

## DeroZAP User Privacy Policy Agreement

### Privacy Policy

This privacy policy (the "Privacy Policy") applies to all Users and visitors to the DeroZAP [Customer] Zap program website ([www.derozap.com/.../](http://www.derozap.com/.../)) and the User's individual Web Page accessed through the Dero website (collectively, the "Site"). Because Dero's online data collection activities are restricted to persons age 13 or older, the terms "you", "your" or "User" and the practices and terms set forth in this policy shall refer to and be addressed to Users age 13 and older.

Dero's Site and services are not directed to children under 13 years of age ("children" or "child"). Dero will not knowingly collect personal information from children through the Site. If you are under 13, please do not provide any information on this Site or through any of its features. If you become aware that any child has provided personally identifiable information, please contact us at [support@derozap.com](mailto:support@derozap.com). If we learn we have collected or received personal information from a child without verification of parental consent, we will delete that information. Organizations that are not k-12 schools are exempt from this section.

### User Consent

By accessing or using the Site, you agree to the terms of this Privacy Policy and you expressly consent to the use of your User data according to this Privacy Policy. If you do not agree, your choice is not to use this Site or the services we offer. This Privacy Policy applies to all data submitted through the Site by Users.

Please note that this Privacy Policy does not apply to any data Users submit directly to [Customer], third party Partners, or through any application or content (including advertising) that may be accessible from Dero's Site. Also, this Privacy Policy does not apply to data collected by Dero offline or through any other means, including any other website operated by Dero which does not contain a link to this Privacy Policy.

### Data Collected

Dero collects the following data from Users and visitors to the Site:

1. "Personal Information" is non-public information about Users that is personally identifiable, like name, home address, e-mail address, or phone number, as well as other non-public information as requested by [Customer] such as department or ridership level..
2. "Anonymous Information" is information that is not associated with or linked to the User's Personal Information. Anonymous information, such as Total Rides for all users, does not permit the identification of individual persons. Anonymous Information can be shared with [Customer] program representatives.

Dero may collect the above information at the following times:

1. When a User initially registers to participate in the [Customer] Zap Program,.
2. Through voluntary User surveys, or other forms found on the Site
3. When a User's RFID tag is detected by a Dero Zap receiver, the date and time of the scan will be recorded. That data will be used only to calculate the distance traveled by a User and associate such distance with that User's User ID for display on the Site. Personal information is not stored on the RFID chip.
- 4.

### Cookies and Other Web Technologies

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:

**Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this Site may then be inaccessible or not function properly.

Dero may automatically collect certain information about the User's computer, software and internet connection, including IP address, operating system, browser type and time of use. The information is statistical data, and does not identify any individual. It helps improve our Site to deliver a better and more personalized service by enabling Dero to:

- Store information about Users' preferences
- Customize our Site according to the User's individual interests.
- Recognize the User when they return to the Site.

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 Site. 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 Site.

#### Data Use

Dero and [Customer] may use the Personal Information Dero collects to:

- Provide customer service to Users , including allowing and facilitating registration and participation in the Program.
- Calculate mileage traveled and emissions saved based on Users' trips detected by the Dero Zap receivers.
- If a User's aggregate miles recorded through [Customer] 's Program qualifies the User for ranking in the leaderboard appearing on the [Customer] 's Zap Program website, their User ID and associated mileage will be displayed on the leaderboard.
- Contact Information provided by User will be used to communicate information to the User about Dero ZAP and the Program in which they are participating. It will also be used to send Users mandatory communications such as welcome letters, purchase confirmations, notice or consent emails, or other similar transactional or administrative notices such as notifications regarding system downtime or changes to this Privacy Policy or our terms of service.
- User contact information will be used by [Customer] to send out newsletters, rewards, and other DeroZAP outbound communications and participant news
- Improve and better tailor the features, support and performance of the Program and Site.
- For sending out newsletters and other Dero ZAP outbound communications, such as information on product enhancements, upgrades, and participant news.
- To send you information about the prizes or products that could be earned as program participants. These specific notices would be sent by Dero or the administrator of your Program on behalf of other companies and would not require Dero to share your personal information.
- Dero may create aggregated data records from personal information.

#### Disclosure of Users' Information

Dero and [Customer] will not disclose Users' Personal Information to third parties for marketing purposes.

Dero and [Customer] may disclose Users' personal information as described here:

- To Dero's subsidiaries and affiliates.
- Dero may hire third-party companies to help provide or improve the products or services offered or otherwise support Dero's business. These companies are only allowed to access or obtain aggregated personal information

that no longer contain individual Users' Personal Information in order to perform the specific task they've been hired to do and are prohibited from using the information for any other purpose.

- For any other purpose with [Customer] and Users' prior written consent.

Dero may also disclose Users' Personal Information:

- If Dero is required to share Users' data because such action is reasonably necessary to comply with legal-related processes, enforce contractual terms, respond to or resolve any claims (including valid consumer complaints), or otherwise protect or enforce the safety or rights (including intellectual property rights) of Dero, Dero's business customers and partners, Dero's consumers
- 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 Dero's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which Personal Information held by Dero about the Site, the [Customer] Zap Program, and/or Users is among the assets transferred, upon prior written agreement of [Customer] .

Dero may disclose aggregated information about Users, and any other Anonymous Information, without restriction.

### Data Security

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of Personal Information, Dero has put in place reasonable physical, electronic, and managerial procedures to safeguard and secure Personal Information. However, Dero cannot guarantee the security of Users' Personal Information transmitted to the Site. Dero is not responsible for any circumvention of privacy settings or security measures contained on this Site.

### Accessing and Correcting Your Personal Information

You can review your Personal Information by logging into the Site and visiting your account profile page.

You may also send us an e-mail at [support@derozap.com](mailto:support@derozap.com) to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your all of your user data except by also deleting your User account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

### Changes to Agreement

This Privacy Policy may change periodically with the prior written consent of [Customer] . The policies cannot be amended outside of this agreement. Your continued use of this Site after we make changes is deemed to be acceptance of those changes, so please check this Privacy Policy periodically for updates.

### Contacting Us

To ask questions or comment about this privacy policy and our privacy practices, contact us at: [support@derozap.com](mailto:support@derozap.com).

DERO BIKE RACK COMPANY

By: \_\_\_\_\_ Date: \_\_\_\_\_

Name:

Title:

CUSTOMER

By: \_\_\_\_\_ Date: \_\_\_\_\_

Name:

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