

Outernets, Inc.

PRIVACY POLICY

The following is the privacy policy (as amended or otherwise changed from time to time, (the “Privacy Policy”) of Outernets, Inc., a Delaware corporation (“the “Company”, “we” “us”, “our” and words of similar import). This Privacy Policy applies to users of the Company’s website(s) (collectively, the “Site”), and to customers of the Company. By accessing and using this Site or engaging in business with the Company, you are consenting to the collection, use, disclosure and processing of your Personally Identifiable Information, as described in this Privacy Policy. References in this Privacy Policy to “you” or “your” are references to a user of the Site or a person who is otherwise engaged in business with the Company.

PLEASE READ THIS PRIVACY POLICY CAREFULLY. BY ACCESSING OR USING THE SITE OR ENGAGING IN BUSINESS WITH THE COMPANY, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND, AND AGREE TO BE BOUND TO ALL THE TERMS OF THIS PRIVACY POLICY AND OUR TERMS OF USE. IF YOU DO NOT AGREE TO THESE TERMS AND PROVISIONS, DO NOT ACCESS OR USE THE SITE OR ENGAGE IN BUSINESS WITH THE COMPANY.

Types of Information.

Personally Identifiable Information. Personally Identifiable Information is information that identifies you. When you engage in certain activities, such as contacting us through information that is available on the Site, you may provide certain information about yourself. It is optional for you to engage in this type of activity. The Company may collect personal information from you to provide the service(s) or carry out the transaction(s) you have requested or authorized. When we need your personal information we will explicitly request it. Such personal information includes information that will allow us to contact you such as your name, email, and phone number. We may also use such personal information to provide you with a more effective customer experience and to improve our products and services. We may also use your email address to contact you regarding administrative notices from time to time. Information that is collected by or sent to us may be stored and processed in the United States, Canada, or any other country in which we or our affiliates, subsidiaries or agents maintain facilities. By using any of our products or services, you consent to any such transfer of information outside of your country. The Company may collect aggregate information from all of the users of the Site and customers of the Company and provide that information in the aggregate to other parties, including advertisers, for marketing and promotional purposes. However, if we do so, that information will not be in the form that will allow any third party to identify you personally.

Non-Personally Identifiable Information. Non-Personally Identifiable Information is information that does not identify you as a specific user. This type of information may include things like the Uniform Resource Locator (“URL”) of a web site you visited before coming to the Site, the URL of the web site you visit after leaving the Site, the type of browser you are using, and/or your Internet Protocol (“IP”) address. We, and/or our authorized third-party service providers, may automatically collect this information when you visit the Site through the use of electronic tools like cookies and web beacons or pixel tags. We may use Non-Personally Identifiable Information to administer the Site, troubleshoot, analyze trends, gather demographic information, comply with applicable law, and cooperate with law enforcement activities. We may also share this information with its authorized third-party service providers to measure, administer, and improve the Site.

Dissemination of Personally Identifiable Information.

We will not disseminate, sell, or rent your Personally Identifiable Information with third parties except as provided below:

Business Transfer. In the event the Company uses third party vendors to perform certain business-related functions such as data storage services, database maintenance services and payment processing, the Company will only provide them with the Personally Identifiable Information that they need to perform their specific function. Each third party vendor is required to keep such Personally Identifiable Information confidential and not to use such Personally Identifiable Information for any purpose other than providing services to the Company. The Company reserves the right to sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution or similar event, Personally Identifiable Information may be part of the transferred assets. You acknowledge that such transfers may occur, and that any acquirer or successor of the Company may continue to use your Personally Identifiable Information as set forth in this policy.

Service Providers or as Required by Law. We reserve the right to disseminate your Personally Identifiable Information to its service providers or when required by law, for example, when necessary to comply with a judicial proceeding, court order, or legal process served on us. Additionally, it may be necessary for us to disseminate your Personally Identifiable Information in order to enforce our Terms of Use, this Privacy Policy, or other agreements.

Dissemination of Non-Personally Identifiable Information.

We will not disseminate, sell, or rent your Non-Personally Identifiable Information with third parties except as provided below:

We may disseminate your Non-Personally Identifiable Information with our affiliates, partners, and consultants or advisors. However, this aggregated demographic information will not include any Personally Identifiable Information as defined above.

We may also use third-party service providers to analyze and track Non-Personally Identifiable usage and volume statistical information from its users to administer its Site and constantly improve its quality. Such data is collected on our behalf, and is owned and used by us.

Use of Cookies and Tracking Technology.

With respect to any use of the Site, to improve and personalize your experience on the Site, we store cookies on your computer. A cookie is a piece of text stored on a user's computer by their web browser. Cookies may be used for authentication, storing site preferences, storing shopping cart contents, as an identifier for a server-based session, etc. Cookies also allow us to collect Non-Personally Identifiable Information from you, such as which pages you visited and what links you clicked on.

Security of your Information

We are committed to protecting the security of your Personally Identifiable Information. We use a variety of security technologies and procedures to help protect your Personally Identifiable Information from unauthorized access, use, or disclosure. However, please know that due to the existing legal and technical environment, we cannot guarantee that any Personally Identifiable Information we obtain will not be disclosed to third parties in ways not described in this Privacy Policy and while the Company strives to protect your Personally Identifiable Information, the Company does not guarantee its security.

The Company and Privacy

The Company's retail displays utilize computer vision technology to provide targeted and experiential product offerings and analytics. This technology detects generalized and anonymous traits from individuals who appear in a video feed. Such traits include demographic information like gender and age, emotional expression, brand recognition, and level of user activity with the display. The Company

collects this information anonymously and its technology does not have the ability to recognize or identify any individual. No personally identifiable information is collected by the Company's technology and no images are retained or recorded by the Company.

If you use a third party application or service that is integrated with the Company's technology, then such third party's privacy policy will govern the use, storage and disclosure of your Personally Identifiable Information in connection with such application or service. Such third party's privacy policy will also govern the collection, use, storage and disclosure of data collected from other third parties, including members of the public.

The Company will have no liability in connection with the collection, use, storage, and disclosure of data that results from (i) the integration of the Company's technology with any third party application or service, (ii) any use of the Company's technology outside the scope of the Company's service agreements; or (iii) any use of the Company's technology in violation of this Privacy Policy.

The Company may receive orders, subpoenas or other legal demands for Personally Identifiable Information that has been collected on behalf of such third party providers through the use of their applications or services. In such cases, the Company refers the party requesting the Personally Identifiable Information to the applicable third party provider. That provider will respond in accordance with its own policies and may disclose your Personally Identifiable Information in response to such subpoena or other demand for information. Please remember that the Company is not responsible for the policies and practices of such third party providers. If you have questions about any such disclosures, you should contact the applicable provider directly.

Changes to this Privacy Policy

Occasionally, we may revise this Privacy Policy to reflect changes in the law, our Personally Identifiable Information collection and use practices, the features of the Site, or advances in technology.

We reserve the right to modify this Privacy Policy at any time, should we deem it advisable to do so. If we do change the Privacy Policy, we will post the revised version with a new "updated" date. We encourage you to periodically review this statement to be informed of how we are protecting your information.

If you have questions about this privacy policy, please contact us at: Outernets, Inc., 122 W 26th Street, Suite 603 New York, NY 10001.