

Welcome to Cherryfish.com. We are glad you are here! We want you to understand that by using the Website or App, you are accepting and agreeing to the Cherryfish Privacy Policy.

If you do not agree to this Privacy Policy, you must not use Cherryfish.com or a Cherryfish App.

Cherryfish Privacy Policy

Last Modified: October 15, 2017

Cherryfish.com and the Cherryfish mobile applications ("App") including all Content, (together the Cherryfish.com website and the App are referred to as the "Website") are owned and operated by Cherryfish, L.L.C. (the "Company," "Cherryfish," "we" or "us"). We respect your privacy and take our commitment to protecting it very seriously. This Privacy Policy ("Privacy Policy") states what information we will gather and how we will protect it. We want to hear your thoughts and encourage you to email your suggestions and comments. However, please note that the information in any communication you send to us will be subject to this Privacy Policy.

This Privacy Policy describes the types of information we may collect from you or that you may provide when you visit the Website, and our practices for collecting, using, maintaining, protecting and disclosing that information.

This Privacy Policy applies to information we collect:

- On the Website.
- In e-mail, text and other electronic messages between you and the Website.

It does not apply to information collected by:

- us offline or through any other means, including on any other website operated by Company or any third party; or
- any third party including through any application or content (including advertising) that may link to or be accessible from or on the Website

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, you must not use Cherryfish.com. By accessing or using this Website, you agree to this Privacy Policy. This Privacy Policy may change from time to time. Your continued use of this Website after we make changes is deemed

to be acceptance of those changes, so please check the Privacy Policy periodically for updates.

Information We Collect About You and How We Collect It

We collect several types of information from and about users of our Website, including information:

- by which you may be personally identified, such as name, profile photo, postal address, e-mail address, telephone number, education, or employment history ("**personal information**");
- that is about you but individually does not identify you, such as your charitable DNA, meaning your volunteer or donation history; and/or
- about your internet connection, the equipment you use to access our Website and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses and information collected through cookies and other tracking technologies.
- From third parties, for example, our users, business partners or Google Analytics.

Each of these information collection methods is described further below.

Information You Provide to Us.

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, registering for events, subscribing to our service, posting material or requesting further services. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including e-mail addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Your search queries on the Website.

You also may provide information to be published or displayed (hereinafter, "**posted**") on public areas of the Website, or transmitted

to other users of the Website or third parties (collectively, "**User Content**"). Your User Content is posted on and transmitted to others at your own risk. Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Content. Therefore, we cannot and do not guarantee that your User Content will not be viewed by unauthorized persons.

Information you might provide to a third party service provider

Cherryfish uses a third party to process all credit card and banking transactions.

Location Information

The Website may include features that allow us to geotrack the device on which the Website is installed (the "**Device**") and monitor its real-time location, which will include our access of your GPS positioning as indicated by the Device's GPS features ("**Location Information**"). You may be able to opt out of the Device's collection of Location Information by modifying your Device's location settings. However, doing so will cause any location-based features of the Device to be disabled.

Information We Collect Through Automatic Data Collection Technologies.

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system and browser type.
- Stored Information and Files. The Website may access information associated with other files stored on your computer or Device, such as photographs, audio and video clips, personal contacts, and address book information.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

The information we collect automatically is statistical data and may include personal information. We may maintain it or associate it with personal information we collect in other ways or receive from third

parties. It helps us to improve our Website 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 Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

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 parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.

Third-party Use of Cookies and Other Tracking Technologies.

Our Website uses Google Analytics, a web analytics service provided by Google, Inc. ("**Google**"). Google Analytics uses cookies, to help us analyze how users use the Website. The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and stored by Google on servers owned by Google. Google will use this information for the purpose of evaluating use of the Website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. The collected data is not tied to any single individual, no individual profiles are created, and Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use the full functionality of the Website. Further use of your information shall be in accordance with the privacy policies and procedures of Google in effect from time to time.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Website and its content to you.
- To provide you with information, products or services that you request from us.

- To fulfill any other purpose for which you provide it.
- To provide you with notices about your account/subscription, including expiration and renewal notices.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Website or any products or services we offer or provide through it.
- To allow you to participate in interactive features on our Website.
- To connect you with individuals, charities and organizations which may be of interest.
- 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 contact you about charities, organizations or events that may be of interest to you. If you do not want us to use your information in this way, please adjust your user preferences in your account profile.

Disclosure of Your Information

We may disclose aggregated information about our users without restriction.

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

- To our subsidiaries and affiliates.
- To contractors, service providers and other third parties we use to support our business and who are bound by 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 Cherryfish's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by Cherryfish about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it. For example, if you give us an e-mail address to use the "e-mail a friend" feature of our Website, we will transmit the content of that e-mail and your e-mail address to the recipients.

- For any other purpose disclosed by us when you provide the information.

We may also 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 Terms of Use or other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Cherryfish, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Registration Information used by charities

Cherryfish maintains certain information about individual users which expedites registration at charity events (such as name, e-mail address, shirt size). Charities that we feature on the Website are required to treat all information provided to them by Cherryfish as confidential.

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:

- **Location Information.** You can choose whether to allow the Website to collect and use real-time information about your computer or Device's location through the settings. However, blocking tracking technology and location information may result in portions of the Website being inaccessible or not functioning properly.
- **Tracking Technologies and Advertising.** You can set your browser or Device 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 Website may then be inaccessible or not function properly.
- **Third Party Collection and Use of Information.** We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way.
- **Do Not Track Requests.** Currently, certain browsers, including Firefox, Google Chrome, Safari and Internet Explorer, offer a "do

not track” (or, “DNT”) option. This option, using a technology known as a DNT header, sends a signal to websites visited by the user about the user’s DNT preference, if any, set on the browser. Cherryfish does not currently commit to responding to browsers’ DNT signals. We cannot make this commitment because no common industry standard for DNT has been adopted by industry groups, technology companies, or regulators.

Accessing and Correcting Your Information

You can review and change your personal information by logging into the Website and visiting your account profile page.

If you delete your User Content from the Website, copies of your User Content may remain viewable in cached and archived pages, or might have been copied or stored by other Website users. Proper access and use of information provided on the Website, including User Content, is governed by our Terms of Use.

International Users

This Privacy Policy has been prepared for users of the App who are located in the United States. If you access or use the App from other regions of the world, you should be aware that that country may have laws governing data collection and use that may differ from U.S. law. Regardless of your country of origin and/or the country in which you access or use the App, you consent to the collection, sharing, and use of your information, including any personal information, as described in this Privacy Policy.

Your California Privacy Rights

California Civil Code Section § 1798.83 permits users of our Website that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to contact@cherryfish.com.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted using SSL technology.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

A Note About Children

Cherryfish has no interest in collecting information from children under the age of 13, and does not knowingly gather any personally identifiable information from children under the age of 13. If you are a parent or legal guardian who believes that your minor child provided us with any personal information, please contact us.

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 on the Website home page. If we make material changes to how we treat our users’ personal information, we will notify you through a notice on the Website home page. The date the Privacy Policy was last revised is identified at the top of the first page of this Privacy Policy. You are responsible for ensuring we have an up-to-date active and deliverable e-mail address for you, and for periodically visiting our Website and this Privacy Policy to check for any changes.

Contact Information

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at: contact@cherryfish.com.

Feeling Charitable? Try Cherryfish!