

## PRIVACY POLICY

Your privacy is important to Digigraph.me, Inc. (“DGMI”). This privacy policy (“Policy”) applies to the DGMI websites (“Sites”), Mobile Media and Social Media applications (“Applications”) which make use of DGMI’s products and services. This Policy explains how your personal information is collected, used, and disclosed by DGMI.

### PERSONAL INFORMATION COLLECTED

We collect information from you in various ways when you use our Sites and Applications. We may collect personal information you directly provide on our Sites. In addition, we may collect personal information from you as a user of our Applications. Information we may collect includes name, email address, Twitter @Account name, mobile phone number and geographic location.

In addition, when you visit our Sites some information may be automatically collected. For example, it is standard for your Web browser to automatically send information to every Web site you visit, including ours. That information includes your computer’s Internet Protocol (IP) address, access times, browser type and language, and referring Web site addresses. We may also collect information about your computer’s operating system and information about your usage and activity on our Sites. We use this information, which does not identify individual users, to analyze trends, to administer the sites, to track users’ movements around the sites and to gather demographic information about our user-base as a whole.

### COOKIES

We may automatically collect certain information through the use of “cookies.” Cookies are small data files that are stored on your hard drive by a Web site. Among other things, the use of cookies helps us to improve our Sites and your experience. We may use cookies to see which areas and features are most popular, to count the number of computers accessing our Sites, to personalize your experience, and to remember your preferences.

We link the information we store in cookies to any personally identifiable information you submit while on our site. If your browser is set not to accept cookies or if you reject a cookie, you may not be able to access certain features or services of our Sites. The use of cookies by our service providers or other third party clients is not covered by our privacy statement. We do not have access or control over these cookies. Our service providers use session ID cookies to collect data in order to enable us to provide a better user experience. Our third party clients may use cookies in similar or other ways, as governed by their respective privacy policies.

### WEB BEACONS

We and our third party partners may use Web beacons that help us better manage content on our Sites by informing us what content is effective. Web beacons, also known as gifs, are electronic images that may be used on our Sites or in our emails. A Web beacon may be used on our Web pages to collect information, deliver cookies, count visits, understand usage and campaign effectiveness, or in our emails to tell if an email has been opened and acted upon.

### USE OF PERSONAL INFORMATION WE COLLECT

We use your personal information to provide you with services, to operate and improve our Sites and Applications, to send you messages, and for other purposes described in this Policy or disclosed to you on our Sites or in connection with our services. For example, we may use the information we collect from you on our Sites and Applications

- to register for an account with us to build an application;
- to personalize and improve your experience on our Sites and with our Applications;
- to apply to become a partner
- to respond to comments and questions and provide customer service;
- to deliver service messages and other services and content you request and to send information related to accounts and services, including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages;
- to send you information about new campaigns, promotions, products, and services offered by DGMI and our partners; and
- to conduct an aggregated analysis of the performance of campaigns and promotions.

DGMI may store and process personal information in the United States and other countries.

## SHARING OF PERSONAL INFORMATION

We may use third parties such as a credit card processing company to bill you for services or products you purchase, an email service provider to send out emails on our behalf, a location-based services company to provide customized communications from our third party partners and clients and/or printing and merchandise fulfillment partner. When you sign up for our services, we will share the personal information you provide only as necessary for the appropriate third party to provide that service.

Unless you opt for our white label campaign option or you are a Qualified Partner, DGMI will co-own data that may include your name, email address, phone number, mailing address and birth date. If we co-own your personal data all campaign entry forms will have a DGMI mailing list Opt-In. We may use aggregate data collected for internal analysis purposes.

We do not share your personal information with third parties other than as described above and as follows:

- with third party vendors, consultants and other service providers (“Service Providers”) who are working on our behalf and need access to your information to carry out their work for us;
- to (a) comply with laws or respond to lawful requests and legal process, (b) to protect the rights and property of DGMI, our agents, members, and others including to enforce our agreements, policies and terms of use, or (c) in the good faith belief that disclosure is needed to respond to an emergency or protect the personal safety of any person; and
- in connection with any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company. In any such event, we will provide notice if your data is transferred and becomes subject to a different privacy policy; and
- with third party clients, on whose behalf we may deploy Digigraph® fan reward and audience activation campaigns, in which case, an express opt-in process, which you will have the right to accept or decline, will precede any sharing of your data.

## SECURITY OF YOUR PERSONAL INFORMATION

The security of your personal information is important to us. When you enter sensitive information (such as credit card number) on our registration or order forms, we encrypt that information using secure socket layer technology (SSL).

DGMI takes reasonable security measures to protect your personal information to prevent loss, misuse, unauthorized access, disclosure, alteration, and destruction. Please be aware, however, that despite our efforts, no security measures are impenetrable.

If you use a password on our Sites or in our Applications, you are responsible for keeping it confidential. Do not share it with any other person. If you believe your password has been misused, please advise us immediately.

## CHOICES ABOUT USE OF YOUR INFORMATION

You may “opt-out” of receiving promotional emails, application alerts or text messages from any DGMI campaign by following the instructions in those communications. You may also send requests relating to promotional messages and your permission for sharing information with third parties for their marketing purposes by emailing [privacy@digigraph.me](mailto:privacy@digigraph.me). Opt-out requests will not apply to transactional service messages, including messages about your current DGMI account and services, if any, purchase completion or shipping updates.

You may also choose to remove any DGMI Application from your Facebook account by clicking on “Settings” in the toolbar and selecting “Application Settings” from the drop-down menu. Click the “x” next to the Application’s name, then click “remove” again to confirm the deletion.

## UPDATING AND ACCESSING YOUR PERSONAL INFORMATION

If your personal information changes, we invite you to correct or update your information as soon as possible. You can request changes or access to your information by emailing [privacy@digigraph.me](mailto:privacy@digigraph.me). We will retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account, request that we no longer use your information to provide you services or delete your personal information, contact us at [privacy@digigraph.me](mailto:privacy@digigraph.me). We will respond to your request to have your personal information deleted within 30 days. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## LINKS TO OTHER SITES

Our Site and Applications may include links to other Web sites whose privacy practices may differ from those of DGMI. If you submit personal information to any of those sites, your information is governed by their privacy statements. We encourage you to carefully read the privacy statement of any Web site you visit.

## FORWARD TO A FRIEND

If you choose to use our referral service to forward one of our communications to a friend, we may ask you for your friend's name and email address or provide Applications to do so by using 3rd party Social Media platforms. We may automatically forward your friend the email or Social Media communication, as requested by you. DGMI will store this information for the sole purpose of sending this one-time communication and your friend's email address or social media account address will only be used to forward this item to them, and will never be available to anyone else. If you wish to request that your personal information no longer be used to receive these communications, you may opt out of receiving emails by clicking the unsubscribe link at the bottom of the email.

## TESTIMONIALS

We may post end user testimonials on our web site which may contain personally identifiable information. In such a case, DGMI will obtain the end user's express consent, prior to posting the testimonial, to post their name along with their testimonial. If DGMI should use a testimonial from you and you wish to request that your testimonial be removed, you may do so by emailing us at [privacy@digigraph.me](mailto:privacy@digigraph.me).

## PUBLIC FORUMS

In the event that our Sites offers publicly accessible blogs or community forums, you should be aware that any information you provide in these areas may be read, collected, and used by others who access them. To request removal of your personal information from any blog or community forum we may offer, please contact us at [privacy@digigraph.me](mailto:privacy@digigraph.me). In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

## CHANGES TO THIS POLICY

DGMI may change this Policy from time to time. If we make any changes to this Policy, we will change the "As of" date above. If there are material changes to this policy, we will notify you by email (sent to the e-mail address specified in your account). We encourage you to review this Policy whenever you visit our Sites or use our Applications to understand how your personal information is used.

## QUESTIONS ABOUT THIS POLICY

If you have any questions about this Policy, please contact us at [privacy@digigraph.me](mailto:privacy@digigraph.me) or Digigraph.me, Inc., Legal Dept., 4804 Laurel Canyon Blvd. Suite #537. Valley Village, CA 91607.