BURBLE SOFTWARE PRIVACY POLICY

Your privacy is important to Burble hereafter referred to as Burble. So we've developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information, it also covers how you can manage, export, update and delete your information. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

Effective May 25, 2018 Download PDF

We have services that help people make reservations for activities such as Skydiving and many other support services to go with this. Our services include:

- Burble Bookings - Allow you to make a reservation for an activity at a Burble enabled center.
- Burble Me - An IOS/Android application that allows you to view your jump data and interact with service offered by activity centers around the world.
- Burble DZM which helps skydiving activity centers to manage your account with them.

You can interact with our services in a variety of ways such as making a reservation with an activity center or using the burble app to have your location tracked during the activity. If you have any questions about this Privacy Policy, you can contact us.

You have choices regarding the information we collect and how it's used

This section describes key controls for managing your privacy across our services. You can also visit the Privacy Settings page, which provides an opportunity to review and adjust your privacy settings. In addition to these tools, we also offer specific privacy settings in our app Burble Me. This has a section to control privacy settings there as well.

Managing your information

When you're signed in, you can review and update your information. For example you can edit your personal information in the burbleMe App and also edit your skydiving history.

Activity Controls

Decide how your data is used in your interaction with the Activity Center. For example you can decide if you real name is to be used on a display board showing the next flight at Skydiving Center or on a leader board showing the participant with the most activity. Go to Settings

Marketing settings

Manage your preferences about marketing communication from both Burble and the activity centers you patronize. Go to Marketing Settings

Information displayed about you

Control what others see about you across Burble Services For example you can decide if your real name is to be used on a display board showing the next flight at Skydiving Center or on a leader board showing the participant with the most activity. Go to Settings

Integrity and Retention of Personal Information

Burble makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Access to Personal Information

You can help ensure that your contact information and preferences are accurate, complete, and up to date by logging in to your account at burblesoft.com. For other personal information, we make good faith efforts to provide you with access so you can request that we correct the data if it is inaccurate or delete the data if Burble is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. For access, correction, or deletion requests you may contact Burble Software Company at

- info@burblesoftware.com or by calling +1 734-545-8015

Exporting, removing or deleting your information

You can export a copy of your information or delete it from your Burble Account at any time

You can **export a copy of content in your Burble Account**

. Send a request to info@burblesoftware.com

To delete your information or your account, you can:

. Send a request to info@burblesoftware.com

In some cases, we retain data for limited periods when it needs to be kept for legitimate business or legal purposes. We try to ensure that data is protected from accidental or malicious deletion. This means there may be delays between when you delete something and when copies are deleted from our active and backup systems.

Help understanding the types of information we collect as you use our services

We collect information about you in order to provide services related to your activities.

Personal information is data that can be used to uniquely identify or contact a single person. You may be asked to provide your personal information anytime you are in contact with Burble or an Burble affiliated company. Burble and its affiliates may share this personal information with each other

and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising.

Information you create or provide to us

When you create a Burble Account, purchase a product, download a software update, or utilize Burble services, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information.

When you register for and/or participate on Burble forums, Burble may collect the information you provide about those people such as name, mailing address, email address, and phone number.

Even if you aren't signed in to a Burble Software Account, you might choose to provide us with information — like an email address to sign up for an activity with one of our providers for example a skydiving center. We also collect the content you create, upload, or receive from others when using our services. This includes things like skydiving log book entries, messages between yourself and other participants using the Burble Me App

Information we collect as you use our services

Your apps, browsers & devices

We collect information about the apps, browsers, and <u>devices</u> you use to access Burble services The information we collect includes <u>unique identifiers</u>, browser type and settings, device type and settings, operating system, and application version number. We also collect information about the interaction of your apps, browsers, and devices with our services, including <u>IP address</u>, crash reports, system activity, and the date, time, and referrer URL of your request.

Your activity

We use various technologies to collect and store information using 3rd party services such as google analytics, including <u>cookies</u>, <u>pixel tags</u>, such as <u>browser web storage</u> or <u>application data caches</u>, databases, and <u>server logs</u>.

Your location information

We collect information about your location when you use our services if you have chosen to enable features in Burble that require GPS information.

The types of location data we collect depend in part on your device and account settings. For example, you can turn on location tracking on a device that has GPS available whilst you are engaged in an activity. This can potentially be used to locate you in the event you are injured and are unable to call for help. It should not be relied on as a substitute for emergency services.

Collection and Use of Non-Personal Information

We also collect non-personal information − data in a form that does not permit direct association with any specific individual. We may collect, use,

transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

We may collect information such as occupation, language, zip code, area code, unique device identifier, location, and the time zone where an Burble product is used so that we can better understand customer behavior and improve our products, services, and advertising.

We also may collect information regarding customer activities on our website, and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of the most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information, then the combined information will be treated as personal information for as long as it remains combined.

Cookies and Other Technologies

Burble's website, online services, interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our website people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by

local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy. Burble and its partners use cookies and other technologies in mobile advertising services to control the number of times you see a given ad, to deliver ads that relate to your interests, and to measure the effectiveness of ad campaigns.

Burble and our partners also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with Burble more convenient and personal. Knowing someone using your computer or device has used a particular service helps us make any advertising and email communications more relevant to your interests. And knowing your contact information and information about your computer or device helps us register your products, personalize your operating system, set up your Burble Software service, and provide you with better customer service.

As is true of most websites, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. Burble may use this information in our marketing and advertising services.

How Burble uses your data

Provide our services

We use your information to deliver our services, like creating your reservation at an activity center.

Enabling your activity center to communicate with you

The activity you engage in generally requires communication between yourself and the activity center. They may communicate with you to inform you of changes to your itinerary for example. They may also communicate with you to let you know about other services they provide. You have the right and the ability to control this communication. To edit your choices follow this link Privacy Choices

Measure performance

We use data for analytics and measurement to understand how our services are used. For example, we analyze data about your interaction with our reservation process. We may also use personal information for internal purposes such as auditing, data analysis, and research to improve Burble's products, services, and customer communications.

Communication with you

We use information we collect, like your email address or phone number, to communicate with you directly. For example, we may send you a notification if an activity center updates your information.

The personal information we collect allows us to keep you posted on Burble's latest product announcements, software updates, and upcoming events. It also helps us to improve our services, content, and advertising. If

you don't want to be on our mailing list, you can opt out at anytime by updating your preferences. By default any new account created within the EU will be opted out.

We also use personal information to help us develop, deliver, and improve our products, services, content, and advertising.

From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies.

We would always ask for your consent before using your information for a purpose that isn't covered in this Privacy Policy.

SHARING YOUR INFORMATION

When Burble shares your information

We do not share your personal information with companies, organizations, or individuals outside of Burble except in the following cases:

With your activity Center.

Your activity center will have access to your personal data in order to provide services to you. An activity center will not have access to your personal data unless you

- 1) create your burble account through them or

- 2) provide them with a PIN to import your existing account.

With your consent

We'll ask for your explicit consent to share any <u>sensitive personal</u> <u>information</u>. We will clearly explain what the purpose of sharing this data is.

For external processing

Your activity center may export data which includes your personal information if you give them permission to do so.

For legal reasons

We will share personal information outside of Burble if we have a good-faith belief that access, use, preservation, or disclosure of the information is reasonably necessary to:

- Meet any applicable law, regulation, legal process, or enforceable governmental request.
- Enforce applicable Terms of Service, including investigation of potential violations.
- Detect, prevent, or otherwise address fraud, security, or technical issues.
- Protect against harm to the rights, property or safety of Burble, our users, or the public as required or permitted by law.

We may share non-personally identifiable information publicly and with our partners. For example, we share information publicly to statistics within industries that make use of our services.

If Burble is involved in any possible sale or merger with a 3rd party, we would ensure the confidentiality of your personal information. Notice would

be given before personal information is transferred or becomes subject to a new privacy policy.

Service Providers

Burble may share personal information with companies who provide services such as information processing, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever Burble operates.

Others

It may be necessary − by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence − for Burble to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

Location-Based Services

To provide location-based services on Burble products, Burble and our partners and licensees may collect, use, and share precise location data, including the real-time geographic location of your Burble computer or device. This location data is collected anonymously in a form that does not personally identify you and is used by Burble and our partners and licensees to provide and improve location-based products and services. For example, we may share geographic location with application providers when you opt in to their location services, if applicable.

Third-Party Sites and Services

Burble websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

Data transfers

We maintain servers around the world and your information may be processed on servers located outside of the country where you live. Data protection laws vary among countries, with some providing more protection than others. Regardless of where your information is processed, we apply the same protections described in this policy. We also comply with some legal frameworks relating to the transfer of data, such as the EU-US Privacy Shield Framework.

Protection of Personal Information

Burble takes precautions — including administrative, technical, and physical measures — to safeguard your personal information against loss, theft, and misuse, as well as against unauthorized access, disclosure, alteration, and destruction.

Burble online services use Secure Sockets Layer (SSL) encryption on all web pages where personal information is collected. You must use an SSL-enabled browser such as Chrome, Firefox, Internet Explorer or Safari. Doing so protects the confidentiality of your personal information while it's transmitted over the Internet.

When you use some Burble products, services, or applications, or post on an Burble forum or chat room, the personal information you share is visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to submit in these instances. For example, if you list your name and email address in a forum posting, that information is public. Please take care when using these features.

All Burble products are built with strong security features that continuously protect your information. We always use encryption to keep your data private while in transit and in storage.

COMPLIANCE & COOPERATION WITH REGULATORS
We regularly review this Privacy Policy and make sure that we process your information in ways that comply with it.

Privacy Shield Compliance

Burble Software Company, LLC complies with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union to the United States. Burble Software Company has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit https://www.privacyshield.gov

In compliance with the Privacy Shield Principles, Burble Software Company commits to resolve complaints about our collection or use of your personal information. EU individuals with inquiries or complaints regarding our Private Shield policy should first contact Burble Software Company at:

- info@burblesoftware.com or by calling +1 734-545-8015 Burble Software Company has further committed to cooperate with EU data protection authorities (DPAs) with regard to unresolved Privacy Shield complaints . If you do not receive timely acknowledgment of your complaint from us, or if we have not addressed your complaint to your satisfaction, please contact the EU DPAs for more information or to

file a complaint. The services of EU DPAs are provided at no cost to you.

- As a privacy shield compliant company Burble Software is subject to the investigatory and enforcement powers of the [Federal Trade Commission (FTC)/the Department of Transportation]
- It is possible, under certain conditions, for the you - the individual to invoke binding arbitration

The Privacy Shield requires that, "In the context of an onward transfer, a Privacy Shield organization has responsibility for the processing of personal information it receives under the Privacy Shield and subsequently transfers to a third party acting as an agent on its behalf. The Privacy Shield organization shall remain liable under the Principles if its agent processes such personal information in a manner inconsistent with the Principles, unless the organization proves that it is not responsible for the event giving rise to the damage."

Your personal data is stored by Burble Software Company to provide enrollment services so that you may sign up for activities with companies that use Burble Software to sell and manage their services.
Example: Activity provider Skydive Tecumseh provides skydiving services. When you purchase a skydive through Skydive Tecumseh at https://bookings.skydivetecumseh.com Burble Software is providing the data storage and management services to support this.

You may at any point ask to be forgotten. You may contact Burble Software Company at info@burblesoftware.com or by calling +1 734-545-8015 should you require assistance.

Our Company-wide Commitment to Your Privacy

To make sure your personal information is secure, we communicate our privacy and security guidelines to Burble employees and strictly enforce privacy safeguards within the company.

If we receive a formal written complaint, we will initially contact the person who made the complaint. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of your data that we cannot resolve with you directly.

When this policy applies

This Privacy Policy applies to all of the services offered by Burble, and its affiliates. This Privacy Policy doesn't apply to services that have separate privacy policies that do not incorporate this Privacy Policy.

Changes to this policy

We change this Privacy Policy from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We always indicate the date the last changes were published and we offer access to archived versions for your review. If changes are significant, we'll provide

a more prominent notice (including, for certain services, email notification of Privacy Policy changes).

Privacy Questions

If you have any questions or concerns about Burble's Privacy Policy or data processing, please contact us. You may contact Burble Software Company at

- info@burblesoftware.com or by calling +1 734-545-8015 should you require assistance.

Burble may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.
Burble, 9305 Tecumseh Clinton Hwy, Tecumseh, MI 49286