

**Privacy Policy:**

MobiKite's Privacy Policy governs the way in which MobiKite, Inc. collects, uses, maintains and discloses information collected from Agencies and their Clients (each, a "User") from all MobiKite owned websites including [www.mobikite.com](http://www.mobikite.com) and [www.mymobiledashboard.com](http://www.mymobiledashboard.com) website ("Sites").

**Personal Identification Information:**

MobiKite may collect personal information as a form of identification from Users in a number of ways, including, but not limited to, Agency Registration, Client Registration, Contact Us Forms and Support Request Forms that we make available in the backend of the admin sections of the site and in the front end of our site and applications as clients engage our services in building mobile coupons, loyalty campaigns and dashboard development. Users may be asked for, name, email address, mailing address, phone number. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can refuse to supply personally identification information, except that it may prevent them from engaging in certain mobile platform related service deployments.

**Web Browser Cookies:**

MobiKite may use "cookies" to enhance User experience. The User's browser places cookies on hard drives for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the mobile platform may not function as desired.

**Use of Personal and Business Information:**

In general, MobiKite may use Personal Data to better serve the needs and requests of our User's. To be specific, MobiKite may use the information collected to do the following:

- Sending verification and welcome emails and to contact User's regarding the use of the Mobile Platform including administrative and support purposes:
- To better deploy and administer Mobile Coupon and Loyalty Programs:
- As a response to User's emails, inquiries, comments, requests or User complaints:
- As a method for internal client data management and customer service:

**Sharing of Personal Data:**

You are required to hereby acknowledge that MobiKite may be required to disclose your Personal Data to various government agencies or competent regulatory authorities, and that we may otherwise be compelled to make such disclosure by law or by an order of court. Furthermore, you authorize us to release appropriate Personal Data to law enforcement officials when we, in MobiKite's sole discretion, believe it is necessary in connection with any government related investigation of fraud, intellectual property infringement, piracy, or other unlawful activity.

NOTE: In the event of reorganization, merger, or sale the Company (MobiKite, Inc.) may transfer any and all personal data it collects about the Website users to the relevant third party or purchasing organization.

**Coupon & Loyalty Programs:**

MobiKite, Inc. will allow our business clients (“End User’s”) to run their coupon and loyalty programs via the Mobile Platform (“Coupon, Loyalty Programs, Email and SMS (Text)”). Therefore we collect (on behalf of End User’s) Personal Data of any user who participates in such Coupon and Loyalty Programs.

By participating in any Coupon, Loyalty Program, Email and SMS program via that Mobile Marketing Platform, the Agency and or Media Group agrees to allowing their clients Personal Data to be collected by MobiKite on behalf of which the End User choose to participate.

MobiKite does not have control over the privacy practices of the SMB Clients using the Coupon, Loyalty Program, Email and SMS programs and MobiKite, Inc. shall under no circumstances be responsible for the content of messages or materials such Retail Companies may send to the participants of the Coupon, Loyalty Program, Email and SMS programs. Agencies are strongly advised to review the privacy policies of these SMB clients prior to engaging the SMB’s with the Mobile Marketing Platform.

End Users can opt out of receiving promotional emails or text messages anytime via the opt-out feature in the messages opt-out link or through the Agency Dashboard.

**Anti-Span Policy Applicable To Retail Companies that Deploy Coupon & Loyalty Campaigns:**

We do not allow any Agencies, Media Groups or SMB Clients to use any Personal Data for any type of spam activity. NOTE: Spam is expressly prohibited under this Agreement. Any spam communications sent from your account or clients’ accounts may lead to suspension or termination of your Reseller Agreement.

**Data Security:**

MobiKite, Inc. is committed to safeguarding all client data, information, and historical data. However, in is impossible for Mobikite, Inc. to guarantee that unauthorized third parties will never be able to overcome those security measures or use your Personal Data for improper purposes, and we cannot guarantee that Personal Data will be protected from unauthorized disclosure or use.

**Privacy Policy Modifications:**

MobiKite, Inc. reserves the right to modify this Privacy Policy. In such a case we may post notices on the Website or send notices via e-mail. Your access and use of the Mobile Marketing Platform following such notification will constitute acceptance of the practices of any revisions to the Privacy Policy. Please review this Privacy Policy on a regular basis to ensure you have and undertint the latest revisions to this policy.