

LANE JUMPER PRIVACY POLICY

Peak Fresh Markets, LLC doing business as Lane Jumper (“PFM”) understands the importance of your privacy on the Internet. That is why we believe it is important to let you know how we use the information collected through the PFM Mobile Payment Application (“App” or “Lane Jumper”), the PFM Support Backend Service (“PFM System”) and <https://lanejumper.com> (“Website”). The following is our policy regarding Internet privacy and usage. In accordance with our standard privacy policy the security of your personal information is solely protected by PFM. Only authorized staff members have access to specific areas of consumer information.

A. Collection and Use of Personal Information

You can visit our Website without revealing any personal information about yourself or telling us who you are. We do not collect personal information, such as your name, address, phone number or email address while you browse. We do, however, gather information in aggregate on how this site is used, such as the number of visitors to the site, length of each visit and which pages are most commonly used to enter and exit the site. Although our website is a general audience site, we restrict the use of our service to individuals age 18 and above. We do not knowingly collect personal information from children under the age of 14.

However, when you register for or download Lane Jumper or the PFM System we do collect and store any personal information you enter on Lane Jumper or PFM System or provide to us in some other manner. This includes Personally Identifiable Information, such as your name, address, email address and telephone number, and, if you transact business with us or our third-party providers, financial information relating to your transaction. We use a secure server. All supplied sensitive information is transmitted via Secure Socket Layer (SSL) technology and is only accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

We reserve the right to sell, rent, loan, trade or lease any personal information collected at our site. By submitting your information on the Website, Lane Jumper or the PFM System, you agree to receive mobile marketing from us and our third party advertisers and marketers (Advertisers).

B. With whom we share your information

We do not share your personal information with others except as indicated below or when we inform you and give you an opportunity to opt out of having your personal information shared. We may share personal information with:

- **Service providers:** We may share your personal information, which may include your name and contact information (including email address) with third parties that perform certain services on our behalf. These services may include fulfilling orders or payments, providing customer service and marketing assistance, performing business and sales analysis, supporting our website functionality, and supporting features offered through our website. We may also share your name, contact information and credit card information with our authorized service providers who process credit card payments. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purposes.
- **Advertisers:** To generate as much cash flow as possible for our Users and our network of charities, we allow our Advertisers to get their messages in front of specific types of Users.
- **Other Situations.** We also may disclose your information, including personal information:
 - In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us.

- When we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our company, our users, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce our Terms of User or other agreements or policies.
- In connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

We may share non-personal information we collect under any of the above circumstances. We may also share it with third parties to develop and deliver targeted advertising on our website and on websites of third parties, and to analyze and report on advertising you see. We may combine non-personal information we collect with additional non-personal information collected from other sources. We also may share aggregated, non-personal information with third parties, including advisors, advertisers and investors, for the purpose of conducting general business analysis.

C. Cookies

We use cookies and other technologies to collect information from your computer and about your activities on our site. We use these technologies to improve the quality of our service, including for storing user preferences, and tracking user trends.

Some of the data we collect, such as name, email address, and payment method preference, are collected only to fulfill our promises of sending you a video and a confirmation question (or multiple) or sending you a payment. Other information is collected to bring value to Advertisers, our network of charities, and to Users like you, and that is necessary to bring the optimal cash flows we want to bring to our stakeholders, including you. We collect as much data and the most detailed data possible within reason to offer the greatest value to our Advertisers, because this allows us to bring the highest cash flow offers to our network of charities and to Users - at times, we use Cookies for this. Cookies are small, encrypted bits of text data used for things like keeping you logged into a website when you come back the next day, or to track how a visitor found a website, so that the author knows which of their marketing efforts are working well. We use Cookies for making basic functions of our Service work properly as well as for gaining insight into what messages may be most interesting or relevant to a given User or potential Users. By using our Website or App and entering into this Agreement, you consent to our use of Cookies in accordance with our Terms of Use and this Privacy Policy. It is best to allow Hiiobi to use Cookies so that the Website and App will run smoothly and so that we can bring you the best possible offers from Advertisers and bring the highest donations to charities (Advertisers pay more when we can be more specific about the type of User we are delivering their message to). Because we protect your information with great care and use it for great causes, we feel it is reasonable to request your permission to use Cookies to help generate the most cash flow possible for our network of charities and Users.

D. Notification of Changes

If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy on our Website, Lane Jumper and the PFM System, and other places we deem appropriate so that our users are always aware of what information we collect, how we use it and under what circumstances, if any, we disclose it. We will use information in accordance with the Privacy Policy under which the information was collected.

E. Agreement

By using our Website, Lane Jumper or the PFM System and agreeing to our Terms of Use, you agree to our Privacy Policy and to the use of the information we receive and collect as stated herein and in ways we may notify you of in the future. By providing any personal information to this site, you acknowledge that you fully understand and consent to the collection and processing of such information. We reserve the right at our discretion to modify this Privacy Policy at any time. Your continued use of this site following the posting of changes to these terms means you accept these changes.

F. Effective Date

Last updated February 1, 2018.