

FitCause Privacy Policy

EFFECTIVE DATE: June 19, 2013

FuelGooder Inc. d/b/a FitCause (“FitCause”) values your privacy. FitCause is a social fundraising platform empowering individuals to turn their exercising goals and routines into a charitable donation. In this Privacy Policy (“Policy”), we describe how we collect, use, and disclose information that we obtain about visitors to and users of our website www.gofitcause.com (the “Site”) and the services available through our Site (the “Services”).

Through our Site and Services, a “Fundraiser”, i.e., an individual FitCause user that has an activity based goal (a “Mission”) can invite “Contributors”, i.e., any individuals that the Fundraiser invites to donate to a charity that the Fundraiser has selected from the list of available charities on the Site (the “Designated Charity”) or can join an sponsored group missions to contribute your activity towards.

By visiting the Site, or using any of our Services, you agree that your personal information will be handled as described in this Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and our Terms of Service, including its applicable limitations on damages and the resolution of disputes. The Terms of Service are incorporated by reference into this Policy.

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The Information We Collect About You

We collect information about you directly from you and from third parties, as well as automatically through your use of our Site or Services.

Information We Collect Directly From You. Certain areas and features of our Site and Services, such as starting a Mission, making a donation to a Designated Charity, and tracking your progress require registration. Contributors may also be asked to register but are not required to in order to make a donation. When you register, we will collect your full name and email address. If choose to create a profile, post a Mission, join a Mission, or otherwise interact with our Site, we also may collect any biographical information, your location, and any other information that you choose to provide to us. In addition, if you make a donation, we will also request that you provide your credit or debit card information and your billing address.

Information We Collect From Third Parties. You may link your Nike+ account to your profile on our Site. If you do so, Nike will provide us with data from your account including your activities and other information derived from any connected Nike device. We will pull in this data in the background and

store it in our database as long as your account remains connected to FitCause.. Please view Nike's privacy policy for its disclosure practices.

Information that We Collect About You from Social Networking Sites. You may log into our Site through Facebook. If you do so, we will request your permission to access and collect your basic information, which includes your name, profile picture, gender, networks, user IDs, list of friends, date of birth, email address, and any other information you have set to public on your Facebook account). If you allow us to have access to this information, then we will have access to this information even if you have chosen not to make that information public. We store the information that we receive from Facebook with other information that we collect from you or receive about you.

For information about Facebook may use and disclose your information, including any information you make public, please consult Facebook's privacy policy. We have no control over how Facebook uses or discloses the personal information it collects about you.

Information We Collect Automatically. We automatically collect the following information about your use of our Site or Services through cookies, web beacons, and other technologies: your domain name; your browser type and operating system; web pages you view; links you click; your IP address; the length of time you visit our Site and or use our Services; and the referring URL, or the webpage that led you to our Site. Please see the section "Cookies and Other Tracking Mechanisms" below for additional information.

How We Use Your Information

We use the information that we gather about you for the following purposes:

- To provide our Site and Services to you, to communicate with you about your use of our Services, to respond to your inquiries, to process your donations, and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to offer personalized help and instructions, and to otherwise personalize your experiences while using the Site or our Services.
- To send you email. From time to time, we may send you email about charities that are of interested to you or that may be of interest to you. We also may invite you to join Missions that we believe would be of interest to you.
- For marketing and promotional purposes. For example, in addition to the email listed above, we may send you newsletters and other information that we believe may be of interest to you.
- If you are a member of Nike+, we may send you emails reminding you to sync your Fuel Band.
- To better understand how users access and use our Site and Services, both on an aggregated and individualized basis, in order to improve our Site and Services and respond to user desires and preferences, and for other research and analytical purposes.

How We Share Your Information

We may share the information that we collect about you, including personally identifiable information, as follows:

- ***Charities.*** We will share your information with the charities to which you have created a mission, joined a mission, or made a donation. These charities may use your information to contact you. Once we provide your information to a particular charity, that charity's privacy policy, not ours, governs how they will use your information.
- ***Sponsors.*** We will share your information with the sponsoring organization to which you have joined a mission. These sponsors may use your information to contact you. Once we provide your

information to a particular sponsor, that sponsor's privacy policy, not ours, governs how they will use your information.

- **Nike.** We may share anonymous, non personally identifiable usage data of our Site to Nike in order to better their API,
- **Users of our Site.** Other users of our Site will be able to view information about your Missions and other information you have added to your profile.
- **Facebook.** Our Application also will be visible on your Facebook page under "applications", we will be able to post on your Facebook wall, and we will be able to create "collections" and other Facebook Open Graph activities, with your permission.
- **Affiliates.** We may disclose the information we collect from you to our affiliates or subsidiaries; however, if we do so, their use and disclosure of your personal information will be subject to this Policy.
- **Service Providers.** We may disclose the information we collect from you to third party vendors, service providers, contractors or agents who perform functions on our behalf.

We also may disclose your information in the following situations:

- **Business Transfers.** If we are acquired by or merged with another company, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding, we may transfer the information we have collected from you to the other company.
- **In Response to Legal Process.** We also may disclose the information we collect from you in order to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- **To Protect Us and Others.** We also may disclose the information we collect from you where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which we are involved.
- **Aggregate and De-Identified Information.** We may share aggregate or de-identified information about users with third parties, including charities, Nike, and other entities for marketing, advertising, research or similar purposes.

Our Use of Cookies and Other Tracking Mechanisms

We use cookies and other tracking mechanisms to track information about your use of our Site or Services. We may combine this information with other personal information we collect from you. Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Site and Services, while others are used to enable a faster log-in process or to allow us to track your activities at our Site and Service. There are two types of cookies: session and persistent cookies.

- **Session Cookies.** Session cookies exist only during an online session. They disappear from your computer when you close your browser or turn off your computer. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the Site. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site.
- **Persistent Cookies.** Persistent cookies remain on your computer after you have closed your browser or turned off your computer. We use persistent cookies to track aggregate and statistical information about user activity, and to display advertising both on our Site and on third-party sites.

Disabling Cookies. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when

you receive a new cookie, or how to disable cookies altogether. Visitors to our Site who disable cookies will be able to browse certain areas of the Site, but some features may not function.

Local Storage Objects. We may use Flash Local Storage Objects (“Flash LSOs”) to store your Site preferences and to personalize your visit. Flash LSOs are different from browser cookies because of the amount and type of data stored. Typically, you cannot control, delete, or disable the acceptance of Flash LSOs through your web browser. For more information on Flash LSOs, or to learn how to manage your settings for Flash LSOs, go to the Adobe Flash Player Help Page, choose “Global Storage Settings Panel” and follow the instructions. To see the Flash LSOs currently on your computer, choose “Website Storage Settings Panel” and follow the instructions to review and, if you choose, to delete any specific Flash LSO.

Clear GIFs, pixel tags and other technologies. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer’s hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (a.k.a. web beacons, web bugs or pixel tags), in connection with our Site to, among other things, track the activities of Site visitors, help us manage content, and compile statistics about Site usage. We and our third party service providers also use clear GIFs in HTML e-mails to our customers, to help us track e-mail response rates, identify when our e-mails are viewed, and track whether our e-mails are forwarded.

Third Party Analytics and Tracking. We use automated devices and applications, such as Google Analytics, to evaluate usage of our Site. We also may use other analytic means to evaluate our Services. We use these tools to help us improve our Services, performance and user experiences. These entities may use cookies and other tracking technologies to perform their services. We do not share your personal information with these third parties.

Third-Party Ad Networks

We participate in third party ad networks that may display advertisements on our Site or on other websites based on your visits to our Site as well as other websites. This enables us and these third parties to target advertisements by displaying ads for products and services in which you might be interested. Third party ad network providers, advertisers, sponsors and/or traffic measurement services may use cookies, JavaScript, web beacons (including clear GIFs), Flash LSOs and other technologies to measure the effectiveness of their ads and to personalize advertising content to you. These third party cookies and other technologies are governed by each third party’s specific privacy policy, not this one. We may provide these third-party advertisers with information about your usage of our Site and our services, as well as aggregate or non-personally identifiable information about visitors to our Site and users of our service.

You may opt-out of many third-party ad networks, including those operated by members of the Network Advertising Initiative (“NAI”) and the Digital Advertising Alliance (“DAA”). For more information regarding this practice by NAI members and DAA members, and your choices regarding having this information used by these companies, including how to opt-out of third-party ad networks operated by NAI and DAA members, please visit their respective websites: www.networkadvertising.org/optout_nonppii.asp (NAI) and www.aboutads.info/choices (DAA).

Opting out of one or more NAI member or DAA member networks (many of which will be the same) only means that those members no longer will deliver targeted content or ads to you. It does not mean you will no longer receive any targeted content or ads on our Site or other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing. Also, if your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer or change web browsers, your NAI or DAA opt-out may no longer be

effective. Additional information is available on NAI's and DAA's websites accessible by the above links.

User Generated Content

We invite you to comment on Missions posted on our Site. Your comments will be viewable to all visitors to our Site. If you post your own content on our Site or Services, your posting may become public and we cannot prevent such information from being used in a manner that may violate this Policy, the law, or your personal privacy.

Third-Party Links

Our Site and Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those third party websites. We are not responsible for the information practices of such third party websites.

Security of My Personal Information

We have implemented commercially reasonable precautions, including, where appropriate, to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our best efforts, no data security measures can guarantee 100% security.

You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

Access To My Personal Information

You may modify personal information that you have submitted by logging into your account and updating your profile information. Please note that copies of information that you have updated, modified or deleted may remain viewable in cached and archived pages of the Site for a period of time.

What Choices Do I Have Regarding Use of My Personal Information?

We may send periodic emails to you. You may opt-out of promotional emails by following the opt-out instructions contained in the e-mail. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out of receiving emails about promotions we think may interest you, we may still send you e-mails about your account or any Services you have requested or received from us.

Children Under 13

Our Services are not designed for children under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

Special Information for California Consumers

California residents may request a list of certain third parties to which we have disclosed personally identifiable information about you for their own direct marketing purposes. You may make one request per calendar year. In your request, please attest to the fact that you are a California resident and provide a current California address for your response. You may request this information in writing by contacting us at: hello@gofitcause.com. Please allow up to thirty (30) days for a response.

Contact Us

If you have questions about the privacy aspects of our Services or would like to make a complaint, please contact us at hello@gofitcause.com.

Changes to this Policy

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site or by contacting you at the email address on record.