

Privacy Statement AppVantages

AppVantages is a product of AppVantages B.V. ("**AppVantages**", "**we**" or "**us**"). AppVantages is concerned with your privacy and will process and use your personal information with great care and in a safe manner. This document explains the privacy policy maintained by AppVantages. We strongly recommend you to read this document entirely and carefully.

All services by AppVantages are provided subject to the provisions included in the "**AppVantages End User Terms of Use**", which can be viewed through AppVantages' smartphone app or on the AppVantages website. We strongly recommend you to read also this document.

This document was last updated on 5 June 2012.

1. Who is AppVantages?

AppVantages is a mobile couponing service provider. Its services enable you, through the dedicated smartphone app (the "**App**"), through the AppVantages website (the "**Website**") or through other means, to receive "mobile coupons" ("**Coupons**") where your smartphone serves both as carrier and as identification device. These Coupons entitle you to several kinds of discount actions or promotional offers that may be redeemed in accordance with the redemption procedure stated on the Coupons. AppVantages not only provides you with the App, but it also distributes the Coupons on behalf of the retailer or merchant ("**Merchant**") offering the promotion or discount. Moreover, AppVantages takes care of the backoffice processes involved in distributing, validating and redeeming the Coupons. Collectively, these services by AppVantages are referred to as "**Mobile Couponing Services**" or "**Services**".

AppVantages B.V. is a limited liability company registered in the Dutch Chamber of Commerce under number 52979105, and has its registered office at Havenkade 4A, 2312 RT Leiden, the Netherlands.

2. What information is collected and processed by AppVantages?

If you want to use the Services through the appropriate channels, you need to register as an end user. The registration procedure requires you to provide a few personal data, i.e. (1) a valid e-mail address, and (2) a password.

After finishing the registration procedure, a personal profile is automatically created. This includes the data you provided, but also the data that AppVantages records with respect to your use of the Services. An example of such recorded information is which Coupons you received and which Coupons were redeemed by you.

You, as end user, have the right, at any time, to determine which categories of Coupons you do not want to receive anymore, or do want to receive from now on. You can do this in the App by selecting the appropriate settings.

3. Does AppVantages use “cookies”?

AppVantages does not use so-called “cookies”.

4. For which purposes will AppVantages use your personal information?

AppVantages may use your personal information in order to:

- provide you with the Services;
- send information to you regarding our own, similar services such as promotional actions by AppVantages;
- anonymously collect statistical and to take necessary actions such that the safety of the platform used to provide the Services is enhanced;
- provide your information to third parties when legal obligations require us to do so.

AppVantages enables you to enjoy our Services through the App or through the Website. In order to do so, AppVantages must be granted the right to use your personal information for the purposes stated above.

AppVantages also wants you to be informed of the development of its Services. AppVantages will notify you when new discount actions become available or when the Services are extended and/or updated. From time to time you can expect an e-mail message at the address specified during the registration procedure. If you do not want to receive such messages anymore, please unsubscribe by sending an e-mail to the following address: privacy@appvantages.com. A possibility to unsubscribe is also included in each message. Please keep in mind that when unsubscribed, you have to inform yourself of any actions, extensions or updates.

AppVantages uses certain information that is automatically generated during the use of the Services (the "**Automatically Generated Data**"), for statistical purposes and to protect the Website and the Services.

AppVantages will not provide your personal data and the Automatically Generated Data to third parties, with the following exceptions:

- (Parts of) the Automatically Generated Data may, if that is deemed necessary for the optimal performance of the Services, be provided to third parties. Without exception, these data will not contain any personal data, and will also contain no data that might be traceable to you personally;
- AppVantages will provide your information to third parties when AppVantages is required to do so based on mandatory legal provisions, when forced as a result of a lawsuit, or in the event AppVantages deems this necessary to protect its own rights.

5. In what ways does AppVantages protect your personal information?

AppVantages will take appropriate technical and organizational measures to protect your personal information against loss or any form of unlawful processing.

6. Company transfer

It may not be excluded that, in the further growth and development of AppVantages as a company, one or more parts or assets of the company are transferred to a third party or that AppVantages merges with a third party. In that case, your (personal) data may also be transferred.

7. Transfer to countries outside the EU

For technical and operational reasons it may be necessary that your (personal) data are transferred to (servers of) affiliated companies in the United States or in other countries outside the European Union, where regulations with respect to privacy protection may not be identical to those in the European Union.

8. Acknowledgement; improvement of your data

You may review your own (personal) data at any time and if necessary change through the Website or through the App. If you want to know what information AppVantages has recorded in your profile in addition to your personal data you have recorded, or if you want to change data you cannot access via the App or the Website, please contact our customer service by sending an e-mail to customerservice@appvantages.com.

9. To what extent is AppVantages responsible?

The App and the Website may contain hyperlinks such that you leave the Services and end up on third party websites. AppVantages has no control over third party websites to which we link. So it may be possible that using these third party websites imply that different privacy policies apply.

Furthermore, it may be possible that you are using couponing-related or other services from a third party website, e.g. reservations discounts, while AppVantages has licensed this website in order to handle these related services utilizing the platform of AppVantages. In such cases, the processing and use of your personal data is subject to the privacy policy of each of such third party and not to this Privacy Statement. AppVantages has no control over and/or responsibility for the use of your personal information by these third parties.

This Privacy Statement relates solely to (personal) data obtained via the App or Website. AppVantages accepts no responsibility and/or liability for the processing of your personal data by third parties and/or the content of third party websites.

10. Are minors allowed to use AppVantages?

The Services are intended for use by persons of sixteen (16) years and older. If you are younger than sixteen (16) years you may not use the Services. If you are using the Services and/or complete the registration process, you warrant that you are at least sixteen (16) years old. AppVantages will, once it becomes aware of the fact that you have not reached the age of sixteen (16), remove your personal information and refuse to provide the Services.

11. Can this Privacy Statement be modified?

This Privacy Statement may be modified. The modified version will in any event be available on the App and on the Website. If you disagree with (part of) the modifications, your only option is to terminate using the Services. In that case, your personal data will be removed by AppVantages.

All services provided by AppVantages are subject to the provisions contained in the "**AppVantages End User Terms of Use**". In the event that one or more provisions in this Privacy Policy conflict with those in these End User Terms of Use, the provisions in the End User Terms of Use will prevail.

12. Termination of the use of the Services

If you, for whatever reason, no longer wish to use the Services, you must express this through the App or through the Website. Upon termination of the use of the Services, your personal data will be removed by AppVantages.

13. Questions?

If you have any questions about this Privacy Statement you can send an e-mail to privacy@appvantages.com .