



RetailStat Privacy Policy

Effective Date: December 4, 2023

1. Introduction

Welcome to the privacy policy of RetailStat, LLC ("RetailStat," "we," "us," or "our"), a Delaware limited liability company with offices located at 99 Wall Street #3650, New York, NY 10005. This policy outlines our approach concerning data we receive from our third-party resources, including mobile application ("App") developers and publishers, data aggregation services, and providers of location-supporting technologies ("Resources"). The technologies utilized by the Resources interact with mobile devices in the physical world through Apps, GPS, mobile device Bluetooth connections, and Wi-Fi connections.

Additionally, in this policy, we also provide information on the methods available to individual users of mobile devices ("you" or "user") to limit the collection of data from or about their mobile devices by the Resources.

At Retailstat, we are committed to transparency in our data and privacy practices. Our privacy program encompasses personal and location data obtained directly or through third parties, from data sourcing to the implementation of our customer-facing products.

When you choose to share your information with us in order to receive information, you understand and consent to our use of your information consistent with the purpose for which it was collected. If you do not wish us to store your information and use it for the purposes indicated at the time of collection, please refrain from providing it to us. By accessing or using our services, you acknowledge and agree to the practices described in this privacy policy.

Please review the remainder of the policy for detailed information on how we handle personal and location data, as well as your rights and choices related to your information.

Changes: We may update our Privacy Policy from time to time to reflect changes in our practices or applicable laws. In such cases, we will notify you by revising the date at the top of this policy. Additionally, we may provide you with additional notice, such as by adding a statement to our website homepage or sending an email notification. We encourage you to review this policy whenever you access our services to stay informed about our information practices and the choices available to you.

Business to Business: As a business-to-business service and aggregated, anonymized data provider, we receive limited personal information, primarily pertaining to our own personnel or

points of contact provided to us by our business customers and those interested in learning about our products. While we make reasonable efforts to protect the information you provide to us, as further discussed below, we cannot guarantee absolute privacy. Accordingly, we kindly request that you refrain from sharing unnecessary personal information with us. Instead, please limit the information you share to your business contact details and use company-issued devices to contact us, rather than personal devices.

Geographic Considerations: Our operations are based in the United States, as are most of our customers. We do not actively market to businesses outside the United States. Our services and practices are evaluated and based on United States laws, rules, and regulations. When you access this site from outside the United States, you are doing so at your own choice and risk.

2. Information We Collect

At RetailStat, all data collected from our Resources is anonymized and obfuscated when received. We have contractual agreements in place with our Resources to ensure the following:

- Proper disclosures relating to the collection of location data.
- User opt-in consent for the collection of location data from mobile devices.
- Respect for mobile device users' choices and device settings.

Furthermore, we require our customers to process location data received from us in compliance with applicable privacy laws, industry standards, and their own privacy policies. Our internal policies strictly prohibit our personnel from using any tools or resources to re-identify the data we receive from our Resources.

It is important to note that while we do not directly collect location data, we acknowledge the privacy concerns that mobile device users may have regarding location technologies. We provide information for you to understand what you can do by interacting with our Resources and other third parties below. However, these actions do not apply to our practices since, as stated above, we do not directly collect such data. The data provided by our Resources may include:

- IDFA and/or advertising identifier ("Advertising ID"), or an obfuscated version of the same.
- Location of the mobile device expressed as the latitude, altitude, and longitude of the mobile device.
- Mobile device operating system and operating system version.
- Mobile device(s) make and model.
- The App's Publisher ID.
- GPS horizontal and vertical accuracy value.
- Whether the App was in active use or in the background when data was collected.
- The speed at which the device was traveling.
- Connection status to a WiFi or cellular network.

- WiFi SSID (network name) or BSSID (MAC address for the router).

It is important to emphasize that the data provided by our Resources does not include information that directly identifies you. All data is aggregated and anonymized to protect individual identities and privacy.

3. Information Collection and Purpose

We collect and analyze the data provided by our Resources to deliver accurate location intelligence to our clients. This data is processed and contextualized to provide insights into foot traffic, visitation patterns, and people-based movement measurements.

The location intelligence we offer serves a variety of purposes for our clients, including investing purposes, advertising, audience segmentation, people-based movement analytics, improving business decision-making by better understanding customer movement patterns, assisting municipalities' urban planning by enhanced understanding of movement patterns, or various other purposes aligned with the needs of our clients.

Additionally, the collected data may also be used to improve and analyze the range of services we provide, which helps us enhance the quality and effectiveness of our offerings.

4. Controlling Mobile Data Collection from Resources and Third Parties

We would like to reiterate that we, as Retailstat, do not collect any data directly from your mobile device. The information provided below aims to educate you, as the owner of a mobile device, on how to control your interaction with third-party applications, some of which may be our Resources.

- Privacy Policies:
 - Familiarize yourself with the privacy policy of any App you download on your mobile device, checking what types of data the App collects from or about your device(s).
 - Do not download an App if you do not feel comfortable with the data collection practices described in the applicable privacy policy. If you have already downloaded such an app, delete it.
- Device Settings:
 - Data Collected Via Apps: All major mobile device operating systems enable the users of mobile devices to control the types of data collected in and through Apps.
 - iOS: Apple instructions on how to control iOS device location settings can be found here: <https://support.apple.com/en-us/HT203033>.

- Apple instructions on how to limit ad tracking on iOS devices can be found here: <https://support.apple.com/en-us/HT202074> For other privacy-related settings on iOS, please go to Settings from your mobile device's home screen and select "Privacy."
- Android: Android instructions on how to control device location settings can be found here: <https://support.google.com/nexus/answer/6179507> .
 - Android instructions on how to limit ad tracking on Android devices can be found here: <https://support.google.com/nexus/answer/3118621?hl=en>
- Data Collected Via Bluetooth: All major mobile device operating systems enable the users of mobile devices to disable Bluetooth from functioning.
 - iOS: You can disable Bluetooth by going to "Settings" from your Device's home screen; select "Bluetooth"; and turn Bluetooth off.
 - Android: You can disable Bluetooth by going to the Settings app, then "Wireless and networks," where you can disable Bluetooth.

Taking control of your mobile device's privacy settings empowers you to manage the data being collected.

5. Disclosure of Resource-Provided Data to Third Parties

Any disclosure of data provided by our Resources is conducted with strict adherence to applicable privacy laws and regulations. We prioritize the security and confidentiality of the information entrusted to us.

We may disclose the data provided by our Resources as part of the market intelligence we offer to our subscribers and purchasers of our reports. Such disclosures are made in accordance with the terms of the agreements we have in place with these third parties and solely for the purpose of fulfilling these agreements. Such disclosures do not include any data that can directly identify a user of a mobile device, such as a name, mobile phone number, or email address.

We may also disclose the data provided by our Resources in the following circumstances:

- Service Providers: We may disclose data to our trusted service providers, such as data storage providers, to facilitate the efficient operation of our services.
- Public Authorities: In situations where we are legally required to do so or when it is necessary to protect our rights or the rights of third parties, we may disclose data to public authorities, including law enforcement agencies.
- Subsidiaries, Affiliates, and Corporate Transactions: In the event of a corporate merger, consolidation, restructuring, sale of substantially all our stock and/or assets, bankruptcy proceedings, or other corporate reorganization, we may disclose data to our subsidiaries,

affiliates, or to a subsequent owner, co-owner, or operator of our services and their advisors.

6. Reviewing and Blocking RetailStat's Use of Advertising IDs

To can locate your mobile device's Advertising ID follow these steps:

- On iOS:
 - Go to Settings on your mobile device.
 - Tap on General.
 - Select About.
 - Locate your Advertising ID within the displayed information.
- On Android:
 - Go to Settings on your mobile device.
 - Find and select Ads.
 - Your Advertising ID will be displayed in this section.

Once you have obtained your Advertising ID, you may contact us at privacy@retailstat.com, ensuring the inclusion of your Advertising ID in the email, to request that your Advertising ID be blocked from further use or disclosure by Retailstat. Once we have your Advertising ID, we will block it as per your request, and you will receive a confirmation email from us. However, note that blocking your Advertising ID following your request will not impact any previous uses or disclosures that have already taken place.

- If you choose to reset your mobile device's Advertising ID, you will have to request the blocking of the Advertising ID from further use or disclosure by Retailstat once again.
- Please also remember that any additional devices you may possess have other Advertising IDs that will need to be addressed separately.
- Finally, be aware that using any of the measures enlisted in this policy does not mean that no advertising will be directed at your mobile device.

7. Personal Information and Data

Personal Information You Provide Directly to Us: We collect personal information that you provide directly to us. For example, this occurs when you create an account to access or use our Services, utilize collaboration tools, participate in interactive features, send us an email, fill out a form, or communicate with us. The types of personal information we may collect include:

- Contact Information: Name, email address, postal address, and phone number. Please note that we request you to provide only business points of contact.

- Employment Information: Business unit/division, company name, job title, and office location.
- Any Other Information: Any additional information you choose to provide.

Personal Information We Collect Automatically: We automatically collect personal information when you access or use our Services. The information we collect may include:

- Log Information: Details of your Service usage, such as browser type and language, app version, access times, pages viewed, Internet Protocol (IP) address, approximate geographic location, and the webpage or online service visited before navigating to our Services.
- Device Information: Information about the device you use to access our applications, including hardware model, operating system and version, unique device identifiers, and network information.
- Information Collected by Cookies and Other Tracking Technologies: We and our service providers utilize various technologies, including cookies and web beacons (or pixel tags), to collect information. Cookies are small data files stored on your hard drive or device memory, which we use to improve the Services and enhance your experience. Web beacons are clear, electronic images that may be used on the Services or in our emails, helping us deliver cookies, analyze usage and campaign effectiveness, and determine if an email has been opened and acted upon.

Personal Information We Derive: Based on the other types of personal information we collect, we may derive information or draw inferences about you. For instance, we may infer your location based on your IP address or determine your participation in an event based on your browsing behavior on our Services.

Use of Personal Information: We use personal information for various purposes, including:

- Operating and improving the Services.
- Responding to your questions, comments, and requests.
- Providing the requested information or services, including confirmations and receipts.
- Sending newsletters and updates.
- Communicating with you about our services, programming, and events.
- Monitoring and analyzing usage, trends, and activities related to the Services.
- Managing your online account(s) and sending technical notices, updates, security alerts, and support and administrative messages.
- Notifying you about any changes to the Services.

Please note that we may process and store your personal information in the United States, which may have data protection laws that are less stringent than the region in which you are located.

Disclosure of Personal Information: We may share your personal information as follows or as otherwise described in this Privacy Policy:

- **With Service Providers:** We may share your personal information with vendors, consultants, professional advisors, and other service providers who work on our behalf and require access to your personal information to perform their services for us.
- **Business Transactions:** In connection with any merger, sale of RetailStat's assets, financing, or acquisition of all or a portion of our business by another company, your personal information may be shared.
- **Legal Requirements and Safety:** We may disclose your personal information in response to a request for information if we believe the disclosure is in accordance with any applicable law or legal process. This includes lawful requests from public authorities to meet national security or law enforcement requirements. We may also disclose your information if we believe your actions are inconsistent with our user agreements or policies or to protect our rights, property, and safety or that of any third party.
- **With Your Consent or Direction:** We may share your personal information with third parties when you provide your consent or direction. This includes instances where we notify you that your personal information will be shared in a particular manner, and you provide the necessary personal information. Additionally, if you use our Services to interact with third parties, we may share your personal information as directed by you. We may also share aggregated or de-identified information that cannot be used to identify you.

8. Cookie Policy

As stated above, Retailstat uses cookies, web beacons, and similar technologies from and with third parties to improve Services, for marketing purposes, and to enhance your experience. Cookies are small data files stored on your hard drive or device memory. They can be temporary or persistent, and they enable websites to remember your actions and preferences. Cookies may also collect information about your browsing behavior and interactions with websites.

Types of Cookies We May Use:

- **Essential Cookies:** These cookies are necessary for the functioning of our website and enable you to navigate through its pages and use essential features. Without these cookies, certain services or functionalities may not be available to you.
- **Advertising Cookies:** Advertising cookies are used to deliver personalized advertisements based on your interests and browsing behavior. These cookies collect data about your visits to our website, allowing us to display targeted advertisements that may be of interest to you.
- **Analytics Cookies:** We use analytics cookies to gather information about how users interact with our website, such as the number of visitors, the pages visited, and the

source of the traffic. This data helps us analyze and improve the performance of our website and provides a better user experience.

Managing and Disabling Cookies:

You have the option to control and manage cookies through your browser settings. Most web browsers allow you to accept or reject cookies, delete existing cookies, or set preferences for certain websites. Please note that disabling or blocking cookies may impact your experience on our website and limit certain functionalities. For more information about cookies, including how to control and delete them, visit www.allaboutcookies.org.

9. Advertising and Analytics Services Provided by Others

We may allow third parties to provide analytics services and deliver advertisements, both on the web and in applications. These entities may use cookies, web beacons, device identifiers, and other tracking technologies which collect information about your use of our Services and other websites and applications. This collected information may be used by RetailStat and others to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity over time and across different websites to deliver targeted advertisements and other content that has been customized to you.

If you would like more information about this practice or if you wish to opt out of the use of your anonymous information, you can visit <http://www.networkadvertising.org>. Additionally, your device may offer a feature such as "Limit Ad Tracking" on iOS or "Opt Out of Interest-Based Ads" or "Opt Out of Ads Personalization" on Android. By utilizing these features, you can choose to opt out of having certain information collected through apps used for behavioral advertising purposes.

One such third party is Google Analytics, which uses cookies to gather information, identify unique users, identify special sessions, and provide insights to RetailStat. You can learn more about how Google uses information from sites and apps that use their services at: <https://policies.google.com/technologies/partner-sites>. There's also a Google opt-out browser add-on that helps make opting out incredibly easy and convenient, which you may utilize. To learn more about it, visit <https://tools.google.com/dlpage/gaoptout>.

10. Your Other Rights

We are committed to assisting you in exercising your rights concerning the limited personal information we collect about you, such as your name, business email address, business phone number, IP address, or other business points of contact you choose to provide to us ("Personal Data"), in accordance with applicable law. If you would like to exercise your rights, including accessing, erasing, objecting to, or restricting the processing of your Personal Data, please

submit a request to privacy@retailstat.com. We will promptly review all requests in accordance with the relevant laws and regulations.

If you believe that we have violated any of your rights regarding your Personal Data, we encourage you to first contact us at privacy@retailstat.com. This way, we have the opportunity to address your concerns directly and work toward a resolution. We take such matters seriously and are dedicated to upholding your rights.

11. California Consumers

While our primary focus is on business-to-business transactions, we recognize that California consumers have additional rights concerning the Personal Data we may have collected about them. To understand and review these additional rights, please refer to our [Privacy Policy for California Residents](#) and the [Notice at Collection for the California Privacy Policy](#).

Please note that if you have responded to an employment advertisement and submitted your application through this Website or requested us to remove your Advertising ID as outlined above, we welcome your communications with us. However, for all other inquiries, we kindly request that you limit your communication strictly to matters related to business-to-business transactions.

We value our relationship with California consumers and are committed to ensuring transparency and compliance with applicable privacy laws.

12. Security

We have implemented reasonable technical and organizational security measures to safeguard the security of all the Personal Data we process. These measures are designed to protect your information from unauthorized access, use, or disclosure. However, no method of transmission or storage over the Internet can guarantee absolute security. Despite our efforts, there is always a risk of unauthorized access, hacking, cyberattacks, or other security breaches that could result in the unauthorized collection, access, theft, or modification of your information.

While we take reasonable measures to protect your personal information, please be aware that the transmission of personal information to and from our Website carries inherent risks. Therefore, accessing our Website and using our Services should be done within a secure environment. It is your responsibility to maintain the security of your access credentials to our Services, and you are accountable for any activity conducted using your credentials.

We recommend taking precautions, such as using strong passwords, regularly updating your devices and software, and avoiding sharing sensitive information over unsecured networks. By exercising caution and using secure practices, you can help mitigate risks associated with the transmission and storage of personal information.

Please note that any communication or transmission of information to us over the Internet is done at your own risk.

13. Children's Privacy

The data provided by our Resources does not include Personal Data relating to children under the age of sixteen (16). For more information regarding the privacy of children's data, please refer to the privacy policies of your application provider.

We do not knowingly solicit or collect data from children under the age of 18 (or the age of majority in your jurisdiction). By using the Website, you confirm that you are at least 18 years old (or the age of majority in your jurisdiction) or that you are the parent or legal guardian of a minor and provide your consent for such minor to use the Website.

If we become aware that we have collected personal information from users under the age of 18 (or the age of majority), we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you are aware of any data, we may have collected from children under the age of 18 (or the age of majority), please contact us at privacy@retailstat.com, so that we can address the issue accordingly.

14. Privacy Questions or Concerns

If you have any questions or concerns regarding this privacy policy or your privacy in general, please feel free to reach out to our Data Protection Officer at privacy@retailstat.com. We are committed to addressing any inquiries or issues you may have and will make every effort to provide a prompt and satisfactory resolution.

Your privacy is important to us, and we value your trust in our handling of your personal information.