

## Piclay Privacy policy

### Types of Information We Collect:

We collect certain information from your mobile device, including but not limited to the following:

- **Location Information** that allows us to periodically determine your location, including your location relative to and within third party merchant locations.
- **Device and Usage Information** that may include (i) information specific to your mobile device (*e.g.*, make, model, operating system, advertising identifier and similar information); (ii) information about your use of features, functions, or notifications on the device; and (iii) signal strength relating to WiFi or Bluetooth functionality, temperature, battery level, and similar technical data.

We may collect this information even if you are not logged in to the application.

[**For iOS:** You should be able to adjust the settings on your iOS mobile device to prevent our collection of Location Information by disabling the location services feature on your device.] [**For Android:** You should be able to adjust your settings on your Android mobile device to prevent our collection of Location Information by disabling Bluetooth and Location.]

### How We Use the Information We Collect:

We use the information to:

- Operate and improve our services;
- Provide user and other support, including to our third-party business partners;
- [**If showing instore tips:** Provide you with information when you enter participating local venues;] and
- Carry out other purposes that are disclosed to you and to which you consent.

### Ways We Disclose and Share the Information We Collect:

We share the information we collect with third-party business partners who commit to comply with applicable laws concerning their usage of the information. Our third-party business partners may share the information with their own third party business partners and use the information either for themselves or on behalf of their own business partners to:

- Operate and improve their services;
- Provide you with advertisements and information for products and services in this app or on other apps or websites based on variables such as your location, and assess your level of engagement with them; and
- Carry out other purposes that are disclosed to you and to which you consent.

We will retain your information for as long as the application is installed on your mobile device or as needed to provide you service. If you remove the application, we will remove your information and use copies of your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Piclay uses your location to show tips and information when you enter participating local venues