

# UCheck Privacy Policy

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## 1. Introduction

UCheck (“us,” “we,” or “Company”) is committed to respecting the privacy rights of visitors at our website at [www.u-check.us](http://www.u-check.us), and also of the registered users of the UCheck iPhone application (collectively, “the Sites”). We created this Privacy Policy (“Privacy Policy”) to demonstrate our commitment to fair information practices and the protection of privacy. UCheck’s consumer shopping technology includes software that enables its users to scan the barcode of consumer goods and to pay for such goods using the UCheck iPhone application (“Service”). The personal information that UCheck processes, collects, and stores is for the purpose of enabling your use of the Service.

This Privacy Policy is only applicable to the Sites and the Service available thereon, and not applicable to any other websites that you may be able to access from the Sites via links, each of which may have data collection, storage, and use practices and policies that differ materially from this Privacy Policy. By using UCheck’s Service you consent to UCheck’s use of the information you provide in connection with creating a UCheck account, as set forth in this Privacy Policy. Please be aware that we are not responsible for the privacy practices of any third parties.

## 2. INFORMATION COLLECTION PRACTICES

### 2.1. TYPES OF INFORMATION COLLECTED

(a) PERSONAL INFORMATION COLLECTED. In order for you to access our Service, we require you to provide us with certain information that personally identifies you (“Personal Information”). Personal Information includes the following categories of information: (1) Contact Data (such as your name and e-mail address); (2) Financial Data (such as your credit card details); and (3) for UCheck account registration using your social networking accounts, your social media account log-in information. If you communicate with us by e-mail or communicate to us via any of UCheck’s social media accounts, any information provided in such communication may be collected as Personal Information. When you use or register for our Service or otherwise interact with us, we may collect the following information from our users that may, in certain circumstances, constitute personal data:

- Username;
- Password;
- Email Address;
- Address;
- Phone Number;
- Name;
- Business ID or personal identity number;
- Billing and payment information;
- Information concerning the use of the Service;
- Information necessary for communications;
- Permits and consents; and

- Other data obtained under the user's consent.

(b) **TRAFFIC DATA COLLECTED.** We automatically track and collect the following categories of information when you visit our website: (1) IP addresses; (2) domain servers; and (3) types of web browsers used to access the Site (collectively "Traffic Data"). Traffic Data is anonymous information that does not personally identify you but is helpful for marketing purposes or for improving your experience on the Site.

## **2.2. USES OF INFORMATION COLLECTED**

(a) **COMPANY USE OF INFORMATION.** We use Contact Data to send you information about our UCheck or our products or services, or to contact you when necessary (i.e. notices relating to the Service; service alerts; general customer care). We allow our business partners to use your Financial Data to enable you to pay for your scanned consumer goods. While we reserve the right to send you service alerts emails, you may opt out of our general marketing and promotion emails.

(b) **SHARING OF PERSONAL INFORMATION.** We share certain categories of information we collect from you in the ways described in this Privacy Policy. We share Contact Data and Financial Data with our business partners who assist us by performing core services (such as hosting, billing, fulfillment, data storage and security, or account registration using social media platforms) related to our operation of the Site. Those business partners only have permission to use your Contact Data and other Personal Information to carry out their specific business obligations to UCheck. If you do not want us to share your Contact Data with any third parties, please email us at [info@u-check.us](mailto:info@u-check.us), but please understand that such a request may limit your ability to use the Service. Your use of the Service constitutes your permission for UCheck to process and share your Financial Data for payment purposes.

(c) **USER CHOICE REGARDING COLLECTION, USE, AND DISTRIBUTION OF PERSONAL INFORMATION.** You may choose not to provide us with any Personal Information. In such an event, you may still access the Sites, but you will not be able to use the Service, because, per our Terms of Use, UCheck requires accurate Personal Information for the creation of an account which allows the use of our Service.

(d) **INFORMATION RETENTION POLICY.** Personal Information will only be retained by UCheck for as long as necessary to provide you with the Service.

## **3. CONFIDENTIALITY AND SECURITY OF PERSONAL INFORMATION**

Except as otherwise provided in this Privacy Policy, we will keep your Personal Information private and will not share it with third parties, unless such disclosure is necessary to: (a) comply with a court order or other legal process; (b) protect our rights or property; or (c) enforce our Terms of Service. Your Personal Information is stored on secure servers that are not accessible by third parties.

### **3.1. USER ABILITY TO ACCESS, UPDATE, AND CORRECT PERSONAL INFORMATION**

We maintain a procedure in order to help you confirm that your Personal Information remains correct and up-to-date. At any time, you may log in to your account, accessible on the Sites, and review your Personal Information for accuracy and, if necessary, update your Personal Information that we have already collected.

### **3.2. PUBLIC INFORMATION**

The Sites may contain links to other websites. We are not responsible for the privacy practices or the content of such websites. We also make our social media accounts available to you. Please understand that any information that is disclosed and/or shared on these platforms becomes public information. We have no control over its use by other visitors and you should exercise caution when deciding to disclose your Personal Information and any other information you consider private.

#### **4. TRANSFER OF PERSONAL INFORMATION TO SUCCESSOR IN INTEREST**

UCheck reserves the right to sell, buy, merge or otherwise reorganize its businesses. Any such reorganization may result in UCheck sharing and/or disclosing your Personal Information to prospective or actual successors-in-interest and their advisors, or receiving personal data from sellers and their advisors. By using these Sites and our Service, you acknowledge and agree that such transfers of Personal Information may occur, and that any acquirer of UCheck is entitled to use your Personal Information as set forth in this Privacy Policy.

#### **5. CHILDREN & MINORS**

Our Sites and corresponding Service are not intended for, or designed to attract, individuals under the age of 13. UCheck does not knowingly collect personally identifiable information from ANY person we actually know is an individual under the age of 13, regardless of parental consent. Personal Information from children between the ages of 13 and 18 is only collected with the consent of their parents or guardians. In the event that we learn that we have collected personal information from a child under 13, we will delete that information as quickly as possible. In the event that we learn that we have collected personal information from a child between the ages of 13 and 18 without parental consent, we will delete that information as quickly as possible.

#### **6. UPDATES AND CHANGES TO PRIVACY POLICY**

We encourage you to review this Privacy Policy regularly for any changes. If we materially change the ways in which we use and disclose personal data, we will post a notice in the Service and send an email to our registered users. Your continued use of the Service following any changes to this Privacy Policy constitutes your acceptance of any such changes made.