

Sabio Mobile, Inc. Privacy Policy

Sabio Mobile, Inc. (“**Sabio**”, “**we**” or “**us**”) is a mobile advertising company. We use our proprietary technology (our “**Platform**”) to offer advertising solutions to our clients. We provide this Privacy Policy to explain how we collect and use certain information. This Privacy Policy and the opt-out choices below apply to Sabio's mobile advertising products and services (collectively, our “**Service**”), and Sabio’s websites.

Information Collection and Sharing

Website Information Collection.

General. Sabio is the sole owner of the information collected on our Website (sabio.us) and any other websites we may own or operate (collectively, “**Websites**”). The information may consist of both Personally Identifiable Information (“**PII**”) and Non-Personally Identifiable Information (“**Non-PII**”), and is collected in order to conduct business with current and prospective business clients. PII is information about a specific individual (*i.e.* name, contact information, or billing information) that is used to identify that individual.

It is not necessary to provide Sabio with your personally identifiable information to use the Websites, and Sabio does not collect personally identifiable information in connection with the operation of the Website. If you voluntarily contact Sabio through the Website, Sabio may keep a record of your contact information and correspondence, and may use your email address, and any information that you provide to Sabio in your message, to respond to you. Sabio treats this information as it would treat any other unsolicited business correspondence, and has no obligation to keep this information confidential, nor to take any security measures to protect this information.

When you visit the Website, Sabio’s servers automatically record Non-PII that your browser sends whenever you visit a website (“**Log Data**”). This Log Data may include information such as your IP address, browser type, the domain from which you are visiting, the website from which you came to your Website, or your mobile device identifier. Sabio uses Log Data to monitor and analyze the use of the Website and operate and improve the Website.

We do not sell or rent information collected via our Websites to other parties, but we may provide it to third parties as necessary to conduct our business operations and to our customers for the performance of our Services, or we may disclose such information as otherwise described in this policy. Sabio uses information collected on our websites to provide communicate with prospective clients, to establish advertiser and publisher accounts on our Platform, and otherwise as necessary to conduct our business. If you would like to review or request changes to PII that you have submitted through our websites, or would like to request that we not share your PII with third parties, please contact us using the information below.

Cookies. Like many websites, Sabio also uses “**cookie**” technology to collect additional website usage data and to improve the Website and the services offered via the Website. A cookie is a small data file that Sabio’s servers transfer to your computer’s hard disk. Sabio does not use cookies to collect personally identifiable information associated with the use of its Website. However, IP addresses are collected by the use of cookies. Sabio mainly uses “**session cookies**”, which enable certain features of the Website and services offered via the Website, to better understand how you interact with the Website and services we offer via the Website, to monitor aggregate usage by our users and web traffic routing on the Website, and to improve the Website

and services offered via the Website. This session cookie should be deleted from your computer when you disconnect from or leave the Website. Most Internet browsers automatically accept cookies. You can instruct your browser, by editing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit.

Do Not Track. Our Website honors the Do Not Track setting in your browser. Third party service providers we have engaged may use cookies to collect your personal information or online activities over time and across different web sites. For more information regarding Do Not Track mechanisms, see <http://allaboutdnt.com/>.

Information Collected In Connection With Our Services. Sabio collects Non-PII from across our Platform in connection with the advertising that we deliver. This information, which may include your mobile device identifier and the precise location of your device (*i.e.* GPS or Wi-Fi data if you enable these services), browser and operating system type and version, device type, installed apps and other data from or about a mobile device, as well as information about mobile website visits and application use. We use a variety of technologies to collect this information, including “cookies,” which are small text files that can be stored on your browser and beacons (also called “single-pixel GIFs”). The Non-PII we collect represents the digital actions of users that visit and use mobile websites and applications, or interact with ads presented in mobile websites and applications. We may also collect and/or use information collected by our business partners and shared with us, and information from third party providers, including by combining such information with the Non-PII we collect.

We use this Non-PII (including device identifiers) in our Platform to perform a variety of tasks, such as improving the relevance of advertising, identifying possible relationships among different browsers and devices, limiting the number of times a specific advertisement is presented to the same mobile device (frequency capping), providing an advertisement to only certain types of mobile devices, or providing a report to a client on the number of its advertisements that were clicked. We may share this Non-PII with clients, vendors, and other companies with whom we conduct business, and as otherwise described in this policy. We may also use some of this information to provide interest-based advertising, as discussed more fully below.

Other Information Sharing. Sabio may share non-PII with its affiliated companies and its business partners. We may disclose information, including PII, when in our sole judgment we are required to do so by law, regulation, or when such action is necessary to comply with a current judicial proceeding, a court order or legal process. Additionally, there may be times where we will need to disclose information to protect our system or our rights or to ensure your safety or the safety of others. We may also transfer all or some of the information discussed in this policy, in connection with a corporate merger, acquisition, partial or total sale of assets, bankruptcy, or any other corporate change.

Interest-Based Advertising and Opt Out

Sabio works with its clients to provide ads that are likely to be more interesting and more relevant to mobile device users. One way we do this is by collecting information that does not identify you personally (Non-PII), which may include things like mobile websites you have visited or mobile apps that you use, preferences that you may have provided to your app provider or to Sabio (as in a survey), information collected by our partners and other third parties and shared with us, device identifiers, or location information (*i.e.* GPS or Wi-Fi data if you have

enabled those services). We may also link an identifier to additional information from other partners to provide us with some information about users' likely interests.

Sabio does not knowingly deliver or target ads except to mobile devices, so the best way for you to opt out of the use of information for interest-based advertising by Sabio, is to follow these instructions:

Opt-Out Instructions

- **Android:** You can reset your advertising ID at any time, right from the Ads section of the Google Settings app on your device. From the same app, you can also opt-out of targeted advertising based on the advertising ID by setting the appropriate ad tracking preference.
- **iOS:** You can opt out of targeted advertising by accessing the following link on your device: <http://oo.apple.com>. Alternatively, if you are using iOS 6 or a newer iOS version on your device, you may opt-out by turning on Limit Ad Tracking in your device's settings menu (as of the date of this Privacy Policy, located at Settings > Privacy > Advertising) and by turning off Location Based iAds in your device's System Services Menu (as of the date of this Privacy Policy, located at Settings > Privacy > Location Services > System Services).

Please note that while opting out limits Sabio's collection of information to serve you interest-based ads, it does not prevent you from receiving ads from Sabio or third parties, and we may still collect data in browsers or apps for non-interest based advertising purposes such as analytics and reporting, operations, and frequency capping.

Links to Third-Party Websites and Third-Party Content

Websites. Our websites may contain links to other websites,. Sabio is not responsible for the privacy notices or practices of these third-party websites.

Ads. We may also provide ads that link to third-party sites, third-party apps, or other third-party content ("Third-Party Content"). This Privacy Policy does not extend to Third-Party Content, or any services offered on or through Third-Party Content.

Information Collection On Behalf Of Third Parties

We may, on behalf of our clients and partners, collect information from end users. This may occur, for example, if someone submits information in response to an ad that we provide on behalf of an advertising client. Such information may consist of PII, non-PII, or both. In such situations, we collect the information and provide it to our client, and it will be subject to that client's privacy practices.

Children's Privacy

Sabio does not knowingly collect information from children under the age of 13. If you believe your child has provided Sabio with personal information, and you would like to have the information removed, please contact us using the contact information below.

Security

Sabio takes reasonable steps to protect the security of information that we collect. To that end, we have designed and deployed hardware, software, and networking solutions in an effort to reasonably secure and protect access to our systems and data.

Changes to Privacy Policy

Sabio may make changes to this Privacy Policy. If we make any changes to our privacy practices that we believe are material, we will post a revised Privacy Policy on this Website.

Contact Information

If you have any questions about our privacy practices, you may contact us:

Sabio Mobile, Inc.
410 Wilshire Blvd
Santa Monica, CA 90401
Email: privacy@sabiomobile.com

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