

FAIRMARKET, LLC PRIVACY POLICY

Last Updated: 6/10/19

Effective Date: 6/10/19

Fairmarket, LLC (“**Fairmarket**,” “**us**,” or “**we**”) is committed to providing you with the best possible user experience. Maintaining your privacy is a large part of this commitment. When you use the Fairmarket Platform, you’ll share some information with us, so we want to be upfront about the information we collect, how we use it, whom we share it with, and the choices we give you to control, access, and update your information. As such, this Privacy Policy (“**Privacy Policy**”) is a binding legal agreement between you and Fairmarket. All Registered Users of the Fairmarket Platform are required to review and be bound by this Privacy Policy. You agree to this Privacy Policy by installing, accessing, or in any way using the Fairmarket Platform. IF YOU DISAGREE WITH ANY PORTION OF THIS PRIVACY POLICY, YOUR SOLE REMEDY IS TO IMMEDIATELY DISCONTINUE YOUR ACCESS TO OR USE OF THE FAIRMARKET PLATFORM. Further, all capitalized terms herein, unless otherwise noted, have the same definition ascribed to them in our Terms of Service.

- I. **INFORMATION WE COLLECT OR RECEIVE.** In the course of operating the Fairmarket Platform, we will collect and/or receive the following types of information (collectively, “**User Information**”) and retain it indefinitely. You authorize us to collect and/or receive such information.
 - a. **Business Information.** We receive or collect information that identifies your business if you choose to provide such identifiable information to us upon sign-up, via email or other means. When you sign up to become a User or contact us, you will be required to provide us with information about your business (collectively, the “**Business Information**”). Such Business Information may include the business’ name, e-mail address, physical address, and phone number. We do not collect any Business Information from you when you use the Fairmarket Platform unless you provide us with the Business Information voluntarily.
 - b. **Personal Information.** We only receive or collect information that identifies you personally if you choose to provide such personally identifiable information upon sign-up, via email or other means. When you sign up to become a User or contact us, you may be required to provide us with personal information about yourself (collectively, the “**Personal Information**”). Such Personal Information may include your name, e-mail address, physical address, and phone number. We do not collect any Personal Information from you, aside from Property Data (defined below) and any other information you may provide or include on the Fairmarket Contractor Bidding Board and/or your user profile unless you provide us with the Personal Information voluntarily.
 - c. **Property Data Information.** When using the Platform, Home Owner Users may request to be provided an order of a one-time property data analysis of the measurements of the property’s visible features (the “**Property Data**”) through aerial imagery technology. As applicable to the property, the measurements may consist of, without limitation: (i) structure square footage, (ii) yard square footage, (iii) roof square footage and slope intricacies, (iv) exterior wall square footage, (v) window and door measurements and quantities, (vi) pool square footage, (vii) patio square footage, (viii) driveway square footage, (ix) fence square footage, (x) outbuilding measurements, and (xi) any other property components visible and measurable with aerial imagery. Property Data can be used by Home Owner Users to create and post jobs to the “Contractor Bidding Board” for the intent of allowing other platform users to view this information regarding your property, and provide you with estimates, bids, or quotes for the desired job type. You allow these bidding Contractor Users access to view the applicable measurements and Property Data associated to the job created by you. You will have control of permitting

these bidding Contractor Users to view other more sensitive information like: your full name, your full address, and contact information.

- d. **Geolocational Information.** Certain features and functionalities of the Fairmarket Platform are based on your location. In order to provide these features and functionalities while you are using your mobile device, we may collect geolocational information from your mobile device or wireless carrier and/or certain third-party service providers (collectively, “**Geolocational Information**”). Collection of such Geolocational Information occurs only when the Fairmarket app is running on your device. You may decline to allow us to collect such Geolocational Information, in which case we will not be able to provide certain features or functionalities to you
- e. **Payment Information.** If you choose to make a purchase or subscribe to a feature or service of ours that requires a fee, you will be required to provide us with your payment information, including, without limitation, bank account numbers, credit card or debit card numbers, account details, ACH information, and similar data (collectively, “**Payment Information**”). Such Payment Information will be collected and processed by our third-party payment vendors pursuant to the terms and conditions of their privacy policies and terms of use, and we do not obtain access to any Payment Information in connection with such purchases or subscriptions.
- f. **Third-Party Analytics.** We and the third-party technology providers, ad exchanges, ad networks, advertisers, agencies, and ad servers with which we work use third-party analytics services to evaluate your use of the Fairmarket Platform, compile reports on activity, collect demographic data, analyze performance metrics, and collect and evaluate other information relating to the Fairmarket Platform and mobile and Internet usage. These third parties use cookies and other technologies to help analyze and provide us the data. You consent to the processing of data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy. Please be advised that if you opt out of any such service, you may not be able to use the full functionality of the Fairmarket Platform.
- g. **Other Information.** In addition to the Business Information, Personal Information, and Payment Information, we may automatically collect or receive additional information regarding you and your use of the Fairmarket Platform; your interactions with us and our advertising; your interactions with other Registered Users; transactions you engage in; and information regarding your computer and mobile devices used to access the Fairmarket Platform (collectively, the “**Other Information**”). Such Other Information may include, without limitation:
 - i. **From You.** Additional information about yourself that you voluntarily provide to us. Additionally, certain functions and features our Services and the Fairmarket Platform require us to collect images and other information from your device’s camera, videos, and photos.
 - ii. **From Your Activity.** We may collect or receive information regarding:
 - 1. IP address, which may consist of a static or dynamic IP address and will sometimes point to a specific identifiable computer or mobile device;
 - 2. browser type and language;
 - 3. referring and exit pages and URLs;
 - 4. date and time;
 - 5. details regarding your activity on the Fairmarket Platform, such as search queries and other performance and usage data; and
 - 6. Whatever information you send through the Fairmarket Platform of our Services, such as messages and chats to other Registered Users.
 - iii. **About Your Mobile Device.** We may collect or receive information regarding:
 - 1. type of mobile device;

2. advertising identifier (“IDFA” or “AdID”);
 3. operating system and version (e.g., iOS, Android or Windows);
 4. carrier; and
 5. network type (WiFi, 3G, 4G, LTE).
- iv. **From Cookies.** We may use both session cookies, which expire once you close the Fairmarket Platform, and persistent cookies, which stay on your mobile device until you delete them and other technologies to help us collect data and to enhance your experience with the Fairmarket Platform. Cookies are small text files we can use to recognize a repeat visitor to the Fairmarket Platform. If you do not want us to deploy cookies in the Fairmarket Platform, you can opt out by setting your mobile device to reject cookies. You can still use the Fairmarket Platform if you choose to disable cookies, although your ability to use some of the features may be affected. We may use cookies for various purposes, including to:
1. recognize the type of mobile device;
 2. personalize your experience;
 3. analyze which portions of the Fairmarket Platform are visited and used most frequently; and
 4. measure and optimize advertising and promotional effectiveness.

II. INFORMATION COLLECTED BY OR THROUGH THIRD-PARTY ADVERTISING COMPANIES.

- a. We may share User Information with third parties for ad distribution and ad optimization (defined as the tailoring, targeting of ads). These third parties may use cookies, pixel tags (also called web beacons or clear gifs), and/or other technologies to collect Other Information for such purposes. Pixel tags enable us and these third-party advertising companies to recognize a browser’s cookie when a browser visits the site on which the pixel tag is located in order to learn which advertisement brings a user to a given site. In addition, we may receive Other Information from advertisers and/or their service providers such as advertising identifiers, IP addresses, and post-conversion data.
- b. If you wish to opt out of third-party interest-based advertising, please visit <http://www.networkadvertising.org> and <http://www.aboutads.info/choices> for details on how to do so. Additionally, users of mobile Devices can follow the below instructions:
- i. **Android Users.** For Android devices with OS 2.2 and up and Google Play Services version 4.0 and up: Open your Google Settings Fairmarket Platform > Ads > Enable “Opt out of interest-based advertising.”
 - ii. **iOS Users.**
 1. **iOS 7 or Higher:** Go to your Settings > Select Privacy > Select Advertising > Enable the “Limit Ad Tracking” setting.
 2. **iOS 6:** Go to your Settings > Select General > Select About > Select Advertising > Enable the “Limit Ads Tracking” setting.

III. HOW INFORMATION IS USED AND SHARED.

- a. You authorize us to use the Business Information, Payment Information, and the Other Information (collectively, the “**Information**”) to:
- i. provide and improve the Fairmarket Platform;
 - ii. provide our Services;
 - iii. assist our third party vendors in processing payments for subscription fees and brokerage fees;
 - iv. solicit your feedback; and
 - v. inform you about our products and Services.

- b. In order to provide our Services, provide the Fairmarket Platform, and administer our promotional programs, we may share the Information with our third-party promotional and marketing partners, including, without limitation, businesses participating in our various programs.
- c. In order to provide our Services and the Fairmarket Platform, we may share the following information with other Registered Users:
 - i. information about you, such as your username and city of location;
 - ii. any additional information you have consented for us to share; and
- d. We engage third-party companies and individuals to perform functions on our behalf. Examples may include providing technical assistance, customer service, marketing assistance, and administration of promotional programs. These other companies will have access to the Information only as necessary to perform their functions and to the extent permitted by law.
- e. In an ongoing effort to better understand our users, the Fairmarket Platform, and our products and Services, we may analyze certain Information in anonymized and aggregate form to operate, maintain, manage, and improve the Fairmarket Platform and/or such products and services. This aggregate information does not identify you personally. We may share and/or license this aggregate data to our affiliates, agents, business and promotional partners, and other third parties. We may also disclose aggregated user statistics to describe the Fairmarket Platform and these products and services to current and prospective business partners and investors and to other third parties for other lawful purposes.
- f. We may share some or all of your Information with any of our parent companies, subsidiaries, joint ventures, or other companies under common control with us.
- g. As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution, or similar event, the Information may be part of the transferred assets.
- h. To the extent permitted by law, we may also disclose the Information:
 - i. when required by law, court order, or other government or law enforcement authority or regulatory agency; or
 - ii. whenever we believe that disclosing such Information is necessary or advisable, for example, to protect the rights, property, or safety of us or others, including you.
- i. Please keep in mind that Users you send messages to, or any other User Content to can always save that content or copy it outside the Fairmarket Platform. So, the same common sense that applies to the internet at large applies to the Fairmarket Platform as well: Don't send messages or share content that you wouldn't want someone to save or share.

IV. ACCESSING AND MODIFYING INFORMATION AND COMMUNICATION PREFERENCES. If you have provided us any Business Information or Personal Information, you may access, remove, review, and/or make changes to the same by accessing your Fairmarket account and settings. In addition, you may manage your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located on the bottom of any of our marketing e-mails. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our subscription databases. You cannot opt out of receiving transactional e-mails related to the Fairmarket Platform (e.g., requests for support). We may also deliver notifications to your mobile device (e.g., push notifications). You can disable these notifications by deleting the relevant service or by changing the settings on your mobile device.

- V. HOW WE PROTECT YOUR INFORMATION.** We take commercially reasonable steps to protect the Information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. Please understand, however, that no security system is impenetrable. We cannot guarantee the security of our databases or the databases of the third parties with which we may share such Information, nor can we guarantee that the Information you supply will not be intercepted while being transmitted over the Internet. In particular, e-mail sent to us may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.
- VI. FAIRMARKET PLATFORM STORES; EXTERNAL WEBSITES.** The Fairmarket Platform may contain links to third-party websites. We have no control over the privacy practices or the content of these websites. As such, we are not responsible for the content or the privacy policies of those third-party websites. You should check the applicable third-party privacy policy and terms of use when visiting any other websites.
- VII. CHILDREN.** The Fairmarket Platform is not directed to children under the age of 18. We adhere to the Children's Online Privacy Protection Act (COPPA) and will not knowingly collect User Information from any child under the age of 18. We ask that minors (under the age of 18) not use the Fairmarket Platform. If a child under the age of 18 has provided us with User Information, a parent or guardian of that child may contact us and request that such information be deleted from our records.
- VIII. CHANGES TO THIS PRIVACY POLICY.** This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time. Any such changes will be posted on the Fairmarket Platform and will be effective immediately, without notice to you. By accessing, or in any way using the Fairmarket Platform after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please be aware that, to the extent permitted by applicable law, our use of the Information is governed by the Privacy Policy in effect at the time we collect the Information. Please refer back to this Privacy Policy on a regular basis.
- IX. HOW TO CONTACT US.** If you have questions about this Privacy Policy, please e-mail us.