

Privacy Policy

Effective date: June 30, 2017

Futriciti™, LLC ("Futriciti," "we," "us" or "our") builds immersive augmented reality experiences using video gaming engines that deliver fun and informative tours.

Our Privacy Policy explains how we and some of the companies we work with may collect, use, share and protect information in relation to our mobile services, web site, and any software provided on or in connection with Futriciti services (collectively, the "**Service**"), and your choices about the use of your information.

By using our Service you understand and agree that we are providing a platform for you to view augmented reality experiences, including videos, data and other materials ("**User Content**"), and to share User Feedback.

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

1. INFORMATION WE COLLECT

We collect the following types of information.

Information you may provide us directly:

- Your name and email address when you request more information.
- Feedback that you may provide during the Futriciti experience.
- Communications if you request more information.

Analytics information:

- We use analytics tools to help us measure data and usage trends for the Service. These tools collect information sent by users to our Service. We collect and use this analytics information along with analytics information from other Users.

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 the platform
- provide, improve, test, and monitor the effectiveness of our Service
- develop and test new products and features

- monitor metrics such as total number of visitors, traffic, and demographic patterns
- diagnose or fix technology problems
- automatically update the Futriciti application on your device
- re-marketing to visitors who visit the website and users of the app

3. SHARING OF YOUR INFORMATION

We will not rent or sell your information to third parties outside Futriciti 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 Futriciti is part of, or that become part of that group ("Affiliates"). Affiliates may use this information to help provide, understand, and improve the Service (including by providing analytics) and Affiliates' own services (including by providing you with better and more relevant experiences). But of course, these Affiliates will honor the choices you make about who can see your videos.
- We also may share your information as well as information from tools like cookies, log files, device identifiers and location data with third-party organizations that help us provide the Service to you ("Service Providers"). Our Service Providers will be given access to your information as is reasonably necessary to provide the Service under reasonable confidentiality terms.
- 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 Futriciti 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 Data and any other information collected through the Service may be among the items sold or transferred. The buyer or transferee will have to honor the commitments we have made in this Privacy Policy.

4. HOW WE STORE YOUR INFORMATION

Storage and Processing:

- The information you may provide through the Service may be stored and processed in the United States or any other country in which Futriciti, its Affiliates or Service Providers

maintain facilities.

5. YOUR CHOICES ABOUT YOUR INFORMATION

Your account information and profile/privacy settings:

- Unsubscribe from email communications from us by clicking on the "unsubscribe link" provided in such communications.

How long we keep your User Data:

- Following termination or deactivation of your account, Futriciti, its Affiliates, or its Service Providers may retain information (including information you've given) and User Content for a commercially reasonable time for backup, archival, and/or audit purposes.

6. CHILDREN'S PRIVACY

The Service and its content are not directed at children under the age of 18. In the event that we learn that we have collected personal information from a child under age 18 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 18, please contact us.

7. OTHER WEB SITES AND SERVICES

We are not responsible for the practices employed by any websites or services linked to or from our Service, including the information or content contained within them. Please remember that when you use a link to go from our Service 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.

8. LOCATION SERVICES, PUSH NOTIFICATIONS AND TRACKING

By agreeing to this Privacy Policy, you are agreeing to allow Futriciti to turn on location services on your device(s). You are further agreeing to allow Futriciti to track your location, use of app, location of app usage, time spent on app, button pushes, and experience of app. Futriciti shall automatically send push notifications to your device(s).

9. YOUR PRIVACY RIGHTS UNDER THE FAIR CREDIT REPORTING ACT

Information Sharing with Futriciti Affiliates

Except as provided below, we may disclose nonpublic personal information about you to Futriciti Affiliates, as permitted by law.

Notice of Your Ability to Limit Sharing of Creditworthiness Information

Under federal law, we are permitted to share information about our own transactions and experiences with you, with Futriciti Affiliates.

However, federal law gives you the right to limit our ability to share other information about your creditworthiness with Futriciti Affiliates, such as information regarding your income, assets, and liabilities that you provide to us or that we obtain from a consumer credit report. Federal law permits you to opt-out of the disclosure of your creditworthiness information among Futriciti Affiliates. If you wish to opt-out of the disclosure of your creditworthiness information to Futriciti Affiliates, contact us on the web as described below.

For California Consumers, Your California Privacy Rights

You may request certain information from Futriciti concerning the customer information that we have shared with third parties for their direct marketing purposes. The information, which we will provide free of charge once per calendar year upon request, includes a list of the types of customer information that we have provided to third parties for their direct marketing purposes and the names and addresses of all third parties with which we have shared such information during the past calendar year. We will provide the information to you within 30 days of your request.

To request that we provide you with such information, please send a written request to ask@futriciti.com. Within 30 days of receiving your request, we will provide you with the information at the address you designate in your request, which may be an email address or physical address.

10. COOKIES AND OTHER TRACKING DEVICES

We may use cookies and other tracking devices on our websites. Using cookies on our sites provides benefits to you, such as allowing you to maintain your account login information between visits. The use of cookies also allows us to measure site activity to provide a better user experience. Cookies and other tracking devices may be used to tell us the time and length of your visit, the pages you look at on our site, the site you visited just before coming to ours, and the name of your Internet service provider. We may use third parties to serve our advertisements on other websites. In serving our advertisements, these companies may use cookies and other tracking devices to collect certain information about your visits to other websites (such as browser type, IP address, which page was visited, and time of day). This information may be used to evaluate our online advertising campaigns or to tailor promotions and other marketing messages to you. You may elect to refuse cookies. Please refer to your browser Help instructions to learn more about cookies and how to manage their use.

11. HOW TO CONTACT US

If you have any questions about this Privacy Policy or the Service, please [Contact us](#).

12. CHANGES TO OUR PRIVACY POLICY

Futriciti 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 Service after any modification to this Privacy Policy will constitute your acceptance of such modification.