

Bizly Privacy Policy

EFFECTIVE DATE: May 30, 2018

Introduction

Bizly, Inc. (“Bizly,” “we,” “us” or “our” or “Company”) has created this mobile application, website, and web-based application located at www.bizly.com (collectively, the “Application”), which may include Bizly’s message center (“Message Center”), to (a) provide individuals and businesses with a convenient forum to view information about meeting and event rooms, guest rooms (if offered through the Message Center), and other conference space and supported food and beverage services, amenities and other ancillary hospitality requests (“Meeting Rooms”) that are available for short term rental and (b) potentially provide users with the ability to interact with Suppliers (as defined below) and reserve such Meeting Rooms through the Application.

Our Commitment. Bizly is committed to maintaining your privacy as outlined below. This privacy policy (“Privacy Policy”) covers how we collect, use, share and treat personal information that you may provide through our Application or while participating in the Services we offer through our Application (the “Services”). Our Privacy Policy applies to any visitor to our website (collectively, “you”), including (i) casual visitors to our website who do not register to use the Application (“Site Visitors”), and (ii) users who have registered with Bizly to use the Application and participate in our Services (collectively, “Registered Users”) Our Privacy Policy also applies to any information we may collect in connection with our vendors, agents, partners, marketers, and Suppliers (as defined below) who participate in the Application, Message Center or otherwise provide services to Bizly and/or you in connection with the same.

What does this privacy policy cover? This Privacy Policy covers Bizly’s processing of Personal Data that Bizly gathers when you are accessing and using the Services. As used in this Privacy Policy, “Personal Data” means any information that can be used to individually identify a person, and “processing” generally covers actions that can be performed in connection with data such as collection, use, storage and disclosure.

This Privacy Policy also covers Bizly's treatment of any Personal Data that Bizly's business partners share with Bizly or Bizly shares with its business partners. This Privacy Policy does not apply to the practices of third parties, and their sites, services or applications that Bizly does not own or control, or to individuals that Bizly does not employ or manage ("Third Parties"). While we attempt to provide access only to those Third Parties that share our respect for your privacy, we cannot take responsibility for the content, actions or privacy policies of those Third Parties. We encourage you to carefully review the privacy policies of any Third Parties you access.

If you are a resident of the European Union ("EU"), United Kingdom, Lichtenstein, Norway, or Iceland, you may have additional rights under the EU General Data Protection Regulation (the "GDPR") with respect to your Personal Data, as outlined below. If you have any questions about this Privacy Policy or whether any of the following applies to you, please contact us at privacy@bizly.com.

Your Consent. Please read this Privacy Policy carefully. Unless otherwise agreed to under a separate agreement, once you consent to this Privacy Policy's terms, it creates legal obligations on you and on Bizly. We ask you to show your consent to the terms of this Privacy Policy in different ways, depending on your relationship to the Application. The procedures for consenting to this Privacy Policy are (a) less formal if you are simply a casual Site Visitor, and (b) more formal if you are seeking to become a Registered User.

- **Consent by Site Visitor.** By accessing and using our website as a Site Visitor, you are acknowledging that you have read and understood this Privacy Policy and agree to be legally bound by it. If you do not agree with the terms of this Privacy Policy, please refrain from using our website.
- **Consent by Registered Users.** If you register to be a Registered User of our Application, you will be prompted to click an "I Accept" or similar button linked to this Privacy Policy during the registration process. Clicking "I Accept" or a similar button confirms your consent to the terms of this Privacy Policy.

Registration Process and Information. In order to participate in our Services as a Registered User, we require that you complete a registration form. Our registration forms will specify the information which you must provide in order to utilize our Application, which may

include such items as (i) name; (ii) email and/or mailing address; (iii) phone number; and (iv) credit card information. Our registration forms may additionally request information, which you may, at your option, choose to provide or withhold. The registration process provides Registered Users with a user name and password, which allows them to gain access to the password-protected portions of the Application. This information is used by Bizly for the purposes of providing the Application and related services. The benefits of becoming a Registered User are set forth on our website and in our Terms of Use. It is your responsibility to keep your password private. We will treat anyone who uses your user name and password as you. Please refer to our Terms of Use regarding suggestions for protecting your password.

The Types Of Information You May Provide. Information we may collect when you visit our website or register to use our Application and participate in our Services falls into three broad categories, as follows:

- **Personally Identifiable Information.** We use the term “Personally Identifiable Information” to mean any information that could be used to identify you: your first and last name, business email address, business phone number and business payment information. We collect and use Personally Identifiable Information in the manner described below under “Our Uses of Your Personally Identifiable Information.”
- **Activities Information.** We use the term “Activities Information” to refer to information collected by so-called “persistent identifiers” such as cookies and pixel tags. Unlike Personally Identifiable Information, Activities Information does not directly identify a particular person; the Information, however, is or can potentially be linked to a particular computer or device. Activities Information is collected and used in the manner described in the Section entitled “Our Collection and Use of Activities Information”.
- **Aggregated Statistics.** We use the term “Aggregated Statistics” to mean information that does not identify you and that is not linkable to a device or computer you use. Aggregated Statistics includes statistical information concerning, for example, (i) how users generally use our Services, and (ii) which pages they visit most frequently. The Section entitled “Our Collection and Use of Aggregated Statistics” describes our collection and use of Aggregated Statistics.

Our Uses of Your Personally Identifiable Information. We will only use your Personally Identifiable Information as described below in general terms and then as otherwise detailed in this Privacy Policy, unless you have specifically consented to another type of use, either at the time the Personally Identifiable Information is collected from you or through some other form of consent from you or notification to you:

- We may use your Personally Identifiable Information in order for you to utilize the Application, Message Center, and services;
- We may use your Personally Identifiable Information to respond to your inquiries or requests, comments or feedback;
- We may use your Personally Identifiable Information to send you emails from time to time about our services, such as future studies, questionnaires and surveys, but we will not provide your Personally Identifiable Information to third parties for them to contact you directly unless otherwise permitted by this Privacy Policy or you provide your consent;
- We may permit our vendors and subcontractors to access and process your Personally Identifiable Information, but they are only permitted to do so in connection with performing services for us. They are not authorized by us to use the information for their own benefit;
- We may disclose Personally Identifiable Information as required by law or legal process;
- We may disclose Personally Identifiable Information to investigate suspected fraud, harassment or other violations of any law, rule or regulation, or the terms or policies for our services or our sponsors;
- We may transfer your Personally Identifiable Information in connection with the sale, merger, reorganization or change of control of Company or the division responsible for the services with which your Personally Identifiable Information is associated or as part of a bankruptcy proceeding;
- We may use Your Personally Identifiable Information in the following additional ways:

- **Reserving Meeting Rooms; Reservation Fulfillment and Payment.** If you reserve a Meeting Room through our Application, we and the Supplier (as defined below) may collect Personally Identifiable Information, including contact information (such as name and email address) and financial information (such as credit card number, expiration date and security code), in connection with your Reservation of a Meeting Room. We may already have this information on file if you are a Registered User, but you will be able to update such information in connection with making a Reservation. This Personally Identifiable Information is used by Bizly for billing purposes and contacting you in the event that there is an issue with your Reservation. Please note that all credit card information is currently processed and stored by Stripe, a third party payment processor, in accordance with its terms of service and privacy policies, which can be found at <https://stripe.com/us/privacy> and <https://stripe.com/terms>.
- **Email List.** By providing your business email address to us, you expressly consent to receive emails from us. We may use email to communicate with you, to send information that you have requested or to send information about other products or services developed or provided by us or our business partners, provided that, we will not give your business email address to another party to promote their products or services directly to you without your consent or as set forth in this policy. In addition, if you are a Registered User or have previously provided Bizly with your business email address, we may choose to send news, bulletins, marketing materials, or other information, and will use Personally Identifiable Information to send such communications. If we choose to undertake such communications, you will have the ability to opt out of receiving these communications as provided in the Section entitled “Changing or Removing Information; Opting Out”.
- **Blogs, Message Boards.** We may offer a blog, message board system, or review capability on our Application and you may choose to participate in an online discussion or to provide online comments. Any comments you contribute on the Application, however, become public immediately and any Personally Identifiable Information you disclose becomes available to the other users of the Application. Our Privacy Policy does not cover the

information you disclose in such online discussions on our Site. You should, therefore, use discretion in what you submit to these exchanges.

- **Suppliers.** If you reserve a Meeting Room through Bizly, Bizly will share information with the supplier of the Meeting Room (each, a “Supplier”), and the Supplier may further share the information with their employees and contractors in connection with your reservation. In addition, if you cause damage to a Meeting Room and the Supplier informs us of such damage, we may provide the Supplier with the necessary Personally Identifiable Information, including contact and financial information, in order for the Supplier to seek reimbursement from you. You further acknowledge in addition to any of your Personally Identifiable Information or other information that Bizly may share with third parties as set forth herein, each of our Suppliers may also independently collect personal and other information from you through your use of the Message Center or Application or any other agreements you may enter into with such Suppliers and any use by Suppliers of such personal or other information shall be subject to the applicable Supplier’s policies as may be provided to you by such Supplier.

Our Collection and Use of Activities Information. We and certain vendors operating on our behalf collect Activities Information about your activity on our Site. In addition, advertisers, Suppliers, and other third parties might collect Activities Information via our Site. The following further summarizes the Activities Information that is collected, and the purposes for which the Information is used:

- **IP Addresses; Logs.** Bizly may automatically receive and record information in our server logs from your browser, including your IP address (the Internet address of your computer), your computer’s name, the type and version of your web browser, referrer addresses and other generally-accepted log information. We may also record page views (hit counts) and other general statistical and tracking information, which will be aggregated with that of other users in order to understand how our Application is being used, and for security and monitoring purposes.
- **“Cookies:”** Pieces of information that may be placed on your computer by a service for the purpose of facilitating and enhancing your communication and

interaction with that service. Many services use cookies for these purposes. We may use cookies (and similar items such as clear gifs, web beacons, tags, etc (including as further described in Section 3 below)) on our Services to customize your visit and for other purposes to make your visit more convenient or to enable us to enhance our service. We may use both first and third-party cookies. First-party cookies are those set by the website that is being visited by the user. Third-party cookies (like those used by Google Analytics described below) are cookies that are set by a domain other than that of the website being visited by the user. We may also use and place cookies on your computer from our third party service providers in connection with the Service, such as an analytics provider that helps us manage and analyze Service usage. In addition, our advertisers and business partners may set cookies and similar items on your computer when you use our Service. You may stop or restrict the placement of cookies on your computer or flush them from your browser by adjusting your web browser preferences, in which case you may still use our Service, but it may interfere with some of its functionality. Cookies and similar items are not used by us to automatically retrieve Personally Identifiable Information from your computer without your knowledge. If you delete your cookies, change browsers or use a different computer, our cookie (or an opt-out cookie) may no longer work and you will have to re-input (or opt-out) again. Further information on cookies is available at www.allaboutcookies.org.

- **“Pixel Tags:”** We may use so-called “pixel tags” — small graphic images (also know as “web beacons” or “single-pixel GIFS”) — to tell us what parts of our website have been visited or to measure the effectiveness of searches customers perform on our Application. Pixel tags also enable us to send email messages in a format customers can read, and they inform us whether emails have been opened, to help ensure that our messages are of interest to our customers. None of this data includes Personally Identifiable Information, and you can “opt-out” of receiving these types of emails from us by following the directions provided in the Section entitled “Changing or Removing Information; Opting Out”. If any Personally Identifiable Information is collected using such tools, it will be subject to the terms of this Privacy Policy.

- **Click-Throughs.** We may send email messages, which use a “click-through URL” linked to content on our Application. When you click one of these URLs, you pass through our web server before arriving at the destination. We track this click-through data to help determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked simply do not click text or graphic links in the email, or notify us in accordance with the Section entitled “Changing or Removing Information; Opting Out”.
- **Banner Ads; Advertising Profiles.** Our Application may include the use of ad banner partners for the serving and/or targeting of ads, promotions, and other marketing messages. These ads may be provided, in some cases, by a third party ad service provider or advertiser (collectively, “Advertisers”). These Advertisers may use traditional banner ads, or other advertising methods, such as advertising using profiles and related content. An Advertiser may place or utilize its own cookie on your browser and may use Activities Information about your visit to our Application, such as the number of times you have viewed an ad. If the Advertiser requests that you provide Personally Identifiable Information to it, please be aware that the Advertiser’s use and collection of this information will be governed by its privacy policy, and not our Privacy Policy. We recommend that you review the Advertiser’s privacy policy before providing Personally Identifiable Information. You may choose not to receive targeted advertising from certain ad networks, data exchanges, marketing analytics and other service providers as indicated at: <http://www.aboutads.info/choices/>.

Our Collection and Use of Aggregated Statistics. We use Aggregated Statistics to analyze the effectiveness of our Application, to improve our Application, products, services, and for other lawful purposes. This information provides us with potentially useful data concerning our users’ preferences and the efficacy and interest of our Application and services. In addition, we may undertake or commission statistical and other summary analyses of the general behavior and characteristics of Application users, and the use of our Application and related services, and may share Aggregated Statistics with third parties, including Suppliers and Advertisers (if any). We may collect Aggregated Statistics through features of the

software supporting our Application through both the means described above and other means.

Do Not Track. Please note that we do not respond to or honor “do not track” (a/k/a/ DNT) signals or similar mechanisms transmitted by web browsers.

Security. The security of your Personally Identifiable Information is very important to us. When we collect your Personally Identifiable Information online, we use reasonable efforts to protect it from unauthorized access. However, due to the inherent open nature of the Internet, we cannot guarantee that your Personally Identifiable Information will be completely free from unauthorized access by third parties such as hackers and your use of our Service and Company services demonstrates your assumption of this risk. We have put in place reasonable physical, electronic, and managerial procedures to safeguard the information we collect. Only those employees who need access to your information in order to perform their duties are authorized to have access to your Personally Identifiable Information. For more information on protecting your privacy, please visit www.ftc.gov/privacy.

Your Disclosures in Blogs and Other Social Media. This Service contains links and interactive features with various social media platforms. If you already use these platforms, their cookies may be set on your device when using our Service. You should be aware that Personally Identifiable Information which you voluntarily include and transmit online in a publicly accessible blog, chat room, social media platform or otherwise online, or that you share in an open forum such as an in-person panel or survey, may be viewed and used by others without any restrictions. We are unable to control such uses of your information when interacting with a social media platform, and by using such services you assume the risk that the Personally Identifiable Information provided by you may be viewed and used by third parties for any number of purposes.

Children’s Information. This is a general audience website and application which is not designed or intended to collect personal information from users under the age of 13. If we are made aware that we have collected personal information from a user under the age of 13 through our Application, we will use reasonable efforts to locate and delete such information from our database.

Data Retention. We may retain your Personally Identifiable Information as needed to provide you services or as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Other Services. As a convenience to you, we may provide links to third-party Services from within our Service. We are not responsible for the privacy practices or content of these third-party sites. When you link away from our Service, you do so at your own risk.

Changes to this Privacy Policy. We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time. However, if at any time in the future we plan to use your Personally Identifiable Information in a way that materially differs from the Privacy Policy, including sharing such information with more third parties, we will post such changes here and provide you the opportunity to opt-out of such differing uses. Your continued use of the Service and Company services following the posting of any changes to this Privacy Policy means you accept such changes.

Changing or Removing Information; Opting Out. All unsubscribe or opt-out or change requests should be sent to us at support@bizly.com and we will process your request within a reasonable time after receipt. However, we are not responsible for removing your Personally Identifiable Information from the lists of any third party who has previously been provided your information in accordance with this Privacy Policy or your consent, such as a sponsor. You should contact such third parties directly.

If you do not want your Personally Identifiable Information shared with any third party who may use such information for direct marketing purposes, then you may opt-out of such disclosures by sending an email to us at support@bizly.com.

If you receive an unwanted email from us, you can simply reply and ask not to receive future emails. We also give you the option to remove your Personally Identifiable Information from our list of active users completely. All unsubscribe or opt-out requests should be sent to us at privacy@bizly.com and we will process your request within a reasonable time after receipt.

California Privacy. Under California Law, California residents have the right to request in writing from businesses with whom they have an established business relationship, (a) a list of the categories of personal information, such as name, email address and mailing address and the type of services provided to the customer that a business has disclosed to third parties (including affiliates that are separate legal entities) during the immediately preceding

calendar year for the third parties' direct marketing purposes and (b) the names and addresses of all such third parties. To request the above information, please contact us by email through privacy@bizly.com. If you do not want your personally identifying information shared with any third party who may use such information for direct marketing purposes, then you may opt out of such disclosures by sending an email to us at privacy@bizly.com.

Communications with Company. Any communication or material you transmit to us by email, social media or otherwise, including any data, questions, comments, suggestions, or the like is, and will be treated as, non-confidential and nonproprietary. Except to the extent expressly covered by this policy, anything you transmit or post may be used by us for any purpose, including but not limited to, reproduction, disclosure, transmission, publication, broadcast and posting. Furthermore, you expressly agree that we are free to use any ideas, concepts, know-how, or techniques contained in any communication you send to us without compensation and for any purpose whatsoever, including but not limited to, developing, manufacturing and marketing products and services using such information.

Site Terms and Conditions. Use of this Site is governed by, and subject to, the Terms and Conditions contained at <http://www.bizly.com/legal/index.jsp>. This Privacy Policy is incorporated into such terms. Your use, or access, of the Site constitutes your agreement to be bound by these provisions. IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS YOU MAY NOT ACCESS OR OTHERWISE USE THE SITE.

United States of America. Our servers are maintained in the United States of America. By using the Service or participating in the Company services, you freely and specifically give us your consent to export your personally identifiable information to a destination outside the European Economic Area ("EEA"), including the USA as specified in this Privacy Policy. You consent to the transfer of your personal information to countries outside the EEA, including those which the European Commission considers do not ensure an adequate level of protection of personal information in accordance with European data protection legislation. You understand that data stored in the USA may be subject to lawful requests by the courts or law enforcement authorities in the USA.

What Do Users in the European Union Need to Know?

By law, users in the EU, United Kingdom, Lichtenstein, Norway, or Iceland have certain rights with respect to their Personal Data, including those set forth below. For more information about these rights, or to submit a request, please write to us at privacy@bizly.com. Please note that in some circumstances, we may not be able to fully comply with your request, such as if it is frivolous or extremely impractical, if it jeopardizes the rights of others, or if it is not required by law, but in those circumstances, we will still respond to notify you of such a decision. In some cases, we may also need to you to provide us with additional information, which may include Personal Data, if necessary to verify your identity and the nature of your request.

Access: You can request more information about the Personal Data we hold about you and request a copy of such Personal Data. You can also access certain of your Personal Data by emailing privacy@bizly.com.

Rectification: If you believe that any Personal Data we are holding about you is incorrect or incomplete, you can request that we correct or supplement such data by emailing privacy@bizly.com. You may also be able to correct some of this information directly by making updates to your account.

Erasure: You can request that we erase some or all of your Personal Data from our systems.

Withdrawal of Consent: If we are processing your Personal Data based on your consent (as indicated at the time of collection of such data), you have the right to withdraw your consent at any time. Please note, however, that if you exercise this right, you may have to then provide express consent on a case-by-case basis for the use or disclosure of certain of your Personal Data, if such use or disclosure is necessary to enable you to utilize some or all of our Services.

Portability: You can ask for a copy of your Personal Data in a machine-readable format. You can also request that we transmit the data to another controller where technically feasible.

Objection: You can contact us to let us know that you object to the further use or disclosure of your Personal Data for certain purposes, such as for direct marketing purposes.

Restriction of Processing: You can ask us to restrict further processing of your Personal Data.

Right to File Complaint: You have the right to lodge a complaint about Bizly's practices with respect to your Personal Data with the supervisory authority of your country or EU Member State.

Transfers of Personal Data

The Services are hosted and operated in the United States ("U.S.") through Bizly and its service providers, and if you do not reside in the U.S., laws in the U.S. may differ from the laws where you reside. By using the Services, you acknowledge that any Personal Data about you, regardless of whether provided by you or obtained from a third party, is being provided to Bizly in the U.S. and will be hosted on U.S. servers, and you authorize Bizly to transfer, store and process your information to and in the U.S., and possibly other countries.

Further Resources

If you wish further information concerning privacy policies in general, you should visit the following site:

<http://www.ftc.gov/privacy/index.html>

Contact Us

If you have any questions about this Privacy Policy, the practices of this Application, or your dealings with Bizly, please contact us at:

privacy@bizly.com