

## **YAWMA PRIVACY POLICY**

Last Updated: **April 17, 2010**

This Privacy Policy ("Policy") explains how your personal information is collected, used, and disclosed by Yawma, LLC ("YAWMA") with respect to your use of the YAWMA website, located at [www.yawma.net](http://www.yawma.net) (the "Site"), the YAWMA Application found on various social networking platforms (the "YAWMA App"), the Yawma online store (the "YAWMA Store"), and any other online services we provide (the "Services").

We reserve the right to change the provisions of this Policy at any time. We will alert you to these changes by indicating the date that the Policy was last updated. We encourage you to review this Policy from time to time to make sure that you understand how any personal information you provide will be used.

### **What Is Personal Information?**

As used herein, the term "personal information" means information that specifically identifies an individual (such as a name, address, telephone number, mobile number, e-mail address, or credit card or other account number), or information about that individual that is directly linked to personally identifiable information. Personal information does not include "aggregate" information, which is data we collect about the use of the Site or about a group or category of products, services, or users, from which individual identities or other personal information has been removed. This Policy in no way restricts or limits our collection and use of aggregate information.

### **What Personal Information Do We Collect?**

We collect information about you in various ways when you use our Site or Services. We collect certain information you voluntarily provide to us, such as when you register for an account, make a purchase, send us an email, or provide or request information. Such information may include personal information, such as your name, user name, email address, mailing address, credit or debit card info and PayPal account information. We may also collect your Social Security number, purchase history, and other contact and demographic information you provide to us.

When you visit our Site, some information is also automatically collected. For example, we log information such as your Internet Protocol (IP) address, operating system, browser type, address of a referring website, and your activity on the Site. We treat this information as personal information if we combine it with, or link it to, any of the identifying information mentioned above. Otherwise, it is used only in the aggregate.

We may also automatically collect certain information through the use of "cookies" or web beacons. Cookies are small data files stored on your hard drive at the request of a website. Among other things, cookies help us improve our Site and your experience. If we link cookies to any personally identifying information, we will treat this information as personal information. If you wish to block, erase, or be warned of cookies, please refer to your browser manufacturer to learn about these functions. However, if you choose to remove or reject cookies, this could affect certain features or Services on our Site. Web beacons are small, invisible graphic images that may be used on the Site or in emails relating to the Site to collect certain information and monitor user activity on the Site.

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

## **How Do We Use the Personal Information We Collect?**

We use personal information collected through our Site and Services for purposes described in this Policy or disclosed to you on our Site or in connection with our Services. For example, we may use personal information we collect:

- to administer our business activities and make our Site and Services available to you and prospective members;
- to process orders and publish purchase and earnings histories, product ratings, and recommendations;
- to respond to your requests, comments, and questions and provide customer service;
- to provide and deliver products and services and to send you related information, including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages;
- to inform you about other information, events, promotions, products, or services we think will be of interest to you;
- to analyze trends and personalize and improve Site content, features, and the user experience;
- to notify you about important changes to our Site or Services;
- to process and deliver gift certificates, contest entries, and prizes; and
- for the purposes for which the information was collected.

We may also use aggregated data to provide a real-time performance dashboard about your YAWMA network, including total network members, gross product revenues, individual earnings, and a system-generated YAWMA Business Value.

## **What Personal Information Do We Share With Third Parties?**

We will not share the personal information we collect from you through this Site with third parties, except as described in this Policy or on the Site. Because YAWMA is about socializing consumer purchasing behaviors, certain information about you and the activities you take in connection with the Site, the YAWMA Store, the YAWMA App, and our Services will be shared with your friends and other members of your YAWMA. This may include your name, purchases you make, earning history, ranking and competition information, product ratings, and recommendations. This will be done through a variety of methods, including Facebook and other social media newsfeeds, Profile widgets, and the YAWMA App Canvas. For example, your Facebook friends and other members of your YAWMA may receive a newsfeed update with specific information about the digital content you purchase or the YAWMA Cash Rewards you have earned as a result of other members' purchases within your YAWMA.

In addition, you should understand that information you post in forums, recommendations, profiles, public or private groups, or other interactive areas of the Site or Services will be available to other users and in some cases may be publicly available. We recommend you be cautious about giving out personal information to others or sharing personal information in public or private online forums. We are not responsible for the actions of any third parties with whom you share personal information.

We may also disclose personal information in the good faith belief that such disclosure is legally required or is reasonably necessary or appropriate (i) to comply with laws or to respond to lawful requests and legal process, or (ii) to protect the rights, property, and safety of YAWMA, our employees, agents, members, and the public, including to respond to claims, enforce our agreements, policies, and Terms of Use and protect YAWMA and our members from fraudulent, abusive, inappropriate, or unlawful use of the Site or Services. Personal information may also be disclosed or transferred as part of, or during

negotiations of, any merger, sale of company assets, financing or acquisition or in any other situation where personal information may be transferred as one of the business assets of YAWMA.

We may also share personal information with vendors, consultants, and other service providers ("Service Providers") who are engaged by or working with us in connection with the operation of the Site or Services we provide and who need access to such information to carry out their work for us. For example, in some cases, the Service Provider may be directly collecting information from you on our behalf. We may also share personal information with other third parties when you give us your consent to do so. We are not responsible for the actions of Service Providers or other third parties, nor are we responsible for any additional information you provide directly to these Service Providers or other third parties, and we encourage you to become familiar with their practices before disclosing information directly to them. Nothing herein restricts the sharing of aggregated or anonymized information, which may be shared with third parties without your consent.

In addition, the YAWMA Store allows users to transfer control of their YAWMA networks to third parties. Upon the completion of a transfer, the recipient will have access to all the information and receive all communications that the original member had access to.

### **Do We Link To Other Web Sites?**

Our Site may contain links to other websites. Any personal information you provide on the linked pages is provided directly to that third party and is subject to that third party's privacy policy. We are not responsible for the content or privacy and security practices and policies of websites to which we link. Links from our website to third parties or to other sites are provided for your convenience. We encourage you to learn about their privacy and security practices and policies before providing them with personal information.

### **What Steps Do We Take To Protect Your Information Online?**

YAWMA takes reasonable measures to protect your personal information in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction.

### **What Choices Do You Have Regarding the Use of Your Information?**

You may "opt out" of receiving marketing or promotional emails from us by following the instructions in those emails. You may also send requests about your contact preferences and changes to your information by emailing [support@yawma.net](mailto:support@yawma.net). If you opt out, we may still send you non-promotional emails, such as emails about your accounts or our ongoing business relations.

### **How Can You Correct and Update Your Personal Information or Obtain Additional Information?**

If you have any questions about this Policy or the practices relating to this Site or our Services, or you wish to verify, correct, or delete any personal information we have collected, please contact us at [support@yawma.net](mailto:support@yawma.net). You may also contact us by mail at the following address: YAWMA, 519 SW 3<sup>rd</sup> Avenue, Suite 805, Portland, OR 97204. However, please note that in some cases, we may believe it is necessary or appropriate to retain certain personal information we have collected, and the deletion of such personal information will be in our sole discretion unless otherwise required by law.