

## **PRIVACY POLICY**

We own and provide various websites, services, and software.

We respect your privacy and value your trust. In this Privacy Policy, we may refer to "us", or "we". "Business User" refers to any business using our products. "Consumer" refers to an end consumer using the Services to marketing, manage business, provide feedback or submit a review, or utilize any other aspect of the Services. "You" refers to both Consumers and Business Users. The following Privacy Policy outlines how we will treat information as you use the Services.

"By Using The Services, You Accept The Terms Set Forth In This Privacy Policy And In Our Terms Or Use".

We reserve the right, at its sole discretion, to change, modify, update, add, or remove portions of this Privacy Policy at any time, with or without notice to you. Please check this Privacy Policy periodically for changes. For Business Users, this Privacy Policy will be available in the "My Account" section of our website. Your continued use of the Services after the posting of any changes to the Privacy Policy will signify your acceptance of those changes.

### **Our Privacy Policy is organized as follows:**

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2. Business Users
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### **Personally Identifiable Information ("PII")**

PII is any piece of information which can be traced back to a specific individual user and thus potentially be used to uniquely identify, contact, or locate that specific individual. Examples of PII include names, telephone numbers, social security numbers, credit card numbers and other unique identifiers. In no event will we use PII to market the services of a third party, or sell or transfer PII to third parties, or

otherwise provide third parties with access thereto, except as specifically provided in this Privacy Policy and/or in our applicable Terms of Use.

## **Consumers**

If a Consumer chooses to use the Service, the Consumer may elect to provide information including, but not limited to, that Consumer's name, telephone number, and email address (collectively "Consumer Information"), that may be Personally Identifiable Information. We may also collect credit card information from Consumers in circumstances where a Business User has decided that it requires such information to be collected from Consumer transactions on system.

With it through the Services, we may also collect user submitted information including but not limited to ratings & reviews of businesses and service providers with whom the submitting Consumer has interacted through the Services, and any responses or other postings by a Business User.

## **Our Responsibilities**

When a Business User registers to use the Services, we may ask that Business User to provide business information including the business name, type of business, email address, telephone number, and street address ("Business Information"). We may also ask Business Users to provide a valid credit card number and billing address so that we can process any payments for use of the Services by such Business User, pursuant to the Business User Terms of Use. Business Users, as registered users of the Services, may modify their account information at any time by accessing the "My Account" section of their account when such Business User is logged into the Services.

You should be aware that if you upload, post, and/or distribute to the Services material, including but not limited to, Personally Identifiable Information, questions, feedback, reviews, data, comments, ratings, suggestions, information, text, data, software, sounds, photographs, podcasts, audio, audiovisual, video, images, graphics, messages and other content or materials of any nature ("User Submitted Materials"), those materials and the substantive information contained in them may be accessible by third parties. The activities of third parties are beyond the control of us. Please do not post any information that you expect to keep private on our website or in other areas of the Services.

Use of Personally Identifiable Information. We do not intentionally provide PII to third parties except where you provide PII when scheduling or managing an appointment through the Services, when registering to use the Services as a Business User, or to indicate interest in services advertised by one of the businesses bookable through the Services. In any of the above situations, we may provide that information to the appropriate Consumer, Business User or advertiser so that they may attempt to schedule or manage an appointment or provide you with information regarding the advertised products or services about which you inquired.

If a Consumer provides any Consumer Information or User Submitted Materials to the Services that are relevant to a Business User with whom that Consumer schedules an appointment or otherwise transacts through the Services, we reserve the right to provide such Business User with the relevant Consumer Information and/or User Submitted Materials for purposes of managing the appointment and/or transaction with such Consumer, whether or not such information is Personally Identifiable Information.

We reserve the right, pursuant to the Business User Terms of Use, to provide relevant Business Information to third parties.

We may use PII and any other information provided by a Business User or a Consumer through the Services for internal purposes, such as sales, human resources, marketing, and administration. We may share this information with third parties who provide us with administrative services. If we share any of the

information collected from you with such a third party, their use of that information will be governed by their privacy policy.

Information and User Submitted Materials provided by a Business User on its profile or elsewhere on the Services will be accessible by Consumers. Information and User Submitted Materials provided by a Consumer, including any personally identifiable information provided when such Consumer doing transaction through the Services, will be made available to the Business User with whom the Consumer is doing transaction.

### **Non-Personally Identifiable Information**

Non-personally identifiable information is information that, by itself, cannot be tracked to a specific individual. Examples of non-personally identifiable information include, but are not limited to, the type of internet browser you are using, the type of computer operating system you are using, your IP address, the time and date of your use of the Services, and whether or not you clicked on hypertext links within the Services. We may collect non-personally identifiable information while you use the Services.

### **Use Of Non-Personally Identifiable Information**

We may use the non-personally identifiable information to generate user statistics that we may provide to prospective advertisers or partners. If we provide any such information to others, we will provide such information in the aggregate only and will not include any personally identifiable information about any individual users. We may also use the non-personally identifiable information to generate statistics that we may provide to you and to other businesses using the Services, including, for example, the number of appointments in a certain time period. We also may provide non-personally identifiable information to contractors so that they can perform services for us.

## **Detailed description**

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### **1. General**

This privacy policy describes the policy of oRide regarding the collection, use, storage, sharing and protection of your personal information ("Privacy Policy"). This Privacy Policy applies to the oRide passenger and driver App, applications, services and tools where reference is made to this policy ("Services"), regardless of how you access the Services, including access through mobile devices.

**Scope and consent:** By using oRide Apps and related Services, you give explicit consent to oRide for the collection, use, disclosure and retention of your personal information by us, as described in this Privacy Policy and our Terms of Use.

oRide may change this Privacy Policy from time to time. We advise you to read it regularly. Substantial changes to our Privacy Policy will be announced on our Website. The amended Privacy Policy will be

effective immediately after it is first posted on our Website. This Privacy Policy is effective as of October 01, 2016.

## 2. What personal information do we collect?

You can visit our Website [www.oridetechologies.com](http://www.oridetechologies.com) without registering for an account. When you decide to provide us with your personal information, you agree that such information is sent to and stored on our servers. We collect the following types of personal information:

**Information we collect automatically:** When you visit our Website, use our Services and or reply to ads or other content, we automatically collect the information sent to us by your computer, mobile device or other equipment that provides access. This information includes, but is not limited to:

- information from your interaction with our Website and Services, including, but not limited to, device ID, device type, geo-location information, computer and connection information, statistics on page views, traffic to and from [www.oridetechologies.com](http://www.oridetechologies.com), referring URL, ad data, IP address and standard web log information; and
- Information we collect through cookies, web beacons and similar technologies.

**Information you provide to us:** We collect and store any information you enter on our Website or oRide App that you provide to us when you use our Services. This information includes, but is not limited to:

- information that you provide to us when you register for an account or for the Services that you use;
- additional information that you may provide to us through social media sites or third party Services;
- information provided in the context of dispute resolution, correspondence through our Website or correspondence that is sent to us;
- information about your location and the location of your device, including your device's unique identifier information if you have enabled this service on your mobile device, and

**Information from other sources:** We may receive or collect additional information about you from third parties and add this to our account information. This information includes, but is not limited to: demographic data, navigation data, additional contact data and additional data about you from other sources, such as public authorities, to the extent permitted by law.

## 3. How we use your personal information

You agree that we may use your personal information for the following purposes:

to provide you access to our Services and Customer Support by means of e-mail, telephone or text messages,

- to prevent, detect and investigate potentially prohibited or illegal activities, fraud and security breaches and to enforce our Terms of Use;
- to personalize, measure and improve our Services, content and ads;
- to contact you, by e-mail, push notification, text message (SMS) or by telephone, to inquire about our Services for the purpose of targeted marketing activities, updates, and promotional offers based on your message preferences (where applicable), or for any other purposes as set forth in this Privacy Policy;
- to provide you with other services that you have requested, as described when we collected the information, and

**Sharing information with and registration on social media sites:** We may offer sign-on Services that enable you to access the Website or related websites with your login credentials. We can also offer

Services that enable you to share information with third party social media websites, such as Facebook, Google Plus and Twitter.

If you provide us access to personal information stored on third party websites, the scope of access to this personal information shall vary per website and will be determined by both your own browser settings and your consent. If you wish to connect your third party account to your oRide App and you consent to us accessing the information in these third party accounts, you agree that we can collect, use and store information from this third party website in accordance with this Privacy Policy.

**Transfer of your personal information to third parties:** We may disclose your personal information to third parties in accordance with this Privacy Policy and applicable legislation and regulations. We will not disclose your personal information to third parties for their marketing purposes without your explicit consent. We may share your personal information with:

oRide to provide joint content and services (such as registration and customer support), to prevent, detect and investigate possible illegal activities, violations of our policy, fraud and/or data security breaches, and to support decision making on products, websites, applications, services, tools and communication. The oRide will only use this information to send you marketing messages when you yourself have requested their services, and they will use your personal information in accordance with their respective privacy policy.

- service providers with whom we have entered into an agreement to help us provide our Services on the website, such as financial service providers, marketing agencies and technical support. In such cases, the personal information shall remain under the control of Oride Technologies.
- certain third parties (such as intellectual property rights holders, supervisory authorities, tax authorities, police and other regulatory authorities) if we are required to do so by law, or in accordance with our Privacy Policy. We may share your personal information:

- to comply with legal obligations or a court order; or

- if this is necessary for the prevention, detection or prosecution of criminal offenses, such as fraud, deceit or prosecution, or

- if it is necessary to maintain our policies or to protect the rights and freedoms of others.

companies that we intend to merge with in the context of a re-organisation or that acquire Oride Technologies ;

- an intellectual property owner if the owner of an intellectual property right or an intermediary in good faith believes that an advertisement violates the rights of the owner. Before personal information is provided, the IP owner will enter into an agreement that, inter alia, stipulates that information is only provided on the strict condition that it may only be used in the context of legal proceedings and/or obtaining legal advice and/or to answer questions from the relevant advertiser

Without limitation to the foregoing, we shall moreover - in our efforts to respect your privacy and to keep the website free of malicious persons or parties – not disclose your personal information to third parties without a court order or formal request from the government in accordance with applicable law, unless we believe in good faith that such disclosure is necessary to prevent impending injury or financial damages or to report alleged illegal activities.

**Information you share on oRide Apps:** Our Website and Apps allows users to share advertisements and other information with other users, thereby making this shared information accessible to other users. Since our Website also enables you to directly contact a buyer or seller, we recommend that you consider how you share your personal information with others. You are solely responsible for the personal

information you share through our Website and therefore we cannot guarantee the privacy or security of the information shared by you with other users.

In case you visit our Website from a shared computer or a computer in an internet café, we strongly recommend that you log off after each session. If you do not want the shared computer to remember you and/or your credentials, you will need to remove cookies and/or the history of your website visits.

#### **4. Marketing Purposes**

You agree that we may use the information collected by us to send you offers, whether personalised or not, or to contact you by telephone regarding products or Services offered by oRide.

We will not sell or rent your personal information to third parties for their marketing purposes without your explicit consent. We may combine your information with information we collect from other companies and use it to improve and personalize our Services and functionalities.

When you no longer wish to receive marketing communications from us, you can, where applicable, change your preferences in your account, or follow the unsubscribe link in the marketing communication you received.

#### **5. Advertising**

If you do not wish to participate in our advertising personalization programs, you can opt-out by following the directions provided within the applicable advertisement. The effect of an opt-out will be to stop personalized advertising, but it will still allow the collection of information for certain purposes such as usage, research, analytics and internal online services operation purposes. In addition to that, we do not allow third parties to track or collect your personal information on our sites for their own advertising purposes without your explicit consent.

#### **6. Cookies**

When you use our Services, we and our service providers may place cookies (data files on your phone or mobile device's drive) or web beacons (electronic images that are placed in a web page's code) or similar technologies. We use cookies to help us identify you as a user, to provide you a better experience on our Website, to measure promotional effectiveness and to ensure trust and safety on our Website.

#### **7. Protection and retention of your personal information**

We protect your information by using technical and administrative security measures (such as firewalls, data encryption, and physical and administrative access controls to the data and servers) that limit the risk of loss, abuse, unauthorised access, disclosure, and alteration.

We retain personal information no longer than is legally permissible and delete personal information when it is no longer necessary for the purposes as described above.

By clicking "I accept" (as such may be required by applicable law), you expressly acknowledge that you have read, understood, and taken steps to thoughtfully consider the consequences of this Agreement, that you agree to be bound by the terms and conditions of the Agreement, and that you are legally competent to enter into this Agreement with oRide.

**Contact:** If you have any questions about oRide Apps and oRidetechnologies.com Please contact us

oRide Technologies  
364 Moffatt Pond Crt  
Ottawa  
Ontario, K2J 0C7  
Canada.  
Tel: 613 612 7615  
e-mail: [oride@oridetechnologies.com](mailto:oride@oridetechnologies.com)  
w3: [www.oridetechnologies.com](http://www.oridetechnologies.com)