

## Privacy Policy

Welcome to our Privacy Policy. We provide Pixie Point locator tags you can attach to valuables (like keys or wallets) and the Pixie Mobile App to help you find them (the “Location Services”).

This Privacy Policy explains how we collect, use, disclose, and secure information we obtain through the Location Services and our websites, [www.getpixie.com](http://www.getpixie.com), [www.pixietechnology.com](http://www.pixietechnology.com) (collectively, the “Service”). The terms “**Pixie**,” “**we**,” and “**us**” include Pixie Technology Inc. and our affiliates and subsidiaries. This Privacy Policy is incorporated by reference into our [Term of Service](#). Any capitalized terms used and not defined in this Privacy Policy shall have the meaning given to such term in the Terms of Use.

### THE SERVICE COLLECTS YOUR INFORMATION

**Registration and Account Information.** You must register to use the App. To register, you may need to provide information about yourself, such as your email address and password. You may also provide other optional information.

**Social Connect.** When you choose to log-in and connect your social media account to your Service profile, we collect information about you from that social media website. For example, when you log-in with your Facebook account, we will collect the information you have made publicly available in Facebook, such as your name, user ID, profile picture, cover photo, username, gender, networks, age range, language, country, and any other information you have made public. We may also obtain other non-public information from social media websites with your permission.

**Using Pixie Points.** We receive information you submit through the App when you connect the App to a Pixie Point, including the name of the object to which you attach a Pixie Point. We also infer the geo-location of Pixie Points by their location relative to the mobile device using the Service.

**Using the App and Website.** We collect information you provide through the Service. For example, we collect information about when you search for an object to which you attached a Pixie Point. The information may include the object to which the Pixie Point is attached, the date and time of the search, the signal strength of the Pixie Point, the amount of time spent searching, whether the object was found, and other information about how you use the Service to find the object.

**Information in Public Posts.** You may post information, such as comments and feedback, on the public areas of the website, and anyone visiting the website will have access to the information. We are not responsible for how others may use the information you provide to the public areas of the website.

**Location Information from Your Mobile Device with Your Permission.** We collect and store your location information through the App if your device settings are enabled to send it to us. We also infer your location from your IP address and other data. We also collect and store the location information of your Pixie Points. We use this information to provide and improve the Service, for example to permit the App to indicate your location in relation to the location of a Pixie Point and to restore the last known Pixie Point locations on another mobile device.

**Your Device Camera.** The App may use your device’s camera if your device settings are enabled to permit the App to use it. The App will display the content seen through your device’s camera, but this information will not be collected by us.

**Making Payments.** When you make payments through the Service, you will need to provide financial account information, such as your credit card number, to our third-party service providers. We do not collect or store such information, though we will receive information about completed transactions that does not include credit card or bank account numbers. Our service provider will provide us with some your information, including your name, shipping and billing addresses, and telephone number.

**Referrals.** A user may submit information, such as an email address or telephone number, about others to us so that the user can recommend the Service or content available on the Service to them. The recipient of an invitation to use the Service will see your name and email address or telephone number as the referrer.

**Communicate with Us.** We collect information about you through your communications with our customer-support team or through other communications with us, including through social media.

**Automatic Data Collection: Cookies and Related Technologies.** When you visit our Service or open our emails, we and our third-party partners, such as advertising networks, social media widgets, and analytics providers, collect certain information by automated means, such as cookies, web beacons and web server logs. By using the Service, you consent to the placement of cookies, beacons, and other similar technology in your browser and on emails in accordance with this Privacy Policy. The information collected in this manner includes IP address, browser characteristics, device IDs and characteristics, operating system version, language preferences, referring URLs, and information about the usage of the Service. We may use this information, for example, to determine how many users have visited certain pages or opened messages or newsletters, or to prevent fraud. We may link this data to your profile. Our partners also may collect and combine information about your online activities over time, on other devices, and on other websites or apps, if those websites and apps also use the same partners. We use Mixpanel to collect and process certain website usage data, and you may opt out of this by visiting [www.mixpanel.com/optout/](http://www.mixpanel.com/optout/). We use Google Analytics to collect and process certain website usage data. To learn more about Google Analytics and how to opt out, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You may be able to change browser settings to block and delete cookies when you access the Service through a web browser. However, if you do that, the Service may not work properly. The Service does not respond to browser do-not-track signals.

## **HOW PIXIE USES YOUR INFORMATION**

**Internal and Service-Related Usage.** We use information for internal and service-related purposes, such as to ship products to you. We may use and retain any data we collect to provide and improve any of our services.

**Communications.** We may send emails to the email address you provide to us and push notifications to your mobile device if you have downloaded the App and enabled notification to verify your account and for informational and operational purposes, such as account management, customer service, system maintenance, and other Service-related purposes.

**Marketing.** We may use information about you for marketing purposes, such as to enable the delivery of online advertising or to send you information we think may be useful or relevant to you. You may opt out of email marketing by using the unsubscribe link in a marketing email.

**Aggregate Data.** We anonymize or aggregate data collected through the Service and may use and disclose it for any purpose.

## **PIXIE MAY DISCLOSE YOUR INFORMATION**

**We Use Vendors and Service Providers.** We may share your information with vendors and service providers to provide the Service. For example, we may share your information with service providers that provide web and database hosting services, order fulfillment service providers, and map and navigation services such as Google Maps (by using our Location Services, you agree to the Google Privacy policy located at <http://www.google.com/policies/privacy>.)

**Social Networking Websites.** The Service may allow you to share information with social networking websites, such as Facebook. Their use of the information will be governed by their privacy policies, and we are not responsible for how they treat the information.

**Marketing and Advertising Partners.** We do not rent, sell, or share personal information (as defined by California Civil Code §1798.83) about you that we collect on the Service with other people or unaffiliated companies for their direct marketing purposes, unless we have your permission. We allow access to your information for marketing purposes, such as to enable the delivery of online advertising or to send you information we think may be useful or relevant to you.

**Legal and Similar Disclosures.** We may access, preserve, and disclose your information, if we believe doing so is required or appropriate to: comply with law enforcement requests and legal process, such as a court order or subpoena; respond to your requests; comply with the law; or protect your, our, or others' rights, property, or safety.

**Merger, Sale, or Other Asset Transfers.** If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of Pixie assets, or transition of service to another provider, your information may be disclosed in connection with the negotiation of such transaction, and/or sold or transferred as part of such a transaction as permitted by law and/or contract.

**With Your Permission.** We may also disclose your information with your permission.

## **INFORMATION SECURITY**

We take steps in an effort to treat your information securely and in accordance with this Privacy Policy. Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or warrant the security of any information you provide to us.

## **CHILDREN'S PRIVACY**

We do not knowingly collect, maintain, or use personal information from children under 13 years of age, and no part of the Service is directed to children under the age of 13. If you learn that your child has provided us with personal information without your consent, you may alert us at

[support@getpixie.com](mailto:support@getpixie.com). If we learn that we have collected any personal information from children under 13, we will promptly take steps to delete such information and terminate the child's account.

#### **INTERNATIONAL USERS**

If you are using the Service, you agree to the transfer of your information to the United States and processing globally. By providing your information you consent to any transfer and processing in accordance with this Privacy Policy.

#### **UPDATE YOUR INFORMATION OR POSE A QUESTION OR SUGGESTION**

If you would like to request that we update or correct any information that you have provided to us through your use of the Service or otherwise, or if you have suggestions for improving this Privacy Policy, please send an email to [support@getpixie.com](mailto:support@getpixie.com).

#### **CHANGES TO OUR PRIVACY POLICY AND PRACTICES**

**Posting of a Revised Privacy Policy.** We may make changes to this Privacy Policy from time to time, and the revised version will be effective when it is posted. If we make any material changes, we will let you know through the Service, by email, or other communication. We encourage Users to read this Privacy Policy periodically to stay up-to-date about our privacy practices. As long as you use the Service, you are agreeing to this Privacy Policy and any updates we make to it.

#### **Contact Information**

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