



GeoHelp by 2du® Privacy Policy

Overview: 2du Media LLC owns the websites & mobile platform called "GeoHelp". The family of 2du web sites ¹ (referred to as "2du" in this document) are designed to offer marketing and communications services that allow businesses and consumers (customers) to interact with each other using state-of-the-art technologies. These services are free for consumers. We have created a system where you (the consumer) have controls that allow full control of this interaction. Examples of the control given to you are one click business selection (opt-in & opt-out), message delivery preferences (currently web account, SMS text, email, mobile application, and voice), time and quantity of messages, and more. These controls protect you from being sent unwanted messages (spam). While there is the potential for this to happen once, you are given easy administration controls that let you stop messages from any business (advertiser) at any time.

We also believe that there is great value in businesses knowing information about consumers as long as this information is not personally identifiable. This lets them adjust their incentives and information to be more relevant to your age, location, gender, lifestyle and interests. We believe that when this is done responsibly, then the exchange of goods and services becomes a WIN-WIN for everyone involved.

To protect your privacy, we believe it is important to be upfront and consistent in all of the areas where your information is being handle. To do this, we have a simple definition of what information is private and what information will be public:

Private information: The GeoHelp website allows you to be anonymous. By this we mean that the following information will NEVER be shared with any member businesses or 3rd parties: Your Name, Street Address, Phone Number, E-mail Address, and your Real-time Location. The only case where this information will be released is if you specifically approve the exposing of this data (For example: If you upload a personal display photo of yourself, or you write this information directly to a business.), or if a governmental agency, or an attorney, subpoenas your private information, or makes a formal request for discovery pursuant to any legal action, or pending legal action.

Public Information: The following demographic information will be shared with member businesses and 3rd parties to help identify what information and specials will be appropriate for you: Account Display Name, Age, Gender, City, Zip Code, Phone model and capabilities, Mobile phone service provider, member completed interest profiles, Company selection patterns, frequency of visits, and other site behavior and usage pattern data. Whenever further information is requested (for example, opinion polls), we will always identify whether the data being collected is to be considered private or public.

What information is shared with Businesses? We believe that sharing non-identifiable data with Businesses brings value to BOTH you and the business owners in your community. We understand that this info sharing can be disconcerting to many people, but please consider the following situations: By sharing gender information with businesses, only women will get Hair Salon specials, and only men will get Auto Parts specials. If you select in your interest profile that you are interested in electronics (or NOT

interested), then the local electronics store can send specials to only people who are interested, while both saving money and not bothering people who have no interest in these products. So, even though a business gets your demographic and preferences information, we feel that you will find that this actually **acts as a valuable filter** that is helping you to only get relevant information.

NOTE: To a business (advertiser) they will be able to see age, gender, zip code, etc. under the headline of you being "**Member #62453**" or by your publicly visible "**<Display Name>**".

Conformance: We follow the Children's Online Privacy Protection Act², the FCC's CAN-SPAM Act³ regulations and the Mobile Marketing Association Consumer Best Practices Guidelines⁴. Individual mobile carriers also have consumer notification regulations which we adhere to.

Cookies. A cookie is a small data file that is sent to your computer when you first visit a website. As with most website cookies, our cookies include an identification number that is unique to the computer you are using. This identifier helps us better understand our user base and how they are using our site and services. This is strictly a data file and we DO NOT do any recording of your behavior outside of the GeoHelp websites and mobile applications.

When you sign up for a 2du account, we set a cookie on your computer. We use cookies for a number of reasons, such as recognizing you when you visit the site, displaying the site according to your chosen user settings for language, and maintaining the security of your account. We may also use the cookies to collect aggregated information about the use of 2du to maintain, analyze and improve the service. If you set your browser so that it refuses cookies, you will not be able to use the 2du service.

Log information. When you use your 2du account, we collect certain information (the same information that most web sites log when they are accessed). Currently this is being done using Google Analytics software. We are doing nothing more than reviewing this Google Analytics information. This information includes the browser type you used, your Internet Protocol address, and the date and time of day that visitors arrive at the website.

We also record the IP address of the computer that signs into your personal account to be able to offer potentially better security against hackers accessing your account without permission.

Security. To protect your privacy as much as is technically possible, all website communications uses secure and encrypted connections. This uses the technology called SSL (you will see a lock on most browsers and a https:// URL). Backend communications is also encrypted. Your website accounts require proper signin, Facebook Connect signin's use oAuth security, we offer additional SMS spoofing protection, and more. When using the GeoHelp mobile applications, all communications with your web account is done using an encrypted connection.

Data Storage. The contents of your 2du account are stored and maintained on shared host servers at a 3rd party professional hosting service. Because we keep back-up copies of data for the purposes of recovery from errors or system failure, residual copies of some data may remain on our systems for some time, even after you have deleted information or after the termination of your account. 2du employees do not access this information unless you specifically request them to do so (for example, if you are having

technical difficulties accessing your account) or if required by law, to maintain our system, or to protect 2du or the public.

Contact directly from 2du. 2du may send you information related to your 2du account or 2du services. Because we believe such information is important, you will not be given the opportunity to opt-out of receiving them. We will limit these contact to only important account information such as a password change has occurred, or an important policy change. These notifications will be extremely rare.

Editing or Deleting your Account. You can edit or terminate your 2du account at any time. If you terminate your account, we typically deactivate accounts within two business days of such requests. You should be aware, however, that residual copies of information may remain stored on our systems even after the deletion of information or the termination of your account.

References

¹ = GeoHelp.com, GeoHelpAdmin.com, and related GeoHelp.?? domains. 2du.com, 2duBusiness.com and related 2du.?? domains. And other similar domain names that link to these web sites.

² = Children's Online Privacy Protection Act (<http://www.ftc.gov/ogc/coppa1.htm>)

³ = FCC's CAN-SPAM Act³ (<http://www.fcc.gov/cgb/consumerfacts/canspam.html>)

⁴ = Mobile Marketing Association Consumer Best Practices Guidelines
(<http://www.mmaglobal.com/bestpractices.pdf>)

Please contact us if you have any questions, comments or concerns about this policy.

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<http://GeoHelpSupport.com>