

Rewarda, Inc.

Privacy Policy

This Privacy Policy explains how Rewarda, Inc. (referred to as "we," "us," "our," or "Rewarda") collects, uses, shares, and protects your information across its various services, including websites, mobile apps, browser extensions, and in-person events.

1. Information Collection

We collect information when you interact with our services, such as when you register, install our applications, and connect through third-party services. We gather information directly from you when you provide it, and automatically through tracking technologies like cookies, especially when you use our mobile app or browser extension. We also receive information from third parties, including business partners and merchants.

The types of personal information we may collect include:

- **Identifiers:** Name, address, email, phone number, unique online/device IDs, IP address, device information.
- **Customer Record Information:** Payment details (account name, number, expiration, billing address).
- **Commercial Information:** Records of products, merchants, and services you've purchased, considered, or interacted with, including search history, abandoned carts, transaction history, and cashback accruals..
- **Internet and other Network Activity:** Browsing and search history, interactions with our sites and services, including pages visited, and clicks.
- **User account credentials:** Username and password.
- **Inferences:** Conclusions drawn about your preferences and behavior (excluding sensitive data).

Some sensitive personal information, like precise geo-location data, is collected only with your consent and is used solely to provide services, not for inferring characteristics or for "selling" or "sharing" for targeted advertising.

2. How We Use Information

We use the information we collect for the following purposes:

- **To Provide Services and Manage Your Account:** This includes processing your registration, managing your account, tracking shopping, enabling autofill, identifying reward opportunities, determining eligibility for features, processing payments, determining cashback eligibility, delivering rewards, sending technical notices, and providing customer support.

- **To Personalize and Improve Services:** We create profiles of your preferences to tailor content and offers (e.g., displaying offers for stores you frequently visit). We also analyze usage trends to enhance our services, websites, applications, and marketing efforts.
- **To Provide Marketing Information:** We use your information to send personalized offers, discounts, and newsletters via email and other direct communications. We also use it for online targeted advertising on other websites.
- **To Comply With Applicable Laws:** To adhere to the US legal requirements.
- **To Administer Referral Programs:** If you use our referral features, we collect and store your referral's email for the purpose of sending invitations and tracking program success. You must be authorized to share their information.

3. Disclosure of Information

We may disclose your information for business or commercial purposes to:

- **Service Providers:** Third-party companies that perform business operations on our behalf under strict security measures. This includes services like member support, fraud prevention, payment processing, promotions, analytics, and direct marketing.
- **Business Partners:**
 - **Affiliate Partners:** When you click a merchant link on our services, we share the clicked link and a unique ID with affiliate networks or directly with merchants to track purchases for cashback. Some affiliate partners may use this information for their own user profiles or share it with their clients, which could be considered "selling" or "sharing" under U.S. state privacy laws. We offer an opt-out for this. Our direct marketing or personalization of offers for specific merchants based on your tracked behavior may also be considered "selling," "sharing," or "targeted advertising," and is covered by our opt-out.
 - **Referral Marketing Partners:** To enable sign-ups for our services from third-party sites, we may share data to validate referrals and activate your account. This may also be considered "selling," "sharing," or "targeted advertising" and is subject to opt-out.
- **Digital Advertising Providers:** Third parties who collect internet and network activity to serve you ads for our services on other websites. Some may use this information for their own purposes or to build profiles for targeted advertising. You have the right to opt-out of this.
- **For Legal Purposes:** In response to legal processes, government investigations, to enforce policies, or to protect rights and safety.

We may also disclose aggregated or de-identified information that cannot identify you.

4. Mobile App/Browser Extension: To stop all data collection, uninstall the app or extension. Some data collection can be opted out of via settings within the app/extension or device settings.

5. Your Privacy Rights

You have certain rights regarding your personal information:

- **Right to Know and Access:** Request to know what personal information we collected, used, disclosed, or sold/shared, including sources, purposes, and categories of recipients. You can also request a copy of specific pieces of information (excluding sensitive data).
- **Right to Request Deletion:** Request deletion of your personal information, subject to certain legal exceptions.
- **Right to Correct:** Request correction of inaccurate or incomplete personal information. You can also correct information in your account settings.
- **Right to Opt-out of Sale or Sharing:** Opt-out of disclosures that may be considered "selling," "sharing," or processing for "targeted advertising" under U.S. state privacy laws. Opting out may limit certain services.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your privacy rights.
- **Right to Appeal:** You may have the right to appeal our decision on your privacy request, depending on your state. Contact us via the help page.

6. Other Notices

- California residents can request details about information shared with third parties for direct marketing.
- **Minors' Information:** Our services are for adults 18+, and we do not knowingly collect or sell/share personal information of consumers under 16 without appropriate consent.
- **Retention of Data:** We retain information as long as necessary for stated purposes, and may retain some data even after deletion requests if legally permitted or required.
- **Information Security:** We employ technical and organizational security measures to protect your personal information and regularly evaluate them.

7. Changes to This Privacy Policy

This policy is current as of the effective date. We may change it consistent with privacy laws and our practices. Material changes will be communicated by revising

8. Contact Us

If you have any questions regarding this Privacy Policy, please feel free to contact us at support@rewarda.ai or by mail at 500 West Middlefield Road, Unit 66, Mountain View, CA 94043, Attn: Rewarda Legal.