



## PRIVACY POLICY

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**Effective Date: April 3, 2015**

Help Worldwide, Inc. (“Help”) is committed to the protection of your privacy. This Help Privacy Policy applies to data collected by Help through its website [www.helpww.com](http://www.helpww.com) and any other websites owned and operated by Help (collectively, the “Help Website” or simply the “Website”) for any services available on the Website or otherwise offered by Help (collectively, the “Services”).

In order to fully understand your rights related to privacy issues, we encourage you to read this Privacy Policy and to consult the terms of any other agreement you have made with Help as well as the program policies associated with various Services on our Website. As our Services evolve, we may from time to time amend this Privacy Policy. Please revisit it periodically and, if you have questions regarding either this Privacy Policy or any other agreement you have made with Help, contact us at [support@helpww.com](mailto:support@helpww.com). Please note that this Privacy Policy applies only to websites owned and operated by Help, and not to the sites of other companies or organizations to which we may provide links.

By using any Help Website, you signify that you have read, understand, and agree to be bound by this Privacy Policy as well as our program policies and any other terms and conditions to which you have previously agreed, which are incorporated herein by reference.

### **What Personal Information We Collect**

At our Website, we may ask you to provide personal information, such as your **e-mail address, name, home or work address, or telephone number**. We may also collect demographic information, such as your **ZIP code, age, gender, preferences, interests, and favorites**. If you choose to become a participant in the Help network, make a purchase, or sign up for a paid Service, we may ask for additional information, such as your credit card number and billing address, which will be used to create a Help billing account.

In order to access some Services, you will be asked to sign in with a username and password, which we refer to as your credentials. As part of creating your credentials, you may also be requested to provide questions and secret answers, which we use to help verify your identity and assist in resetting your password, as well as an alternate e-mail address.

We may collect information about your interaction with Help's Website and Services. For example, we may use website analytics tools on our Website to retrieve information from your browser, including the site you came from, the search engine(s) and the keywords you used to find our Website, the pages you view within our Website and your browser add-ons. We may also use technologies such as cookies to collect information about the pages you view, the links you click, and other actions you take on our Website and while using the Services.

We may also deliver advertisements (see the Display of Advertising section below) and/or provide website analytics tools on non-Help websites and services, and we may collect information about page views on these third party sites as well. An IP address is a number assigned to your computer when you connect to the Internet. As part of the protocol of the Internet, Web servers can identify your computer by its IP address. In addition, Web servers may be able to identify the type of browser you are using or even the type of computer. We may collect IP addresses and related information for the purposes of system administration, to assess the traffic to our Website and to maintain and improve our Website.

If you receive newsletters or promotional e-mail from Help, we may use customized links or similar technologies to determine whether the e-mail has been opened and which links you click in order to provide you more focused e-mail communications or other information.

In order to offer you a more consistent and personalized experience in your interactions with Help, information collected through one of the Services may be combined with information obtained through other Services. We may also supplement the information we collect with information obtained from other companies. For example, we may use services from other companies that enable us to derive a general geographic area based on your IP address in order to customize certain Services to your geographic area.

#### **When We Collect Personal Information**

"Personal Information" refers to any information that lets us know the specifics of who you are and which can be used to identify, contact, or locate you. Generally, we collect Personal Information when you provide it to us by signing up to become a participant in the Help Worldwide network. We usually collect Personal Information so that we can provide you with our goods or services. We may also use your Personal Information for other reasons, many of which are disclosed in this Privacy Policy including updating you on Help's Services, news, and/or special offers (unless you choose to "opt-out" as described in the "Choice/Opt-out" section below). If you don't provide some of the Personal Information we ask for (e.g., your name, your mailing address, and/or email address), we may be unable to provide you with our goods or services.

#### **Anonymous User Information**

We collect or may collect some information each time you visit our Website so we can improve the overall quality of your online experience. We may collect your IP address, referral data, and browser and platform type. You do not have to register on the Website or provide any Personal Information to us before we can collect this anonymous user information. Like most standard website servers, we use log files to collect and store this anonymous user information. We may analyze the information to determine trends, administer the Website, track users' movement in the aggregate, and gather broad demographic information for aggregate use.

#### **Transactional Information**

"Transactional Data" shall mean all data obtained by us in connection with any transaction that is tracked by us but which shall not include Personal Information. We have the right to sell, transfer, assign, and dispose of any and all Transactional Data, in any manner that we desire at our sole and absolute discretion.

### **Tell-A-Friend**

If you elect to use our "Tell-A-Friend" referral service for informing a friend about the Website, we ask you for your friend's name and email address. We will automatically send the friend a one-time email inviting him/her to visit the Website and/or to become a Help member. We do not store the information related to your friend(s) and the one-time email sent pursuant to your input will be our only contact with that person for such input.

### **How We Respond to 'Do Not Track' Signals**

In compliance with CalOPPA, we are notifying you that we do not respond to Do Not Track signals sent to us by web browsers.

### **Correspondence**

If you contact Help, we may keep a record of that correspondence, and we may collect your email address for archival purposes but will not use, transfer, or sell your email address except as set forth in this Privacy Policy.

### **Third Party Links and Advertisements**

Our Website may contain links to other sites on the Web. Please be aware that we are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our Website and to read the privacy statements of each and every other website that collects personally identifiable information. This Privacy Policy applies solely to information collected by us. By using our Website, you agree to hold us and our affiliates harmless for the privacy policies or practices of others, including but not limited to Help Worldwide participants.

Help may allow other companies, called third party ad servers or ad networks, to display advertisements on our Website or in Help emails to you. Some of these ad networks may place a persistent cookie on your computer. Doing this allows them to recognize your computer each time they send you an online advertisement. In this way, ad networks may compile information about where you, or others who are using your computer, saw their advertisements and determine which ads are clicked on. This information allows an ad network to deliver targeted advertisements that they believe will be of most interest to you. Help does not have access to or control over the cookies that may be placed by these parties on your computer, and has no control over these parties' privacy policies or information collection practices.

Except as specifically set forth in this Privacy Policy, Help does not provide your Personal Information to its advertisers unless you make the choice to share it with them. However, Help occasionally passes Personally Identifiable Information via a secure interface to certain of its advertisers or benefits providers for the purpose of making it easier for you to sign up for or use their offers or benefits.

In order to provide certain Services such as the fulfillment of products purchased in Help's Points Mall, Help may need to share your Personal Information with one or more of its merchant participants to ensure that your orders are fulfilled and shipped to the right location. The information shared is used solely for this purpose and will be limited to that information necessary to provide the applicable Services. Help will require that these third parties comply with the information practices set forth in this Privacy Policy and that the information will not be shared or used for any other purpose.

Help may also disclose your Personal Information to third parties where it has your express permission to do so, or where it can reasonably be inferred from the circumstances that you consent to the disclosure to the third parties. We try to limit the information we provide to third parties to the information they need to help us provide the Services to you.

Help may need to validate your transaction with an advertiser or merchant participants to ensure that your account is credited. The validation information shared is used solely for this purpose and may include your first name, last name, email address, mailing address, date of birth, or other details related to your membership of transaction.

Help may share non-personally identifiable information collected via the Services in anonymous form with advertisers or other third parties so that they may better evaluate what products and services are most appealing to different segments of Help's user base.

## **Cookies**

We use "cookies" to track and store your preferences in order to personalize our site for you, estimate our audience size, and generally improve your Help experience. A cookie is a data file that is sent to your browser and is stored on your computer's hard drive when you visit a website. A cookie assigns a random, unique number to your computer. One of the primary purposes of cookies is to store your preferences and other information on your computer in order to save you time by eliminating the need to repeatedly enter the same information. Cookies may also make your experience easier by allowing you to move from page to page within our Website without having to sign in again on each page. . Help does not use cookies to retrieve any information from your hard drive. You can reject cookies by turning them off in your browser. However, if you choose to disable this function, your Help experience may be diminished, and some features may not work as they were intended.

If you choose to accept cookies, you also have the ability to later delete cookies that you have accepted. If you choose to delete cookies, any settings and preferences controlled by those cookies, including advertising preferences, will be deleted and may need to be recreated.

## **Sharing; Use of Personal Information**

Except as described herein or in other agreements you may have with Help, we currently do not rent, sell, or share personal information about you with other people or nonaffiliated companies except: when we have your consent to do so, when necessary to complete a transaction you have requested, when required by law, or when necessary to protect our rights or property. Although we currently do not rent, sell, or share personal information about you with other people or nonaffiliated companies, we expressly reserve the right to do so. We may use, or supply to others, aggregated data (independent of any personal identifiers) for research and commercial purposes, such as describing our Services to network participants, to prospective partners, advertisers, or other third parties. These data are pooled and stripped of personal identifying information and cannot be traced to you specifically. Specific uses of personal information that vary from this Privacy Policy may be found in the agreements you have with Help.

We may share your personal information with select Help partners so that they can contact you about their products, services, or offers or in conjunction with services provided.

Some Help Services may be co-branded and offered in conjunction with another company. If you register for or use such Services, both Help and the other company may receive information collected in conjunction with the co-branded services.

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of mailings, providing customer support, hosting websites, processing transactions, or performing statistical analysis of our services. Those service providers will be permitted to obtain only the personal information they need to deliver the service. They are required to maintain the confidentiality of the information and are prohibited from using it for any other purpose. However, for credit card processing, our fraud detection vendors may use aggregate data to help improve their service. This helps them more accurately detect fraudulent uses of credit cards. We may access or disclose information about you, including the content of your communications, in order to: (a) comply with the law or respond to lawful requests or legal process; (b) protect the rights or property of Help or our customers, including the enforcement of our agreements or policies governing your use of the Services; or (c) act on a good faith belief that such access or disclosure is necessary to protect the personal safety of Help employees, customers, or the public. We may also disclose personal information as part of a corporate transaction such as a merger or sale of assets.

## **Display of Advertising**

We may display ads on our Website and the sites of our advertising partners. When we display online advertisements to you, we will place one or more persistent cookies on your computer in order to recognize your computer each time we display an ad to you. We are able to compile information over time about where you, or others who are using your computer, saw and/or clicked on the advertisements we display. We use this information to make predictions about your characteristics, interests, or preferences and to display targeted advertisements that we believe may be of interest to you. We may also associate this information with your subsequent visit, purchase, or other activity on participating advertisers' websites in order to determine the effectiveness of the advertisements.

While we may use some of the information we collect in order to personalize the ads we show you, we designed our systems to select ads based only on data that does not personally and directly identify you. For example, we may select the ads we display

according to certain general interest categories or segments that we have inferred based on: (a) demographic or interest data, including any you may have provided when creating an account (e.g., age, zip or postal code, gender), demographic or interest data acquired from other companies, and a general geographic location derived from your IP address, (b) the pages you view and links you click when using the Website and Services, and (c) information about the users you most frequently interact with through our communications or social networking services.

We may also display personalized targeted ads to you and allow third-party ad serving companies, including other ad networks, to display advertisements on our Website. These companies may offer you a way to opt-out of ad targeting based on their cookies.

#### **Accessing Your Account / Choice/Opt-out**

Our goal is to keep you in control of the Personal Information you provide to us. Accordingly, you can review, correct, or change any registration information you provide to Help through your member, merchant, or nonprofit dashboard, as applicable. In order to "opt-out" and elect not to receive future marketing communications from us, please email us at [info@helpww.com](mailto:info@helpww.com). The choice to halt such emails does not apply to the display of online advertising.

Please note that as long as you remain a participant in the Help network, opting not to receive marketing emails does not exempt you from receiving administrative emails, which include, but are not limited to, notices about vital service and status changes or alterations to this Privacy Policy or Help's program policies. You may not withdraw this consent at any time if you are subject to legal or contractual restrictions. In other words, you may not withdraw your consent prior to the expiration of your Help Membership or any other contractually agreed-upon commitment for the duration of your participation in the Help Network.

Helpww.com - You can access and update your profile by logging in to your administration dashboard at Helpww.com and editing your profile.

#### **Notification of Changes**

We do reserve the right to make changes to this Privacy Policy from time to time. If we decide to change this Privacy Policy, we will post those changes in places on the Help Websites deemed appropriate by us so our users are always aware of what information we collect, how we may use it, and under what circumstances we may disclose it. Your continued use of our Website after the changes are posted constitutes your agreement to the changes. If you do not agree to the changes, please discontinue your use of all Help Websites.

#### **Special Notification with respect to Children's Privacy (Users under the age of 13)**

In response to concerns about protecting children's privacy online, Congress enacted the Children's Online Privacy Protection Act of 1998 ("COPPA"), which sets forth rules and procedures governing the ways in which websites may collect, use and disclose any personal information for children under the age of 13. In accordance with the Company policy and COPPA regulations, we DO NOT:

1. Request or knowingly collect personally identifiable information online or offline contact information from users under 13 years of age; or
2. Knowingly use or share personal information from users under 13 years of age with third parties.

We request that children under the age of 13 not submit any Personal Information to us via the Website. It is possible that by fraud or deception we may receive information given to us or pertaining to children under 13. If we are notified of this, as soon as we verify the information, we will immediately delete the information from our servers.

Questions regarding children's privacy should be directed to:

Help Worldwide, Inc.  
24254 Main Street  
Newhall, CA 91321

## Security

Help is committed to protecting the security of your personal information and information collected for advertising purposes. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure.

In order to prevent unauthorized access or disclosure, we have put in place industry-standard physical, electronic, and managerial procedures to safeguard and secure the information we collect online. However, users should be aware that our security measures are run on software, hardware, and networks that may, from time to time, require maintenance, experience problems or breaches of security beyond our control. As such, transmissions made on or through the Internet are vulnerable to attack and cannot be guaranteed to be secure. You hereby acknowledge that Help is not responsible for any intercepted information sent via the internet, and you hereby release Help and its affiliates from any and all claims arising out of or related to the use of intercepted information in any unauthorized manner.

Although Help houses its data in the United States, it is possible that some of data processing may occur outside of the United States. While the data protection laws of these countries may vary, Help will make every reasonable effort to protect your information based upon the express terms of this Privacy Policy. By enrolling in the Service, you consent to this transfer of your personal data to any server used by Help.

If a password is used to help protect your accounts and personal information, it is your responsibility to keep your password confidential. Do not share this information with anyone. If you are sharing a computer with anyone, you should always log out before leaving a site or service to protect access to your information from subsequent users.