

Your Privacy Rights

Introduction

LocalLocal, LLC (“LocalLocal”) has created this Privacy Policy in order to disclose its use of consumer data collected about you. This Privacy Policy is effective as of March 8, 2017. Any questions regarding this policy should be directed by email to info@locallocal.com. The following discloses LocalLocal's information gathering and dissemination practices.

This Privacy Policy covers the treatment of personally identifiable information (“Personal Information”) gathered when you are using or accessing the Services. This Privacy Policy also covers our treatment of any Personal Information that our business partners share with us or that we share with our business partners.

This Privacy Policy does not apply to the practices of third parties that we do not own or control, including but not limited to any third party websites, services and applications (“Third Party Services”) that you elect to access or to individuals that we do not manage or employ. While we attempt to facilitate access only to those Third Party Services that share our respect for your privacy, we cannot take responsibility for the content or privacy policies of those Third Party Services. We encourage you to carefully review the privacy policies of any Third Party Services you access.

Information Collected and Received

LocalLocal may collect or receive information about each person who registers with the LocalLocal Site including, but not limited to, user name, password, first and last name, email address, street address, gender, and interests. LocalLocal also collects information on the pages you access and other information you may volunteer.

Uses of Information

We protect your privacy to the extent required by law. We will not sell, rent, swap, share or authorize any third party to use your e-mail address without your prior permission. Except as described in this section, we will not disclose your personal information to any third party without notifying you of our intent to share the information and giving you an opportunity to prevent your information from being shared. Locallocal reserves the right to disclose information when required by law.

1. Business partners

When you enroll in the Loyalty Program and make purchases, you authorize us to provide your name, birthday, and zip code (“Merchant Data”) to the associated merchant. LocalLocal will not provide your email address to merchants.

2. Financial Information

When you enroll in the Loyalty Program, we collect limited financial information, including your credit or debit card number and certain transaction-based information related to your purchases at participating merchants, which is used for the sole purpose of tracking your eligible purchases. This information may be transferred to approved third party service providers, including credit card companies, payment card

networks, card-linked loyalty providers PCI-Compliant card vaults, payment processors and other secure services providers, including our third party technology partner, Empyr.

You may access other Third Party Services through the Services, for example by clicking on links to those Third Party Services from within the Site. We are not responsible for the privacy policies and/or practices of these Third Party Services, and you are responsible for reading and understanding those Third Party Services' privacy policies.

3. Aggregate Information

We may share Aggregate Information with our partners, service providers and other persons with whom we conduct business. We share this type of statistical data so that our partners can understand how and how often people use our Site, which facilitates improving both their services and how our Site interface with them. In addition, these third parties may share with us non-private, aggregated or otherwise non Personal Information about you that they have independently developed or acquired.

4. Information Disclosed Pursuant to Business Transfers

In some cases, we may choose to buy or sell assets. In these types of transactions, user information is typically one of the transferred business assets. Moreover, if we, or substantially all of our assets, were acquired, or if we go out of business or enter bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of us or our assets may continue to use your Personal Information as set forth in this policy.

5. Information Disclosed for Our Protection and Others

We also reserve the right to access, read, preserve, disclose, delete and/or remove any information as it reasonably believes is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request; (ii) enforce these Terms of Service, including investigation of potential violations hereof; (iii) detect, prevent, or otherwise address fraud, security or technical issues; (iv) respond to user support requests; or (v) protect our rights, property or safety, our users and the public. This includes exchanging information with other companies and organizations for fraud protection and spam/malware prevention.

6. Cookies

'Cookies' are small pieces of information that may be received and stored via your browser to your computer's hard drive. We do not use cookies that write any type of information to your hard drive. We do not use cookies to store or collect any personal information such as names, addresses, e-mail addresses, telephone numbers or payment information. We use your IP address to help diagnose problems with our server, to administer and tune the operation of our site, and to log your browser type and referring URL information.

Your IP address may also be used in collecting statistical data such as number of 'hits' and 'page views' which is gathered for broad usage information only. None of this information can identify you personally. When you visit our site your IP address is recorded as a normal function of the following server logs. Locallocal may use demographic and/or profile data to tailor the visitor's experience on Locallocal's site, show the visitor content that we think you may be interested in, and display content

according to your preferences. The demographic and profile data will be shared with third parties ONLY on an aggregate basis.

7. Account and Service-Related E-mail

We reserve the right to e-mail you concerning your account status, including but not limited to, payment confirmations, renewals/expiration, payment problems and notifications about major changes to our Sites. We may periodically e-mail you messages about various products and services.

Loyalty Program

When a user creates a LocalLocal account and registers a valid credit/debit card, the user is enrolled in the Loyalty Program and will accumulate funds that will be donated to non-profit beneficiaries whenever the user spends with the registered card at any of the participating merchants in the LocalLocal network.

Transaction Monitoring.

By registering a payment card (e.g., debit card or credit card) in connection with transaction monitoring, you authorize LocalLocal to share your payment card information with the applicable payment network(s) (such as MasterCard, VISA, and American Express), in addition to Empyr, which acts as our service provider in providing transaction monitoring. You authorize the applicable payment network(s) and Empyr to monitor transactions on your registered card(s).

Security

LocalLocal uses industry-standard technologies when transferring and receiving consumer data exchanged between LocalLocal and other companies to help ensure its security. This site has security measures in place to protect the loss, misuse and alteration of the information under our control.

LocalLocal contains links to other web sites. Please note that when you click on one of these links, you are 'clicking' to another web site. We encourage you to read the privacy statements of these linked sites as their privacy policy may differ from ours.

[The most current version of this Agreement will be located here.](#)

You understand and agree that your access to or use of the Site is governed by this Agreement effective at the time of your access to or use of the Site. We withhold the right to modify this privacy policy at any time. However, if we do this we will provide adequate notice on our Site before any change occurs. You understand and agree that your continued access to or use of the Site after the effective date of modifications to this Agreement indicates your acceptance of the modifications.

Last Updated on March 8, 2017. This Agreement and conditions are effective immediately for those registering accounts after that date.