

VUNIFY, INC.

Privacy Policy

This Privacy Policy was last updated on January 23, 2015.

Vunify, Inc. (“**Vunify**,” “**we**,” or “**us**”), which is the operator of the Vunify Service, knows that you care how information about you is collected, used and shared. This Privacy Policy explains what personal information we collect about you when you use the Service, how the information will be used, with whom we share your information, and how you can control the collection, use and sharing of your information or update or deletion of your information. For purposes of this Privacy Policy, the Service includes access and use of the Website, Application, Mobile App, User Content and the posting of Personal Content. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources. Capitalized terms that are not defined in this Privacy Policy have the meaning given them in our Terms of Use Agreement (the “**Terms of Use**”) at www.vunify.com/legal/terms.

We will not knowingly use or share your personal information with anyone except as described in this Privacy Policy.

By accessing or using the Service, you consent to the collection, use, processing and sharing of your personal information as described in this Privacy Policy.

You may access the Service from the Website or a Mobile App, including through a Social Networking Site. If you access the Service through a Social Networking Site, you may also be required to accept that Social Networking Site’s terms of use agreement and privacy policy.

If you have questions about this Privacy Policy or the way we collect, use, process or share your information, please contact us at info@vunify.com.

THIS PRIVACY POLICY MAY CHANGE FROM TIME TO TIME, AS SPECIFIED IN SECTION 10 BELOW.

1. **Information We Collect:**

A. Personally Identifiable Information: If you register for a Member account with the Service, including by “liking,” “following,” linking your account, adding the Vunify application, etc., through a Social Networking Site, you provide us information about yourself, such as your name, e-mail address, and postal address. By using the Service, you may also provide us with location data and usage data, such as where you discover and save a TV program. This usage data may be collected in the background, , or when you provide us with such data on our Website. We may also ask you for information such as your age, gender, and interests. If you sign in to our Service through a Social Networking Site, you may authorize us to access information about your social network and activities on such Social Networking Site. If you correspond with us by email, we may retain the content of your email messages, your email address and our responses. We may also retain any messages you send through the Service or Personal Content you post to the Service.

B. Non-Personally Identifiable Information: We may use your personally identifiable information, such as usage patterns and demographic data, to create anonymized information that cannot be traced back to you. We may also collect non-personally identifiable information through cookies, log files, and other technology, as described below.

2. Methods Used To Collect Information:

A. Cookies Information: When you visit the Service, we may send one or more cookies - a small text file containing a string of alphanumeric characters - to your computer that uniquely identifies your browser and lets Vunify help you log in faster and enhance your navigation through the Website. A cookie may also convey anonymous information about how you access and use the Service. A cookie does not collect personally identifiable information about you. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the Website. Persistent cookies can be removed by following your web browser's directions. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of the Service may not function properly if the ability to accept cookies is disabled. Third parties that deliver advertisements to users of the Service may also use cookies, and their use of cookies is governed by their own policies and practices.

B. Log File Information: Log file information is automatically reported by your browser each time you access the Website. When you use the Service, our servers automatically record certain information that your web browser sends whenever you visit the Website. These server logs may include information such as your web request, Internet Protocol (“IP”) address, browser type, referring / exit pages and URLs, number of clicks, domain names, landing pages, pages viewed, and other such information.

C. Clear Gifs Information: When you use the Service, we may employ clear gifs (also known as web beacons) which are used to track the online usage patterns of our users anonymously. No personally identifiable information from your Vunify account is collected using clear gifs. In addition, we may also use clear gifs in HTML-based emails sent to our users to track which emails are opened by recipients. We use this information to enable more accurate reporting, improve the effectiveness of our marketing, and improve the Vunify user experience. We may also use this information to track User Content and Users to the extent necessary to prevent illegal activities and enforce our Terms of Use and comply with applicable law. We do not share usage information with third parties, except in the form of aggregate data that does not specifically identify individual users and except as necessary to prevent illegal activities and enforce our Terms of Use.

D. Third Party Services: Vunify uses Google Analytics, Gaug.es and similar analytics services (collectively, the “Analytics Services”) to help understand your use of the Service. The Analytics Services collect the information sent by your browser as part of a web page request, including cookies and your IP address. The Analytics Services also receive this information and their use of it is governed by their Privacy Policy.

3. How We Use Your Information:

A. Personally Identifiable Information: We use the personally identifiable information to operate, maintain, and provide to you the features and functionality of the Service. For example, we may use your personally identifiable information to provide you with recommendations based on your stated preferences, viewing and usage patterns or those of your friends.

By providing Vunify your email address (including by “liking,” “following,” linking your account, adding the Vunify application, etc., on a Social Networking Site), you consent to our using the email address to send you Service-related notices, including any notices required by law, in lieu of communication by postal mail. You also agree that we may send you notifications of activity on the Service to the email address you give us, in accordance with any applicable privacy settings. We may use your email address to send you other messages, such as newsletters, changes to features of the Service, special offers and reminders and suggestions for programs to watch based on certain features of the Service that you may elect to sign up for. If you do not want to receive such marketing email messages, you may opt out by using the “unsubscribe” option in the applicable email or by changing your account settings. Opting out may prevent you from receiving email messages regarding updates, improvements, or offers. Please also note that if you do opt out of receiving marketing messages from us, we may still send you important administrative messages, and you cannot opt out from receiving administrative messages.

Vunify may retain and continue to use indefinitely all information (including Personal Content) contained in your communications to other Users or posted to public or semi-public areas of the Service after termination or deactivation of your Member account.

If you choose to use our invitation service to invite a friend to the Service, we will ask you for that person's email address and automatically send an email invitation. Vunify stores this information to send this email, to register your friend if your invitation is accepted, and to track the success of our invitation service. Your friend may contact us to request that we remove this information from our database at info@vunify.com or your friend may opt out by using the “unsubscribe” option in the applicable email.

If you sign up to have SMS, MMS, text message or other electronic notifications sent to your mobile device, we will send a verification request to the phone number you provide to us so that you can confirm that you want to receive such notifications from us. If you verify that you want to receive SMS, MMS, text messages or other electronic notifications from us, we may use the phone number you provide to notify you of activity within the Service or to allow you to use the Service from your mobile device. In addition, from time to time we will send you messages directly to your mobile device related to the Service, including notifying you of new Service features. You can control or manage these messages, or opt-out of receiving SMS, MMS, text messages or other electronic notifications from us, by adjusting the settings at www.vunify.com.

B. Non-Personally Identifiable Information: We may use non-personally identifiable information to provide you with recommendations based on collaborative filtering methods and

similar techniques. Vunify may use certain information about you and/or your Personal Content internally for purposes such as analyzing how the Service is used, diagnosing service or technical problems, maintaining security, and personalizing content.

We use cookies, clear gifs, and log file information to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the Website; (b) provide custom, personalized content and information; (c) monitor the effectiveness of our Service; (d) monitor aggregate metrics such as total number of visitors, traffic, and demographic patterns; (e) diagnose or fix technology problems reported by our Users or engineers that are associated with certain IP addresses; (f) help you efficiently access your information after you sign in; and (h) track User Content and Users to the extent necessary to comply as a service provider with the Digital Millennium Copyright Act; and (i) automatically update the Vunify application on your system and related devices.

4. How We Share Your Information:

A. Our Service Providers: Vunify may share your activities on the Service with third party services, such as a Social Networking Site or networks who provide programming that you use to connect to the Service. Vunify may share your personally identifiable information with such third parties for the purpose of providing the Service to you, such as personalized content and for supporting your use of the Service. However, Vunify will not allow such third parties to utilize your personally identifiable information to contact you directly. We may store personally identifiable information in locations outside the direct control of Vunify (for instance, on servers or databases co-located with hosting providers).

B. Sale of Business: As we develop our business, we may buy or sell assets or business offerings. User, email, and visitor information is generally one of the transferred business assets in these types of transactions. We may also transfer or assign such information in the course of corporate divestitures, reorganizations, sale of assets, stock, mergers, or dissolution (including without limitation in connection with any bankruptcy or similar proceedings). We may share your personally identifiable information with third parties in the context of any of these transactions.

C. Other Users and Friends: Any personally identifiable information or content that you voluntarily disclose for posting to the Service, such as Personal Content, becomes available to the public, as controlled by any applicable privacy settings. To change your privacy settings on the Service, please visit www.vunify.com. If you remove information that you posted to the Service, copies may remain viewable in cached and archived pages of the Service, or if other Users have copied or saved that information. We may also share information about you at your direction. For example, we may share your viewing information with your friends, subject to any applicable privacy settings.

D. Events: From time to time, we may run contests, special offers, or other events or activities (“**Events**”) on the Service together with a third party partner. If you provide information to such third parties, you give them permission to use it for the purpose of that Event and any other use that you approve. We cannot control third parties' use of your information. If

you do not want your information to be collected by or shared with a third party, you can choose not to participate in these Events.

E. Compliance with Law: Vunify will disclose personally identifiable information if required to do so by law or subpoena or if we believe that such action is necessary to (a) conform to the law, comply with legal process served on us or our affiliates, or investigate, prevent, or take action regarding suspected or actual illegal activities; (b) to enforce our Terms of Use at www.vunify.com/legal/terms, take precautions against liability, to investigate and defend ourselves against any third-party claims or allegations, to assist government enforcement agencies, or to protect the security or integrity of our Website, business and operations; (c) to exercise or protect the rights, property, or personal safety of Vunify, our Users or others, and to pursue available remedies; and (d) in any manner permitted under applicable law, including laws outside your country of residence.

F. Non-Personally Identifiable Information: We may share non-personally identifiable information (such as anonymous usage data, anonymous demographic data, anonymous viewing patterns, referring/exit pages and URLs, platform types, number of clicks, etc.) in any manner that we share personally identifiable information, as well as sharing such information with third parties, such as advertisers, programmers, and content owners, to help them understand the usage patterns for certain Vunify services and aggregate entertainment usage patterns and for any other business purpose.

G. Ad Servers and Networks: Vunify may allow third-party ad servers or ad networks to serve advertisements on the Service. These third-party ad servers or ad networks use technology to send, directly to your browser, the advertisements and links that appear on Vunify. They automatically receive your IP address when this happens. They may also use other technologies (such as cookies, JavaScript, or web beacons) to measure the effectiveness of their advertisements and to personalize the advertising content. Vunify does not provide any personally identifiable information to these third-party ad servers or ad networks without your consent. However, please note that if an advertiser asks Vunify to show an advertisement to a certain audience and you respond to that advertisement, the advertiser or ad server may conclude that you fit the description of the audience they are trying to reach. In addition, third-party advertisers may use information (not including your name, address, email address, or telephone number) about your visits to the Website and other websites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, please visit http://networkadvertising.org/managing/opt_out.asp. The Vunify Privacy Policy does not apply to, and we cannot control the activities of, third-party advertisers. Please consult the respective privacy policies of such advertisers for more information.

5. How We Protect Your Information:

Vunify cares about your privacy, but we cannot ensure or warrant the security of any information you transmit to Vunify or guarantee that your information on the Service may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. Your privacy settings may also be affected by changes to the functionality of

Vunify's distributors, such as Social Networking Sites. Vunify is not responsible for the functionality or security measures of any third party.

To protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. You are responsible for maintaining the confidentiality of your unique password and account information, and for controlling access to your email communications from Vunify, as all times.

6. Your Choices About Your Information:

You may, of course, decline to submit personally identifiable information through the Service, in which case Vunify may not be able to provide certain features of the Service to you. You may update or correct your account information and email preferences at any time by logging in to your account at www.vunify.com. You can review and correct the information about you that Vunify keeps on file by contacting us directly at info@vunify.com. If you no longer want us to use your information, or if you want us to use commercially reasonable efforts to delete your information, you may contact our help desk at info@vunify.com and request that we deactivate your account or delete your information. We will try to comply with your request as soon as and to the extent reasonably practicable. However, we cannot remove your personally-identifiable information from the database of any other Users you have shared such information or from third parties to whom you have previously authorized us to share such information. In addition, we may need to retain certain information for recordkeeping purposes, and there may also be residual personally-identifiable information that will remain in our archived material, within our databases and other records even after you have requested the removal of such information from our databases.

7. Children's Privacy:

Protecting the privacy of young children is especially important. For that reason, Vunify does not knowingly collect or solicit personally identifiable information from anyone under the age of 13 or knowingly allow such persons to create a Member account. If you are under 13, please do not send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 is allowed to provide any personally identifiable information to or on Vunify. In the event that we learn that we have collected personally identifiable information from a child under age 13 without verification of parental consent, we will delete that information. If you believe that we might have any information from or about a child under 13, please contact us at info@vunify.com.

8. Links to Other Web Sites:

We are not responsible for the practices employed by websites linked to or from the Service (including your accounts with any third party used to connect to the Service), nor the information or content contained therein. Please remember that when you use a link to go from the Service to another website, our Privacy Policy is no longer in effect. Your browsing and interaction on any other website, including those that have a link on our Website, is subject to that website's own rules and policies. Please read over those rules and policies before proceeding.

9. Notification Procedures:

It is our policy to provide notifications, whether such notifications are required by law or are for marketing or other business related purposes, to you via email notice, written or hard copy notice, or through conspicuous posting of such notice on the Website, as determined by Vunify notifications to you, provided that you may opt out of certain means of notification as described in this Privacy Policy.

10. Changes to Our Privacy Policy:

THIS PRIVACY POLICY MAY BE AMENDED OR CHANGED BY US IN OUR DISCRETION, WITH OR WITHOUT NOTICE, AT ANY TIME. Such amendments will become effective immediately upon posting on the Website, except the applicable amendment will not apply with respect to any dispute that we had actual notice about prior to the effectiveness of the applicable amendment. We indicate at the top of the page when this Privacy Policy was last updated. Be sure to return to this page periodically to ensure familiarity with the most current version of this Privacy Policy. Your continued access or use of the Service following changes to this Privacy Policy will be deemed acceptance of the applicable changes. If you do not agree to any of the terms of this Privacy Policy or any future Privacy Policy, do not use or access (or continue to access) the Service.

11. Contacting Us:

If you have any questions about this Privacy Policy, the practices of this Service, or your dealings with this Website or Mobile App, please contact us at info@vunify.com, or send mail to: 460 East Paces Ferry Road, Third Floor, Atlanta, GA 30305