

Privacy Policy - Individuals

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Welcome to Data Stocks Inc.

Our Privacy Commitment to Individuals

Data Stocks Inc (Data Stocks) respects the privacy rights of our online visitors and recognizes the importance of protecting all information that a guest or account holder may choose to share with us. The policies below are applicable to the Data Stocks Inc., network of sites, including datastocksinc.com (including any versions optimized for viewing on a wireless or tablet device); all email newsletters published or distributed by Data Stocks Inc; all apps published by Data Stocks Inc, whether for tablets, smart TVs, video game consoles, social media platforms, mobile devices or other platforms (“Apps”); and all other interactive features, services, and communications provided by Data Stocks Inc (“Sites”), however accessed and/or used, that are operated by us, made available by us, or produced and maintained by the Data Stocks Inc. (collectively “Data Stocks” or “we”, “us”, or “our”). We have established this privacy policy (“Privacy Policy”) to let our guests and account holders know the kinds of personal information we may gather during their visit to these Apps and Sites (collectively, the “Services”), why we gather their information, what we use their personal information for, when we might disclose their personal information, and how their can manage your personal information.

By accessing the Services, a guest or account holder agrees to be bound by this Privacy Policy and our *Terms and Conditions* – both of which may be updated from time to time. If a guest or account holder do not agree to the Privacy Policy or our *Terms and Conditions* (available at <http://www.datastocksinc.com/policies/> unless posted directly in the Service), they should not use the Services.

This Privacy Policy is designed to ensure that our information disclosure practices are responsible and appropriate. To protect your privacy, we are willing to voluntarily undertaken this privacy initiative and all of our Services where this Privacy Policy is posted have been reviewed and certified by any legitimate Privacy Certified Institution to meet established online information collection, use and disclosure practices. As a

professional data brokering organization, we are open to possibility of audits of our Services and other enforcement and accountability mechanisms from valid agencies and institutions.

It should be noted that information collected on the Services is stored and processed in the United States. By using the Services, a guest or account holder consent to any such transfer of information outside of country of origin. Data Stocks is open to complying with the U.S.-EU Safe Harbor Framework and the U.S.-Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use, renting, and retention of personal information from European Union member countries and Switzerland. Data Stocks Inc is willing to adhere to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. Guest and account holders learn more about the Safe Harbor program, and view the Family Online Safety Institute's certification at <http://www.export.gov/safeharbor>.

1. What information does this Privacy Policy cover?

This Privacy Policy applies only to personal information collected on the Services where this Privacy Policy is posted, and, unless Data Stocks Inc specifies otherwise in writing, does not apply to any other information collected by Data Stocks Inc through any other means.

Please note that this Privacy Policy can apply to information consented, submitted, and collected online, and may not apply to information that may be collected by Data Stocks offline or provided by Data Renters from their data bases. This Privacy Policy applies only to Services maintained by Data Stocks, and not to our international affiliates, or any websites or apps maintained by other companies or organizations to which we link. Data Stocks is therefore not responsible for the content or activities provided on those websites or mobile apps beyond Data Stocks control. However, if a guest has created an account with Data Stocks for its Services, which entail the Data Supplier's Terms and Conditions Service Agreement as stated in our *Terms and Conditions*, then Data Stocks can use the powers granted to Data Supplier/s to change and improve external conditions for its account holders.

This Privacy Policy applies to use, renting, and sharing of personal information collected and treated as of the date this Privacy Policy is posted. Finally, the terms of this Privacy Policy are subject to all applicable laws within the scope of the US Constitution's Bill of Rights.

2. What types of personally identifiable information do we collect about our guests and account holders?

Guest are those that do not have a Data Stocks account; thus, not account holders. Guest are only required to provide basic technical information required for the support of our internal operations (e.g. IP address), which means that we don't require personal information to access our Services. If a guest prefer not to disclose personal information or not open an account with Data Stocks, the guest will not be able to enjoy many features of our Services. Personal information is information that identifies the individual and may be used to contact or interact with that individual.

Information You Provide to Us

We receive technical information from our guests. We receive both technical and personal information from account holders and, with our account holder's consent, from their third parties and their app accounts. We collect personal information directly from our account holders and guests if they:

- Create an account for Data Stocks's Services
- Link an account from one of Data Stocks's Services with a third party account from another service, which Data Stocks's has an API, web service, and/or granted access to.
- Participate in games, reward programs, contests, sweepstakes, events, or promotions
- Social media interactions
- Send questions, correspond with us via e-mail or our customer support portal concerning the Services, or their participation in organized events
- Participate in polls, surveys, or questionnaires
- Use our Email-a-Friend feature

- Provide us with business information, such as when guest or account holder applies for or have a special role or seek employment
- Enable push notifications. Typically, this information includes:
 - Personal first and last name
 - Email address
 - Telephone number
 - Address and location based information (where necessary for the provision of services)
 - IP address and persistent device identifier (where necessary for the provision of services)

Please also note that certain Apps may provide users with the ability to take pictures and share them on social media. These pictures will be cleared of any personal information regardless of the user's mobile device settings and are not collected or shared by us. Pornographic material and/or illicit content will be deleted upon detection. Such material creates a liability for Data Stocks's goals and purpose; thus, we prefer to remove content as soon as possible. Data Stocks's purpose is to monetize data for account holder by providing answers real-time to legitimate business questions from validated Data Renters. The material mention those not fit this agenda and thus immediate removal upon discovery.

Additionally, we can also collect other types of non-personal information (known as demographic information) such as your age and/or date of birth, gender, the country where you live, hobbies, education level, occupation, income level, ethnicity, employment status, and app ownership preferences. This demographic information may be associated with your personal information and may be used by Data Deals to determine what account holder can participate and receive money for any particular Data Deal.

Business Information

Any personal information submitted to us online by job applicants, and by persons specifying that they are submitting personal information in a business capacity, will be used solely for its intended purpose.

Information Collected Through Technology

We collect information through technology to make our Services more interesting, increase revenue, and useful to the account holders. For example, an account holder can activate a data stock (ex. Netflix) in our mobile app with their User ID and password, name their price, enter a Data Deal to rent their data, and receive money from Data Renter. At times, we also use IP addresses to collect information regarding the frequency with which our guests visit various parts of our Sites or enable certain mobile features like push notifications. We may combine this information with other personally identifiable information.

Location Based Information

We may collect and store a guest's or account holder's device's source IP address which may disclose the location of their device at the time they access our Services. Advertisements and certain content could be directed to the guests and/or account holders using our LIGHT mobile app as a result of this data. In addition, in some cases the Services can deliver content based on your current location if the account holder choose to enable that feature. If the account holder enables that feature, their current location will be stored locally on their device which will be used by our Services to serve them certain content tied to their location. If the account holder elects to active geo-location data stocks (ex. GoogleMaps, iMaps, etc...), which contain their location-based searches saved to their history, we can store such information on our servers (collectively, all location based information collected by Data Stocks is "Location Information"). The account holder may disable these features or withdraw their consent to providing their Location Information by deactivating those geo-location data stocks. However, if account holder prefers not to geo-location data stocks that disclose Location Information, the account holder will reduce the chances of entering Data Deals and thus reduce the ability to earn money from data monetization, which our Services focuses on.

Types of Cookies and Basic Tracking

Performance Cookies: Data Stocks uses different types of cookies (which are electronic collections of information stored on a local computer that are used by

websites to keep track of guests and account holders to relate one computer transaction to a later one) and other methods of uniquely tracking visitors for different purposes. For example, some cookies are "required cookies" which are necessary for Data Stocks's website, apps, and services to work. In addition, cookies are used to provide Data Stocks's existing account holders with the opportunity for continued savings and increased convenience as described in more detail below.

Data Stocks uses "performance cookies" to inform Data Stocks of a repeat visit. These cookies do not tell Data Stocks who a visitor is, the visitor's name, email address, or passwords.

Cookies for Banner Rewards Program: To offer Data Stocks's guests and account holders opportunities to monetize and sustain freemium services, Data Stocks uses cookies to help monitor the traffic generated from Data Stocks's banners and logo buttons displayed on Data Stocks guests and account holders' websites.

Cookies for Account Management: For Data Stocks's guests and account holders, Data Stocks uses "functional cookies" to store user names for added convenience. For example, Single Sign-on cookies. The cookies would contain a piece of identifying information such as a customer ID, username, or session ID that would be used to look up the customer ID. Data Stocks offers password-protected, web-based management tools as part of its webhosting packages. By storing a guest or account holder username in a cookie, the guest or account holder will not have to fill out form fields each time he or she manages the account.

Cookies for Advertising: Data Stocks may also utilize "advertising cookies" to track referrals from internal and external affiliates, as well as advertising campaigns. Data Stocks may also use a third party service provider to send emails that you have agreed to receive. Pixel tags and cookies may be used in those email messages to help Data Stocks measure the effectiveness of its advertising and to enable Data Stocks to provide more focused marketing communications to guests and account holders.

Web Beacons and Log Files

Our Sites use a variety of technical methods for tracking purposes, including Web beacons. Web beacons are small pieces of data that are embedded in images on the pages of various Sites. We also use these technical methods to analyze the traffic patterns on our Sites, such as the frequency with which our users visit various parts of our Sites. These technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf. Our Sites use log files to record which pages visitors to our Site accessed, how long they stayed on the Site, where they came from and other data. We also use these technical methods in HTML e-mails that we send our guests and/or account holders to determine whether our guests and/or account holders have opened those e-mails or clicked on links in those e-mails. The information from use of these technical methods may be collected in a form that is personally identifiable.

Finally, once our guests and/or account holders clicked on an advertisement or other link and have left our Sites, Data Stocks's Privacy Policy may no longer applies and you must read the privacy policy of the host of that site to see how your personal information will be handled on their site. Data Stocks will do its best to select advertisers that follow our Policies and Regulations and/or influence advertisers host to follow our Policies and Regulations.

Push Notification

Certain Services may give our guests and/or account holders the option to receive push notifications. In order to serve push notifications, we may need to collect both IP address and a persistent identifier from our guests' and/or account holders' device. Our guests and/or account holders can turn push notifications on or off by modifying the settings within the applicable Service, or within their device's settings.

3. How is your personally identifiable information used and shared?

Data Stocks don't sell your personal information to third parties. Data Stocks can rent or share your personal information to third parties with your prior consent via data stock activations. For your safety and privacy, we can perform anonymization, encryption, and other data treatments prior renting or sharing the information. Other than the technical information described earlier, we do require personal information to access the majority our Services. However, if a guest or account holder prefer not to disclose personal information, they will not be able to enjoy certain features of our Services.

Whatever the purpose may be, we will only collect information to the extent reasonably necessary to fulfill Data Deal requests and our legitimate business objectives.

Data Stocks Online Tools and Events

For example, if a guest or account holder registers on our Sites, their information will be used to provide them the benefits associated with registration, including the ability to create a profile and to earn money. In addition, if an account holder participates in a data negotiations, Data Deals, games, contests, sweepstakes, and/or other similar event ("promotion"), the information provided in connection with the promotion will be used to determine their entry eligibility, to contact them with the results, and for the monetization or prize fulfillment purposes.

Participants of Data Stocks Related Events

If a guest or account holder chose to participate in the Data Stocks Application and its Data Deals, then we will use your personal information about them to track their results, data transactions, payments to them, currency choices, language preferred, negotiated requests. Also if you chose to participate in the charity event or business event that sponsors our applications and/or portion of our Site, www.datastocksinc.com, we can share your personal information with independent third parties who run the events, so that they can run those events that you may participate in. In most cases, these are independent third parties and not Data Stocks employees. They have agreed to abide by the terms of this Privacy Policy, but Data Stocks cannot guarantee that these independent third parties will safeguard your personal information. If a guest or account holder don't want their personal information shared with independent third parties who run offline events, then a guest or account holder don't apply to participate in the events.

Message Boards/Chat

If a guest or account holder accesses our message boards or chat features, we can use their personal information to enable them to view and post messages. However, a guest or account holder should understand that community forums, chat, and message boards are tools that allow communication with members of the online community. Whenever a guest or account holder gives out personal information online in public areas, they need

to be aware that information can be collected and used by people that Data Stocks does not know.

Should a guest or account holder wish to edit or remove information they have previously posted to our forums, they may access the specific post you wish to change and choose the "Edit" option (if available) or contact Data Stocks directly with a request. If a guest or account holder would like anything removed from your chat history, we need to delete all of their chats. Removal of this content or information from public view does not guarantee complete or comprehensive removal. After a removal request has been honored, we may retain copies of the content or information a guest or account holder have previously posted on our servers. We are not required to remove your posted content or information if it has been rendered anonymous or if we are required by law to retain it. Additionally, Data Stocks do not have control over third parties (e.g., other users) who may have copied or reposted this information.

Operational Uses

We may also use a guest or an account holder's personal information for other purposes such as "Operational Uses." For example, we may use the information to send administrative communications either about the account with us or about features of our Sites, including any future changes to this Privacy Policy. If you have selected to receive online marketing communications from our Site, a guest or an account holder personal information may be used to send you marketing material about our products and services.

Outside Vendors

Data Stocks may share a guest or account holder's personal information with outside entities hired to assist with internal Site support operations (e.g., online fulfillment, email services, moderation, or technical support). We also can provide postal addresses to delivery service companies for delivery purposes. In the course of providing such services, these companies may have access to a guest or account holder personally identifying information. These entities have to agree to maintain the confidentiality, security, and integrity of all the personal information they obtain from us.

Third Party Cookies

Data Stocks uses third party service providers and tools to assist us with internal analytics and external analytics. Depending on the situation, personal information can

be treated to increase privacy and security. If you would like to review the privacy practices of these third parties, please refer to the chart below:

Third Party Name	Privacy Policy
Adobe Analytics (Omniiture), Typekit by Adobe	http://www.adobe.com/privacy/policy.html
DoubleClick, Google Analytics	http://www.google.com/intl/en/policies/privacy/
New Relic	http://newrelic.com/privacy
Upsight	http://www.upsight.com/pricing/privacy-policy/

Transfer of Personal Information from Application to Data Stocks

To the extent that you have installed a Data Stocks App on your device but have not created a user account, except as disclosed below, the personal information collected by the App remains on the device and is not provided to Data Stocks. Data Stocks will have access to the account holder's personal information or transfer personal information will be transferred to Data Stocks 's servers in any of the following circumstances:

- A guest become an account holder.
- The account holder activates a data stock within any of Data Stocks' apps.
- The account holder enters a data deal to monetize their data.

Data Stocks may also access certain data from the App, including without limitation the user supplied information and device information, for statistical analysis. All such data can be anonymized prior to Data Stocks ' collection and storage.

Use of Your Location Information

We may only use and share your Location Information in conjunction with our right described in “Disclosures Required By Law and Disclosures to Help Protect the Security and Safety of Our Services and Others” below and to:

- Monetize the data in behalf of the account holder per Data Deal that the account holder qualifies for.
- Customize the default country and default language to show the account holder the products and services in your chosen language and country
- Provide the account holder with the products and services requested
- Personalize content and experiences on our Services, including providing the account holder recommendations based on preferences
- Personalize the account holder newsletters, offers and promotions for our products and services, third party products and services, or special events
- Personalize the advertising the account holder receive, including advertising based on your activity on our Sites or activity on third party sites and applications.
- Optimize or improve our products, services and operations
- Detect, investigate, and prevent activities that may violate our policies or be illegal
- Perform statistical, demographic, and marketing analyses of users of the Sites and their behavioral patterns

Aggregate Information

Data Stocks may take the account holder’s personally identifiable information and make it non-personally identifiable, either by combining it with information about other individuals (aggregating your information with information about other individuals), or by removing characteristics (such as your name) that make the information personally

identifiable to account holder (de-personalizing the information). Given the nature of this information, no restrictions apply under this Privacy Policy on our right to aggregate or de-personalize the account holder's personal information, and we may use, rent, and/or share in any way with third parties the resulting non-personally identifiable information.

Purchase or Sale of Businesses

In the event of a merger, sale of assets, acquisition, dissolution, reorganization, bankruptcy, change of control or other similar event, any of the account holder's personally identifiable information may be transferred to our successor or assign, if permitted by and done in accordance with applicable law, or if we sell one or more of our businesses, your personally identifiable information may be transferred as a part of the sale. If we purchase a business, the personally identifiable information received with that business would be treated in accordance with this Privacy Policy, if it is practicable and permissible to do so.

Disclosures Required By Law and Disclosures to Help Protect the Security and Safety of Our Services and Others

Data Stocks can disclose personal information when we believe in good faith that such disclosures (a) are required by law, including, for example, to comply with a court order or subpoena, or (b) will help to: enforce our Terms and Conditions; enforce data deals, data rights, contest, sweepstakes, promotions, and/or game rules; protect safety or security, including the safety and security of property that belongs to the account holder; and/or, protect the safety and security of our Services or websites or mobile applications belonging to third parties.

4. How Long Does Company Keep Your Personally Identifiable Information?

Data Stocks will keep your personal information so long as you have an account with Data Stocks, provided, however, that Data Stocks will use commercially reasonable efforts to delete any personal information collected by Data Stocks that is no longer relevant to the use of the Services offered by Data Stocks. To the extent that you have installed a Data Stocks App on your device, Data Stocks will keep your personal

information within such App for so long as the account holder keeps an account with Data Stocks.

5. What choices do you have about the collection, use, and sharing of your personally identifiable information?

As mentioned above, the account holder has much control over the personal information that they submit to us. If at any time the account holder decide to remove their personal information from our servers, the account holder may do so by doing the following:

- Option 1: The account holder can deactivate any data stock that they no longer want to monetize, which results in the deletion of the personal information related to that data stock.
- Option 2: The account holder can delete the Data Stocks account that they own, which results in the deletion of the personal information related to that account.
- Option 3: The account holder can log into the <http://datastocksinc.com> and submit a customer service request, or contact us at Data Stocks Inc., Attention: Privacy Policy Administrator, 1531 Inspiration Drive, Suite 4002.

If the account holder contact us, include the name of the Sites used to register and the email address the account holder used to register with us so we can verify the request.

6. What kinds of security measures do we take to safeguard your personally identifiable information?

The security and confidentiality of your personal information is paramount important to Data Stocks. We have implemented technical, administrative, and physical security measures to protect your personal information from unauthorized access and improper use. To prevent unauthorized electronic access to personal information, we limit access to only those individuals performing a legitimate business function; maintain information collected online behind a firewall-protected server; verify the account holder identity by asking for an email address, passwords, or by other means; store the account holder personal information on servers separate from other corporate information and systems; and can notify the account holder by email if we learn that a breach has occurred. We also collect personal information from you only on SSL-protected (encrypted) access

points and it is transmitted over the Internet only through an SSL-protected (encrypted) channel. From time to time, we review our security procedures to consider appropriate new technology and methods. However, please understand that, despite our best efforts, no security measure is perfect or impenetrable.

7. How can an account holder update your personal information and profile?

The account holder can access and update the contact information provided to us during registration (that is, your e-mail address or any other information that would directly enable us to contact the account holder) and afterwards in the Data Stocks Applications. Changes can require the account holder to re-verify their identity.

8. How can you ask questions, or send us comments, about this Privacy Policy?

If a guest and/or an account holder have questions or wish to send us comments about a Privacy Policy posted on one of our Sites, a guest and/or an account holder can contact us via our website: <http://datastocksinc.com>

California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. We do not share our customer's personal information with unaffiliated third parties for their own direct marketing purposes. For inquiries regarding our disclosure policy, a guest and/or an account holder can contact us via our website: <http://datastocksinc.com>

9. How will you know if we amend this Privacy Policy?

Data Stocks may amend this Privacy Policy at any time. If we make any material changes in the way we collect, use, or share a guest or account holder's personal information, we will notify you by sending you an email at the last email address that you provided us, or by prominently posting notice of the changes on the Services covered by this Privacy Policy. Any material changes to this Privacy Policy will be effective 30 days following our dispatch of an email notice to you or 30 days following our posting of notice of the changes on the Services covered by this Privacy Policy.

Please note that, at all times, account holders responsible for updating your personal information to provide us your current email address. If the last email address that the account holder have provided us is not valid, or for any other reason is not capable of

deliver the notice described above, our dispatch of the email containing such notice will nonetheless constitute effective notice of the changes described in the notice.

PRIVACY COMMITMENT TO CHILDREN AND THEIR PARENTS

Data Stocks has developed its Services with the goal of brokering behavioral data for all account holders and providing them money for their data.

Building on our general Privacy Policy, we recognize the need to provide additional privacy protections when children become guest or account holders of Data Stocks.

The Children's Online Privacy Protection Act ("COPPA") and the new regulations implementing it ("COPPA Rule") require that we inform parents and legal guardians about how we collect, use, rent, and disclose personal information from children under 13 years of age; and that we obtain the consent of parents and guardians in order for children under 13 years of age to use certain features of our Services. If the parents and guardians do not approve of their child being a data stock account holder, then the account will be denied to the child until reaching the age of 13.

Note that all commercial sites directed to children under 13 are prohibited by COPPA from conditioning a child's participation in an online activity on the child providing more personal information than is reasonably necessary. Since most Data Stocks' Services and features are geared toward account holders above the age of 13, we will not collect more personal information than is reasonably necessary on any of the Services associated with an account holder under 13.

When a child under the age of 13 attempts to register with our Services and we can identify that the account holder is a child, we send their parent an email notifying them that their child would like to register, and ask them to create an account to grant consent for their child to register. If the parent ignores or refuses to register their child, we will delete all contact information from our servers within 14 days of such notice. If the parent permits the registration, their child will be granted access to the features described in the notification email.

While the Federal Trade Commission (FTC) accepts several different methods of collecting verifiable parental consent, Data Stocks, will most likely use the data stock

activations to identify if the account holder is under the age of 13. Upon discovery, the request parental consent and remove or keep the account as stated above. Note that Data Stocks will delete all information from an account holder under the age of 13 without parental consent.