

Foodcaching Privacy Policy

Foodcaching provides this Privacy Policy to inform users of our policies and procedures regarding the collection, use and disclosure of personally identifiable information received from users of the Foodcaching Service, including but not limited to the website at <http://www.foodcaching.com>, the info@foodcaching.com email address and the mobile applications created by Foodcaching.

Foodcaching reserves the right to modify the Privacy Policy without explicit notice. Continued use of the Service after any such changes shall constitute your consent to such changes. You are responsible for reviewing our current Privacy Policy at <http://www.foodcaching.com/privacy>.

This privacy policy applies to your use of Foodcaching services, but does not apply to any third party sites that may be linked to them, or any relationships you may have with the business listed on the Foodcaching.com Service, nor to individuals Foodcaching does not employ or manage.

The terms "We", "Us", "Service" and "Foodcaching" refer to the Foodcaching Service. The terms "You" and "Your" refer to you, as a user or merchant of any of the Foodcaching Service. The term "Personal Information" and "Your Information" means information that you provide to us which personally identifies you to be contacted or identified, such as your name, phone number, email address, and any other data that is tied to such information. "Your Public Content" refers to the information that you submit or post to the Foodcaching Service for public display, such as a menu items, restaurant information, reviews, photos, and your public profile information, including your public name (your "Display Name").

BY USING THE FOODCACHING SERVICE, YOU AGREE TO BE BOUND BY THE TERMS OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THESE TERMS, PLEASE DO NOT USE THE FOODCACHING SERVICE.

By using our Service you are consenting to our processing of your information as set forth in this Privacy Policy now and as amended by us. "Processing" means using cookies on a computer or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information, all of which activities will take place in the United States. If you reside outside the U.S. your personally identifiable information will be transferred to the U.S., and processed and stored there under U.S. privacy standards. By using our Service and providing information to us, you consent to such transfer to, and processing in, the US.

If you have any questions or comments about this Privacy Policy or our use of your personally identifiable information, please contact us at info@foodcaching.com.

Information Collection and Use

Foodcaching is committed to protecting the privacy of our users' personal information. We do not rent, sell, or share your personal information with any other company without your consent. This statement applies with respect to the offers information that we collect from FOODCACHING's web site and/or from offline client contracts. Amendments to this statement and policy may be posted on our web site and will be effective when posted. Your use of this site and/or services and your continued use following the posting of any amendment, modification or change shall constitute your acceptance thereof.

This Privacy Policy describes the types of personal information that Foodcaching collects when you use our web site and service, how we use that information, and to whom and under what circumstances we may disclose it. By using our services and/or web site, you agree to the terms of this

Our primary goal in collecting Personal Information is to provide you with a personalized, useful, and efficient experience. We collect the following types of information from our users:

Personal Information

If you create an account to take advantage of the full range of services offered on the Foodcaching Service, we ask for and record Personal Information such as your email address. Other Personal Information will not be visible to other users. When you download and/or use our services, Foodcaching may ask you for personal information, such as your name, mobile phone number, email address, zip code. You may also be asked to provide the email addresses or mobile phone numbers of friends or family members to tell them about our services. We may combine the information we collect from you with information about you that we receive from other online and offline sources, (e.g., merchants, clients, etc.), in order to provide you with a better experience and to improve the quality of our services.

When you connect to our service on your internet-enabled mobile device, if your service provider uniquely identifies your device, Foodcaching will have access to this information. Foodcaching may use your unique mobile device identification information to offer you extended services and/or functionality. Certain Foodcaching services may require our collection from you of the phone number for your device. Additionally, through the use of your mobile phone, we may collect your phone number and/or name. We may associate that information to the mobile device identification information and to other information we have collected from and about you.

Some mobile phone service providers are required to operate a system that will pinpoint the physical location of devices that use their service. Depending on the provider, by using our services, Foodcaching may automatically receive this information or it may receive it from the

embedded GPS device if you allow this feature in order for us the application to improve your experience.

Your Public Content

By submitting Your Offers and Public Content to Foodcaching, including your public profile information such as your Display Name, you recognize that we store and may publicly display Your Public Content, along with your Display Name, in order to provide the services that we offer. In general, Foodcaching uses the information you provide for the purpose for which such information was provided. We may use your personal and non-personal information for any but not exclusively for the following purposes:

- to provide products and services to you, including the display of personalized content, offers, and advertising;
- to resolve any problems or functionality of our services;
- to monitor and conduct internal reviews our services;
- to improve the use and functionality of our services;
- to develop new services for our clients;
- to protect the security and integrity of our services; and
- to contact you if necessary or at your request.

Feedback

If you contact us to provide feedback, register a complaint, or ask a question, we will record any Personal Information and other content that you provide in your communication so that we can effectively respond to your communication.

Activity

We record information relating to your use of the Foodcaching Service, such as the searches you undertake, the pages you view, your browser type, IP address, requested URL, referring URL, and timestamp information. We use this type of information to administer the Foodcaching Service and provide the highest possible level of service to you. We also use this information in the aggregate to perform statistical analyses of user behavior and characteristics in order to measure interest in and use of the various areas of the Foodcaching Service. You cannot be identified from this aggregate information.

Login location

When you sign into Foodcaching, we use your approximate physical location (based on the Internet Protocol address of your computer or your Current Location, should you choose to provide it, via your iPhone) to provide more relevant suggestions to you.

Cookies

We send cookies to your computer in order to uniquely identify your browser and improve the quality of our service. The term "cookies" refers to small pieces of information that a website sends to your computer's hard drive while you are viewing the Service. We may use both session cookies (which expire once you close your browser) and persistent cookies (which stay on your computer until you delete them). Persistent cookies can be removed by following your browser help file directions. If you choose to disable cookies, some areas of the Foodcaching Service may not work properly or at all.

Enforcement

We may use the information we collect in connection with your use of the Service (including your Personal Information) in order to investigate, enforce, and apply our Terms of Service and Privacy Policy.

Transfer of Information

We may distribute Your Public Content to third parties, as permitted pursuant to our Terms of Service. The third parties may in turn publicly display or publish Your Public Content in connection with their own websites and media platforms. When we distribute Your Public Content to third parties, we typically include your Display Name (but not Personal Information unless you include your Personal Information in Your Public Content). We may share your Personal Information with third parties to provide you with services that we offer through Foodcaching Service, conduct quality assurance testing, facilitate creation of accounts, provide technical and customer support, or provide specific services, such as synchronization of your contacts with other software applications, in accordance with your instructions. These third parties are required not to use your Personal Information other than to provide the services requested by you.

We may share your Personal Information with subsidiaries, joint ventures, or other companies under a common control (collectively, "Affiliates") that we may have now or in the future, in which case we will require them to honor this Privacy Policy. If another company acquires our company or our assets, that company will possess your Personal Information, and will assume the rights and obligations with respect to that information as described in this Privacy Policy.

We may disclose your Personal Information to third parties in a good faith belief that such disclosure is reasonably necessary to (a) take action regarding suspected illegal activities; (b) enforce or apply our Terms of Service and Privacy Policy; (c) comply with legal process, such as a search warrant, subpoena, statute, or court order; or (d) protect our rights, reputation, and property, or that of our users, affiliates, or the public. Please note that we are not required to question or contest the validity of any search warrant, subpoena or other similar governmental request that we receive.

We may disclose information in the aggregate to third parties relating to user behavior in connection with actual or prospective business relationship with those third parties, such as advertisers and content distributors. For example, we may disclose the number of users that have been exposed to, or clicked on, advertising banners.

We may use third party advertising companies to serve ads when you visit the Foodcaching Service. These companies may use information about Your Public Content (not including your name, address, email address, or telephone number) and Activity related to your use of the Foodcaching Service to provide advertisements about goods and services of interest to you.

Others' Information

You may choose to provide us with another person's e-mail address so that person may be invited to create an account on our website or mobile applications. We use this information to contact and, if necessary, remind that person about the invitation. By providing us with another person's e-mail address, you represent to us that you have obtained the consent of the person concerned as regards such disclosure to us of their Personal Information. We may disclose such information if required to do so in order to comply with legal process, as described above.

Links

The Foodcaching Service may contain links to third party websites to which we have no affiliation. Except as set forth herein, we do not share your Personal Information with those third parties, and are not responsible for their privacy practices. We suggest you read the privacy policies on all such third party websites.

Controlling Your Personal Data

To the extent you include Personal Information in Your Public Content (such as a photo of yourself), third parties may be able to identify you, associate you with your user account, and contact you. Please do not include information in Your Public Content that you expect to keep private.

Third parties can also associate you with your user account using the user search and browse features of the Foodcaching Service, which display Your Public Content. Third parties can only find you using your Personal Information if they know this information in the first place.

You may request to deactivate your account at any time by contacting Foodcaching. If you deactivate your account, we will use commercially reasonable efforts to stop displaying your profile on the Service. Public Content that you have contributed to Foodcaching prior to account deactivation (such as menu item ratings) may continue to display. We may still retain your Personal Information and Your Public Content in our systems. Registered users who wish to close their account should contact us at info@foodcaching.com.

Security

Your account is password protected. We use industry standard measures to protect the Personal Information that is stored in our database. Your password will never be visible to members of the Foodcaching team. We are very concerned about safeguarding the confidentiality of your personally identifiable information. We employ administrative, physical and electronic measures designed to protect your information from unauthorized access. Although we take appropriate measures to safeguard against unauthorized disclosures of information, we cannot assure you that your Personal Information will never be disclosed.

You hereby acknowledge that Foodcaching is not responsible for any intercepted information sent via the internet, and you hereby release us from any and all claims arising out of or related to the use of intercepted information in any unauthorized manner.

We will make any legally-required disclosures of any breach of the security, confidentiality, or integrity of your unencrypted electronically stored personal data to you via email or conspicuous posting on this Site in the most expedient time possible and without unreasonable delay, consistent with (i) the legitimate needs of law enforcement or (ii) any measures necessary to determine the scope of the breach and restore the reasonable integrity of the data system.

E-mails

We use your email address to send you updates and news and to notify you on behalf of other users. Your email address and Personal Information will not be displayed publicly.

Membership policy for children

Our Service and the services available through Foodcaching are not intended for children under the age of 18. Foodcaching does not knowingly or specifically collect information about children under the age of 18 and believes that children of any age should get their parents' consent before giving out any Personal Information.

Questions or Concerns

If you have any questions or concerns regarding privacy, please contact us at info@foodcaching.com. Your privacy is important to us and we will make every effort to resolve your concerns.