

## **KataniTECH POPTikR Privacy Policy**

KataniTECH Inc. (“**KataniTECH**”) has created this privacy policy in order to set out how we collect, use, and disclose personal information through the KataniTECH website located at <http://www.poptikr.com> (“**Website**”), the Merchant Portal (defined below), as well as the App (defined below), together with any KataniTECH services as set out in our Terms of Use (collectively, the “**Services**”). KataniTECH is a marketplace platform and application designed to connect potential customers (“**Customers**”) with local businesses (“**Merchants**”, together with Customers, “**Users**”), both in-store and online, via digital POP-UP deals and advertisements.

The privacy of our users is of great importance to us. By visiting our Website, registering and logging into our Merchant POPTikR portal, available through our Website, for the purposes of administering Merchant promotions and business details made available to Customers through our Services (the “**Merchant Portal**”), downloading and/or accessing the KataniTECH mobile device application known as “POP TikR” (the “**App**”) or using the Services in any manner, you acknowledge that you accept the practices and policies outlined in this Privacy Policy and you hereby consent to the collection, use and disclosure of your personal information in accordance with this Privacy Policy.

### **1. WHAT DOES THIS POLICY COVER?**

This Policy covers our collection, use and disclosure of information about identifiable individuals (“**Personal Information**”). This Policy does not apply to the practices of companies that we do not own or control, including Merchants or other customers of KataniTECH who use the Services. We do not knowingly collect or solicit Personal Information from anyone under the age of 13 or knowingly allow such persons to register for the KataniTECH Services.

### **2. COLLECTION AND USE OF PERSONAL INFORMATION AND OTHER DATA**

#### **2.1. KataniTECH Merchant Account Information**

In order for Merchants to use our Services, Merchants will be required to have a valid KataniTECH account which Merchants can use to log in to the Merchant Portal via our Website (“**Merchant Account**”). When a Merchant registers for the Services through the Merchant Portal, KataniTECH collects the Merchant’s email, first and last name, address (including your store and billing address), billing payment information and password in order to process your subscription, authenticate your Merchant Account access and provide the Merchant with access to the Merchant Portal Services.

#### **2.2. KataniTECH Customer Account Information**

In order for Customers to use our Services to the fullest extent, Customers may be required to have a valid KataniTECH account which Customers can use to log in to the Services via our App (“**Customer Account**”, collectively referred to with Merchant Accounts as, “**Accounts**”). When you register for the Services, KataniTECH collects your email, first and last name and password in order to authenticate your Customer Account access and provide you with access to the App Services.

#### **2.3. Use of Personal Information**

KataniTECH uses Personal Information to provide the Services as well as for its internal business purposes or otherwise as required by law. In particular, KataniTECH may use Personal Information for the following purposes:

- Allow Users to create an Account for the App, Merchant Portal or Website and authenticate access to their Account;
- provide, operate, maintain and improve the Services;
- advertise coupons, deals, promos and other offerings listed by Merchants through our Services on social media and/or other channels;
- send technical notices, updates, security alerts and support and administrative messages;
- provide and deliver the Services and features you request, process and complete transactions, and send you related information, including confirmations and invoices (as applicable);
- respond to comments, questions, and requests and provide customer service and support;
- communicate with you about services, features, surveys, newsletters, offers, promotions, contests and events, and provide other news or information about us and our select partners;
- investigate and prevent fraudulent transactions, unauthorized access to the Services, and other illegal activities;
- personalize and improve the Services, and provide content, features, and/or advertisements that match your interests and preferences or otherwise customize your experience on the Services;
- monitor and analyze trends, usage, and activities in connection with the Services showcasing User behaviors and preferences and for marketing, advertising, and other business intelligence purposes; and
- for other purposes which we will notify you about and seek your consent.

#### **2.4. Geo-Location Information**

The Services contain a feature that enables the use of geo-fencing. When enabled, this feature allows Customers using the App to be provided with local POP-UP deals and promo codes when within a specified distance of a particular Merchant geo-location. Customers who have enabled the geo-fencing capability, will be prompted by the App about whether that user is willing to allow the App to use the applicable device's location services. If the Customer consents, the App uses the device's location capabilities to determine whether the Customer may access the applicable promo code and/or offering to be redeemed in-store (based on the geo-fencing parameters specified by the applicable Merchant). Users can opt out of turning on their geo-location/tracking on the settings of their mobile device at anytime or opt out of using this functionality. This functionality is not mandatory. Please note that Customers may still access and redeem Merchant promotions and promo codes online without being required to enable their geo-location features on their App.

#### **2.5. Device Identifiers**

When you access the Service by or through a mobile device on our App, we may access, collect, monitor and/or remotely store one or more "device identifiers". Device identifiers allow us to uniquely identify your device and are used to enhance the Services (including sending updates and information from the Services).

#### **2.6. Payment Information**

KataniTECH currently uses Stripe for processing of secured payments of Services-related fees. When you pay your Service fees, your credit card or other payment credential-related information is transferred securely via SSL from the Service to the third-party payment processor being used at that time by KataniTECH. No credit card or other payment credential-related information is ever stored on servers controlled by KataniTECH. The third-party payment processor used by KataniTECH have our permission to store on KataniTECH's behalf the credit card or other payment credential-related used in transactions with KataniTECH with the goal of providing a secure payment process. This data may be used for validation and registration purposes, and to trace any fraudulent activities if necessary. When stored by an applicable third-party payment processor, your credit card or other payment credential-related information is subject to that processor's privacy policy.

## **2.7. Usage Data**

KataniTECH may also collect certain information from Users of the Website, App, Merchant Platform and Services, such as Internet addresses, time spent logged into the Services and other usage data. This information is logged to help diagnose technical problems, and to administer our Website, App, Merchant Portal and Services in order to constantly improve the quality of the Services. KataniTECH uses the usage data that we collect to provide the Services and to continuously improve the Services.

## **2.8. Cookies and Technologies**

When a User visits our Website, we collect cookies and web beacons for the purpose of analytics and page tagging. If you visit our Website with a computer or mobile device, we will have access to your IP address, operating system version, browser type, etc. We do not share this information with any third-party companies.

Cookies are small text files sent by us to your computer and from your computer or mobile device to us each time you visit our Website. They are unique to your Account or your browser. Session-based cookies last only while your browser is open and are automatically deleted when you close your browser. Persistent cookies last until you or your browser delete them or until they expire.

Some cookies are associated with a User Account. KataniTECH uses session cookies containing encrypted information to allow the system to uniquely identify a User Account while the User is logged in. This information allows KataniTECH to process your online transactions and requests. Session cookies help us make sure you are who you say you are after you have logged in and are required in order to use the Services.

Other cookies are not tied to an Account but are unique and allow us to carry out site analytics and customization, among other similar things. KataniTECH uses persistent cookies, that only KataniTECH can read and use, to identify the fact that you are a User and track the webpages you view and use. If you access KataniTECH through your browser, you can manage your cookie settings there but if you disable some or all cookies you may not be able to use the Services.

You may be able to instruct your browser to refuse all cookies or to indicate when a cookie is being sent. Review your browser settings to set how to accept cookies, disable cookies or to notify you when receiving a new cookie. If you do not accept cookies, you may not be able to use some features of our Services and we recommend that you leave them turned on.

## **3. STORAGE LOCATION AND TRANSFER OF PERSONAL INFORMATION**

KataniTECH stores its data, including Personal Information, on servers located in Canada and the United States. By submitting information, you agree to this transfer, storing or processing of your Personal Information in Canada and the United States. You acknowledge and agree that your Personal Information may be accessible to law enforcement and governmental agencies in Canada and the United States under lawful access regimes or court order.

## **4. DISCLOSURE OF PERSONAL INFORMATION WITH THIRD PARTIES**

### **4.1. Service Providers and Business Partners**

We may from time to time employ other companies and people to perform tasks on our behalf and need to share Personal Information with them to provide the Services to you. Unless we tell you differently, such third parties do not have any right to use the Personal Information we share with them beyond what is

necessary to assist us. This includes third party companies and individuals employed by us to facilitate our Services, including the provision of maintenance services, database management, Web analytics and general improvement of the Services, and Merchants who engage our Services.

#### **4.2. Business Transfers**

If we (or substantially all of our assets) are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, Personal Information may be made available or otherwise transferred to the new controlling entity, where permitted under applicable law.

#### **4.3. With Your Consent**

If we need to use or disclose any Personal Information in a way not identified in this Privacy Policy, we will notify you and/or obtain your express consent as required under applicable privacy laws.

### **5. RETENTION**

We will keep your Personal Information for as long as it remains necessary for the identified purpose or as required by law, which may extend beyond the termination of our relationship with you. We may retain certain data as necessary to prevent fraud or future abuse, or for legitimate business purposes. All retained Personal Information will remain subject to the terms of this Privacy Policy.

### **6. ACCESS, CORRECTION AND ACCURACY**

You have the right to access the Personal Information we hold about you in order to verify the Personal Information we have collected in respect to you and to have a general account of our uses of that information. Upon receipt of your written request, we will provide you with a copy of your Personal Information, although in certain limited circumstances, and as permitted under law, we may not be able to make all relevant information available to you, such as where that information also pertains to another user. In such circumstances we will provide reasons for the denial to you upon request. We will endeavor to deal with all requests for access and modifications in a timely manner.

We will make every reasonable effort to keep your Personal Information accurate and up to date, and we will provide you with mechanisms to update, correct, delete or add to your Personal Information as appropriate. As appropriate, this amended Personal Information will be transmitted to those parties to which we are permitted to disclose your information. Having accurate Personal Information about you enables us to give you the best possible service.

### **7. CHANGES TO THIS PRIVACY POLICY**

We may amend this Privacy Policy from time to time. Use of Personal Information we collect is subject to the Policy in effect at the time such information is collected, used or disclosed. If we make material changes or changes in the way we use Personal Information, we will notify you by posting an announcement on our Website or App or sending you an email prior to the change becoming effective. You are bound by any changes to the Policy when you use the Website, Merchant Portal or App after such changes have been first posted.

### **8. ADDITIONAL INFORMATION**

Questions regarding this Privacy Policy or KataniTECH's privacy practices should be directed to [info@poptikr.com](mailto:info@poptikr.com) or

KataniTECH Inc.  
Attention: Privacy Officer  
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Ottawa, Ontario, K2G-1V8, Canada

**Last Updated:** August 20, 2021