

Travel Sherpa, Inc.

PRIVACY POLICY

Effective date: March 30, 2016

Thank you for reviewing SHERPA's Privacy Policy. SHERPA is a product of Travel Sherpa, Inc. (the "Company," "we," "us" or "our"). SHERPA uses the Instagram® platform's application programming interface ("API") to import your content. In turn, you should also be familiar with the Instagram® Privacy Policy located here: https://help.instagram.com/155833707900388/?ref=hc_fnav .

Our Privacy Policy explains how collect, use, share and protect information in relation to the Company's services, including but not limited to the SHERPA mobile application (collectively, the "**App**").

By using our App you understand and agree that we are providing a platform for you to post content, including photos, comments, historical location data and other materials ("**User Content**"), to the App and to share User Content publicly. This means that other Users may search for, see, use, or share any of your User Content that you make publicly available through the App, consistent with the terms and conditions of this Privacy Policy and our Terms of Service (which can be found at <http://trysherpa.com/tos.pdf>).

Our Policy applies to all visitors, users, and others who access the App ("**Users**").

1. INFORMATION WE COLLECT

Because you have to link your Instagram account to use the App, any information you have uploaded to the Instagram® platform will be imported to our system when you sign up. This may include, but is not limited to your email address, device identifiers, profile information, photo libraries, Users you follow on the Instagram® platform, location data and other metadata. We also may collect information that you directly provide us, including without limitation communications to our support or development teams.

Analytics information:

We use third-party analytics tools to help us measure traffic and usage trends for the App. These tools collect information sent by your device or the App, including the web pages you visit, add-ons, and other information that assists us in improving the App. We collect and use this analytics information with analytics information from other Users so that it cannot reasonably be used to identify any particular individual User.

Cookies and similar technologies:

- When you visit the App, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use the Company and provide features to you.

- We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party.

Log file information:

- Log file information is automatically reported by your browser each time you make a request to access (i.e., visit) a web page or app. It can also be provided when the content of the webpage or app is downloaded to your browser or device.
- When you use the App, our servers automatically record certain log file information, including your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the App, domain names, landing pages, pages viewed, and other such information. We may also collect similar information from emails sent to our Users which then help us track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the App.

2. HOW WE USE YOUR INFORMATION

In addition to some of the specific uses of information we describe in this Privacy Policy, we may use information that we receive to:

- help you efficiently access your information after you sign in
- provide, improve, test, and monitor the effectiveness of the App
- develop and test new products and features
- monitor metrics such as total number of visitors, traffic, and demographic patterns
- communicate with you about App updates and promotions relevant to you
- diagnose or fix technology problems; and
- automatically update the App.

3. SHARING OF YOUR INFORMATION

We will not rent or sell your information to third parties outside the Company (or the group of companies of which the Company is a part) without your consent, except as noted in this Policy.

Parties with whom we may share your information:

- We may share User Content and your information (including but not limited to, information from cookies, log files, device identifiers, location data, and usage data) with businesses that are legally part of the same group of companies that the Company is part of, or that become part of that group ("**Affiliates**"). Affiliates may use this information to help provide, understand, and improve the App (including by providing analytics) and Affiliates' own services (including by providing you with better and more relevant experiences). But these Affiliates will honor the choices you make about who can see your photos.
- We also may share your information as well as information from tools like cookies, log files, and device identifiers and location data, with third-party organizations that help us provide

the App to you ("**App Providers**"). Our App Providers will be given access to your information as is reasonably necessary to provide the App under reasonable confidentiality terms.

- We may also share certain information such as cookie data with third-party advertising partners. This information would allow third-party ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you.
- We may remove parts of data that can identify you and share anonymized data with other parties. We may also combine your information with other information in a way that it is no longer associated with you and share that aggregated information.

What happens in the event of a change of control:

If we sell or otherwise transfer part or the whole of the Company or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information such as name and email address, User Content and any other information collected through the App may be among the items sold or transferred. You will continue to own your User Content. The buyer or transferee will have to honor the commitments we have made in this Privacy Policy.

Responding to legal requests and preventing harm:

We may access, preserve and share your information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so.

4. YOUR CHOICES ABOUT YOUR INFORMATION

Your account information and profile/privacy settings:

- Delete your account at any time by logging in, going to your profile, and choosing 'Delete My Account'.
- Unsubscribe from email communications from us by clicking on the "unsubscribe link" provided in such communications. As noted above, you may not opt out of App-related communications (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the App, technical and security notices).
- [Learn more](#) about reviewing or modifying your Instagram account information.

How long we keep your User Content:

Following termination or deactivation of your account, the Company, its Affiliates, or its App Providers may retain information (including your profile information) and User Content for a commercially reasonable time for backup, archival, and/or audit purposes.

5. CHILDREN'S PRIVACY

The Company does not knowingly collect or solicit any information from anyone under the age of 13 or knowingly allow such persons to register for the App. The App and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal information from

a child under age 13 without parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us.

6. OTHER WEB SITES AND SERVICES

We are not responsible for the practices employed by any websites or services linked to or from our App, including the information or content contained within them. Please remember that when you use a link to go from our App to another website or service, our Privacy Policy does not apply to those third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link on our website, are subject to that third party's own rules and policies. In addition, you agree that we are not responsible and do not have control over any third parties that you authorize to access your User Content. If you are using a third-party website or service and you allow them to access your User Content you do so at your own risk.

7. HOW TO CONTACT US

If you have any questions about this Privacy Policy or the App, please contact us at paul@trysherpa.com.

8. CHANGES TO OUR PRIVACY POLICY

The Company may modify or update this Privacy Policy from time to time, so please review it periodically. We may provide you additional forms of notice of modifications or updates as appropriate under the circumstances. Your continued use of The Company or the App after any modification to this Privacy Policy will constitute your acceptance of such modification.