

# PICKUPPAL PRIVACY POLICY

Thank you for visiting our website at [www.PickupPal.com](http://www.PickupPal.com) (the “Website”). PickupPal Online Incorporated (“PICKUPPAL”, “we”, “us”, “our”) has developed this policy (“Privacy Policy”) to describe the ways in which PICKUPPAL will collect, use, disclose, safeguard and otherwise manage the personally identifiable information you provide to us through our Website.

## WHAT INFORMATION DO WE COLLECT?

We collect personally identifiable information that you provide to us when you use our Website, including when you participate in activities such as the following:

- Registering on our Website as a member;
- Completing your Member Profile;
- Using PICKUPPAL’s drive, ride and shipping forum and other related services (the “Services”) on our Website;
- Participating in interactive features of our Website, such as our Community Bulletin Board or other public forum or blog;
- Subscribing to our newsletter or otherwise communicating with us via e-mail;
- Referring a friend to our Website;
- Entering into a contest or sweepstakes or responding to one of our polls or surveys; or
- Contacting us with a comment or question or providing us with feedback, or suggestions.

**Online Registration:** In general, you do not have to provide any personally identifiable information to visit our Website. In order to use the Services, you need to register to become a PICKUPPAL member (see the [Membership Agreement](#) for more information). When you register, we collect your first name, last name, email address and a password that you select. We use this information to identify who you are, to set up and maintain your PICKUPPAL Account (see the [Membership Agreement](#)), to provide you with the Services, to notify you of potential PICKUPPAL matches and send you messages about and from your matches, to update our Website and/or Services, and to contact you to resolve disputes or collect any debts owed to us by you. We also use your email address to send you validation emails from time to time to confirm the accuracy and currency of your email account. If you register as a Driver (as defined in the Membership Agreement), we may also collect your licence plate number, and the make, model, a photograph and/or description of your vehicle. We provide this information to Passengers or Shippers (each as defined in the Membership Agreement) for whom you will be driving, for identification purposes.

**Member Profile:** As a member, we allow you to submit optional biographic and demographic information, including a photograph of yourself, your gender, a bio, and your ride share preferences (such as whether you prefer to ride with males, females or

whether you do not have a preference) (“Optional Information”) to complete your Member Profile. If you choose to provide such Optional Information, we will use this information to match you with other PICKUPPAL members, and we will share that information with potential matches. For more information on how we disclose information to other members, refer to the “How do we disclose the information we collect?” section below.

**Entering or Requesting a Ride:** When you use the Services, we ask you to submit your departure/pickup point, destination, preferred date and time of travel, and frequency of use of the Services. If you are a Shipper, we will also ask you to submit information about the goods you wish to ship. We also collect information about your history of use of the Services, including but not limited to the dates and locations of your trips, the number of your trips, the identity of your PICKUPPAL matches and Member Ratings (see the [Membership Agreement](#) for more details about Member Ratings). We use this to determine your PICKUPPAL Driver or Passenger rating and to determine your ranking in our matching search queries. Your history of use may also be used to track and display the approximate CO<sub>2</sub> reductions that you have achieved by using PICKUPPAL.

The information described in the preceding three paragraphs is collectively referred to as “Membership Data.”

**Public Forums:** You must be a registered PICKUPPAL Member in order to post comments to any Community Bulletin Board or other public forum or blog that we may offer from time to time. We may collect any comments, suggestions and other feedback you provide as postings to our public forums or blogs. We may use your comments, suggestions or feedback to monitor and/or improve our product and service offerings and our Website. Please remember that any information that you provide in these areas is accessible to all PICKUPPAL Members, and you should exercise caution when deciding to disclose any personally identifiable information about yourself or anyone else.

**Newsletter and Email Communications:** When you register on our Website, you will be given the option of choosing whether you would like to receive our newsletter, service updates or other communications via e-mail. You may remove yourself from our electronic mailing list by clicking the “unsubscribe” button that appears at the bottom of each of our e-mails. You may also remove yourself from our electronic or regular mailing lists by contacting us as set out in the “How to Contact Us” section below.

**Information about Other People:** When you visit our Website, you may be able to submit personally identifiable information about other people. In particular, you may be able to submit a friend’s email address to tell a friend about our Services, through our Refer-a-Friend Program. In that case, we will not use the friend’s personally identifiable information for any other purpose unless (s)he gives us permission to do so. We also collect your name, email address and the message you send to your friend. We do not use this information for any other purpose unless you consent. If you refer a friend to our Website, we track your referrals in order to issue credits to the appropriate accounts, to detect and protect us from error and fraud and in order to operate the Refer-a-Friend

Program in accordance with the applicable Terms and Conditions. For more information on our Refer-a-Friend Program, please see our [Refer-a-Friend Terms and Conditions](#).

**Customer Service:** If you choose to send us an electronic feedback form or e-mail us with a comment, suggestion or feedback, we collect your name, e-mail address and the comments, suggestions or feedback you provide. We may retain this information to assist you in the future. We also may use your comments, suggestions or feedback to monitor and/or improve our product and service offerings and our Website.

**Payments:** All payments to PICKUPPAL are to be made through PayPal®<sup>1</sup>. We do not collect your credit card information, however, we maintain a record of your payment history. We use this information to manage our PayPal® account and to help determine your ranking in our matching search queries. For more information on PayPal's privacy policies, please visit [www.paypal.com](http://www.paypal.com).

**Website Information:** As a visitor to our Website, PICKUPPAL will collect certain information from you. We collect the IP (Internet protocol) addresses of all visitors to our Website and clickstream and other related information such as the websites you visit immediately before and immediately after visiting our website, page requests, browser type, operating system, the internet service provider you use and average time spent on our Website. We use the information we collect from our Website to administer our Website, monitor and improve our Services and our Website, determine how our Website is being used, identify popular areas of our Website and analyze trends and usage patterns.

**Cookies:** We collect "cookie" information from your browser to identify your computer and provide us with a record of your visits to our Website. The technology used to gather "cookie" information is provided by the Internet browser you use, and may be turned off by using your browser preference buttons. You may find that some parts of the Website will not function properly if you have refused cookies. We use this statistical information to help us to understand which areas of our Website are useful and which areas need improvement, which assists us in planning for future improvements to the Website. In general, we use only session cookies, which are deleted from your hard drive when you close your browser. If you choose to have PICKUPPAL remember you to facilitate quicker log in sessions, PICKUPPAL will place a permanent cookie on your computer which enables us to remember you when you return to the site.

**Secondary Marketing:** From time to time we may obtain your permission to send you marketing information about our product and service offerings or those of our marketing partners. If we have obtained your permission to place you on a marketing mailing list, you can remove yourself from the list by contacting us as set out in the Contact Us section below. You can also remove yourself from an e-mail marketing list by clicking the "unsubscribe" button that appears on our e-mails.

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<sup>1</sup> PAYPAL is a registered trade-mark of PayPal Inc. PAYPAL is not associated with and does not endorse, sponsor or have any connection to PICKUPPAL other than the fact that the commission is payable by Drivers through PAYPAL.

**Application on the Facebook<sup>2</sup> Platform:** If you are a member of Facebook and choose to add the PICKUPPAL application on Facebook Platform to your Facebook account, we use your Facebook user ID in order to provide you with the PICKUPPAL application and manage the Refer-a-Friend Program. We will not use any other information provided by you and visible on Facebook unless you otherwise consent. The PICKUPPAL application will provide a meter on your Facebook profile, representing the approximate CO<sub>2</sub> reductions that you have achieved by using PICKUPPAL, and will allow you to invite friends to become members of PICKUPPAL. See the [Refer-A-Friend Terms and Conditions](#) for further details. For more information on Facebook's privacy policies, see the Facebook [Privacy Policy](#) and [Platform Application Terms of Use](#).

## **HOW DO WE DISCLOSE THE INFORMATION WE COLLECT?**

Except as expressly set out in this Privacy Policy, we will not sell, rent, transfer or otherwise disclose any of your personally identifiable information to any third party without your consent.

As part of the Services we provide, we will disclose certain personally identifiable information to other PICKUPPAL members, as described below:

- **Passengers/Shippers:** When you enter a pickup request, we will disclose the following information to PICKUPPAL Drivers who are potential matches so that they may assess whether they wish to offer you a ride: your first name, the first initial of your last name, general information regarding the ride (such as date, time, place of departure, destination), your PICKUPPAL rating, the number of previous PICKUPPAL trips, and any Optional Information or comments you have provided ("Profile Information").
- **Drivers:** We disclose all of your Profile Information to PICKUPPAL Passengers/Shippers who are potential matches to your route, so that they may decide whether to accept a ride with you. We will only disclose your licence plate number to a PICKUPPAL Passenger/Shipper once you have successfully bid on that person's pickup.

**Legal:** We must provide your personally identifiable information in response to a search warrant or other legally valid enquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required or permitted by law. We may also disclose personally identifiable information to assist us in collecting a debt owed by you to us, or otherwise where necessary for the establishment, exercise or defence of legal claims.

**Third Party Processors:** We may transfer (or otherwise make available) your personally identifiable information to third parties who provide services on our behalf. We may store and process personally identifiable information in Canada, Barbados

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<sup>2</sup> Facebook® is a registered trade-mark of Facebook Inc. Facebook is not associated with and does not endorse, sponsor or have any other connection to the PICKUPPAL Facebook Platform Application, other than the fact that the PICKUPPAL Application was created to interface with Facebook Platform

and/or the United Kingdom. All of our service providers are required to maintain the confidentiality and security of your personally identifiable information and to use it only in compliance with applicable privacy laws, and are prohibited from using or disclosing your personally identifiable information for any purpose other than providing the services on our behalf or as otherwise required by applicable law.

**Purchase and Sale of a Business:** In the event that we sell all or part of our business or make a sale or transfer of assets or are otherwise involved in a merger or business transfer, we may transfer your personally identifiable information to a third party as part of that transaction.

**Aggregate Information:** We may aggregate the Membership Data from PICKUPPAL Members (for example, we may calculate the average length of our members commutes or determine the average age of our members) and disclose the aggregate information to third parties for marketing and transportation modeling purposes. This aggregate information cannot be used to personally identify you.

### **THIRD PARTY WEBSITES AND ADVERTISEMENTS**

The Website may include links to third party Websites, or advertisements for products and service that may be of interest to you. The inclusion of any link or advertisement does not imply our endorsement of any other company, its Websites, or its products and/or services. These third parties have separate and independent privacy policies, which we recommend you read carefully. Any personally identifiable information you share with these third parties through their Websites will be administered under their privacy policies. We have no control over third party Websites and therefore have no responsibility or liability for the manner in which such third parties may collect, use or disclose and otherwise treat your personally identifiable information. This Privacy Policy does not cover any use of information that such third parties may have collected from you or the methods used by the third-parties to collect that information (e.g., cookies, web beacons and clear gifs).

### **DO WE COLLECT INFORMATION FROM CHILDREN?**

We respect the sensitive nature of children's privacy online. You must be over the age of majority in your jurisdiction of residence to become a PICKUPPAL Member. If we learn that a PICKUPPAL Member is under the age of majority, we will delete that user's Membership Profile from the Website and terminate his or her membership.

### **HOW SECURE IS OUR WEBSITE?**

We maintain administrative, technical and physical safeguards in an effort to protect against unauthorized access, use, modification and disclosure of personally identifiable information in our custody and control. We have implemented measures in an effort to maintain the confidentiality of all personally identifiable information in our custody and control, including only providing access to personally identifiable information to

employees and authorized service providers who require such information for the purposes described in this Privacy Policy. We will only keep your personally identifiable information for as long as it remains necessary or relevant for the purposes stated above or as otherwise required by law.

Notwithstanding the foregoing, you should be aware that, unfortunately, no data transmission over the Internet can be guaranteed to be secure. As a result, PICKUPPAL does not represent, warrant or guarantee that personally identifiable information will be protected against loss, misuse or alteration and does not accept any liability for personally identifiable information submitted by you, nor for your or third parties' use or misuse of personally identifiable information.

To provide you with increased online security, access to your personally identifiable information may be protected by a password that you select. We strongly recommend that you do not disclose your password to anyone. We will never ask you for your password in any unsolicited communication.

## **CHANGES TO THE PRIVACY POLICY**

This Privacy Policy may be updated periodically to reflect changes to our personally identifiable information practices. The revised Privacy Policy will be posted on the Website. We will treat your personally identifiable information in accordance with the privacy policy in place at the time of collection of such information, or as you otherwise consent.

## **CONTACT US**

If you would like to cancel your PICKUPPAL membership, withdraw your consent for the collection, use and/or disclosure of your personally identifiable information, access the personally identifiable information we have about you, update or correct factual errors in our records, or if you have any inquiries or comments about this Privacy Policy, please contact us as set out below. To protect your privacy, we will take reasonable steps to help verify your identity before granting access or making corrections.

You may also update or correct your Membership Data by visiting the My Profile section of the Website.

PickupPal Online Incorporated  
Member Services  
privacy@pickupal.com

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