for. This may include our need to satisfy a legal, regulatory, accounting, or reporting requirement.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In general terms, we will retain your personal data for the duration of your involvement/engagement with us and for as long as reasonably necessary afterwards; however, we may maintain different retention periods for different products and services. There are also certain types of information which are required to be retained for a certain period by law.

Your individual legal rights

Under certain circumstances, individuals in Europe have rights under data protection laws in relation to their personal data. If you are located in Europe, you may ask us to take the following actions regarding personal data that we hold:

- **Access.** You are entitled to ask us if we are processing your personal data and, if so, for a copy of the personal data we hold about you, as well as obtain certain other information about our processing activities.
- **Correction.** If any personal data we hold about you is incomplete or inaccurate, you can require us to correct it, though we may need to verify the accuracy of the new data you provide to us.
- **Erasure.** This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law.
- **Object.** Where our reason for processing your personal data is our legitimate interests, you may object to processing as you feel it impacts on your fundamental rights and freedoms. You

also have the right to object where we are processing your personal data for direct marketing purposes.

• **Restriction.** You may ask us to suspend our use of your personal data in the following scenarios:

- if you want us to establish the data's accuracy;
- where our use of your personal data is unlawful but you do not want us to erase it;
- where you need us to hold your data for a longer period than we usually would, because you need it to establish, exercise or defend legal claims; or
- you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

• **Transfer.** Where it is possible, we will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to personal data provided by you which you initially provided consent for us to use or where we used the information to perform a contract with you.

• **Withdraw consent.** Where our reason for processing is based on your consent, you may withdraw that consent at any time. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

• **Automated decision making.** You have the right not to be subject to automated decision making (e.g., profiling) that significantly affects you. The exercise of this right is not available to you in the following cases:

- The automated decision is required to enter into, or perform, a contract with you.
- We have your explicit consent to make such a decision.
- The automated decision is authorized by local law of an EU member state.

However, in the first two cases set out above, you still have the right to obtain human intervention in respect of the decision, to express your point of view and to contest the decision.

You can submit requests to exercise these rights by emailing our DPO at DPO@uforiascience.com. We may need to request specific information from you to help us confirm your identity and ensure you are entitled to exercise a right in respect of your personal data, for example, a merchant identification number or account number. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

There may be legal or other reasons why we cannot, or are not obliged to, fulfil a request to exercise your rights. We will use available lawful exemptions to your individual rights to the extent appropriate. If we decline your request, we will tell you why, subject to legal restrictions.

You will not have to pay a fee to exercise any of your rights relating to your personal data. However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We will respond to all legitimate requests promptly and, in any event, within any timeframes prescribed by applicable law. In general, we must respond to queries within one month from the receipt of the request, so it is important that requests are identified and sent

to DPO@uforiascience.com as soon as possible. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated. Any transmission of your personal data will be handled in a secure manner.

You also have the right to make a complaint at any time to a supervisory authority (for more information go to https://edpb.europa.eu/about-edpb/board/members_en).

Cross-border data transfer

We transfer your personal data within our company including outside of Europe. Whenever we transfer your personal data out of Europe within our company to countries not deemed by the European Commission to provide an adequate level of protection for personal data. When we transfer personal data outside of Europe to third parties in countries not deemed by the European Commission to provide an adequate level of protection for personal data, the transfer will be made pursuant to:

- A contract approved by the European Commission (sometimes called “Model Clauses” or “Standard Contractual Clauses”);
- The EU-US Privacy Shield;
- The recipient’s Binding Corporate Rules;
- The consent of the individual to whom the personal data relates; or
- Other mechanisms or legal grounds as may be permitted under applicable European law

Please contact us if you would like to receive further information on the specific mechanism used by us when transferring your personal data out of Europe.