

HiWave, CO.

WEBSITE PRIVACY POLICY

Revised and Effective Date: 12/08/2020

Site(s) Covered: www.hiwave.co, shop.hiwave.co

INTRODUCTION

HiWave Co. owns and operates the website(s) at hiwave.co and shop.hiwave.co. Like many web sites, we collect information from our visitors. If you fill out a contact form, you may elect to give us personally identifiable information, such as your full name, e-mail address, phone number.

This privacy policy (hereafter "Privacy Policy") is designed to tell you about our information collection practices – how we collect and use the Personal Data that we receive about you, as well as your rights in relation to that Personal Data, when you visit our Website or purchase our Goods/Services. This Privacy Policy does not cover any information that we may receive about you through sources other than the use of our Website. The Website may link out to other websites or mobile applications, but this Privacy Policy does not and will not apply to any of those linked websites or applications.

We are committed to the protection of your privacy while you use our Website.

Before using this site or communicating with us – and particularly before providing personally identifiable information to us – **you should read this entire policy**. **Use of this site or communicating with us constitutes your agreement to the terms of this policy. If the terms of this policy are not acceptable to you, please cease your access to our website and do not provide any personally identifiable information to us.**

We will keep this webpage as up to date as possible, reviewing our policies periodically to ensure openness and clarity between all parties.

1) DEFINITIONS

The parties referred to in this Agreement shall be defined as follows:

- a) Company, Us, We: The Company, as the creator, operator, and publisher of the Website, makes the Website, and certain Services on it, available to users. Company, Us, We, Our, Ours and other first-person pronouns will refer to the Company, as well as all employees and affiliates of the Company.
- b) You, the User, the Client: You, as the user of the Website, will be referred to throughout this Agreement with second-person pronouns such as You, Your, Yours, or as User or Client.
- c) Parties: Collectively, the parties to this Agreement (the Company and You) will be referred to as Parties.
- d) Effective Date: "Effective Date" means the date this Privacy Policy comes into force and effect.
- e) Goods: "Goods" means any goods and/or Services that we make available for sale on the Website.

f) Personal Data: "Personal Data" means personal data and information that we obtain from you in connection with your use of the Website which is capable of identifying you in any manner.

2. ACCEPTANCE OF RISK

By continuing to our Website in any manner, use of the Products and/or Services, you manifest your continuing assent to this Privacy Policy. You further acknowledge, agree and accept that no transmission of information or data via the internet is not always completely secure, no matter what steps are taken. You acknowledge, agree and accept that we do not guarantee or warrant the security of any information that you provide to us, and that you transmit such information at your own risk.

3. GDPR

Please be advised the data processing activities take place in the United States, outside the European Economic Area. Data may also be transferred to companies within the United States, but will only be done so in a manner that complies with the EU's General Data Protection Regulation or GDPR.

4. CCPA - CALIFORNIA USERS & RESIDENTS

Please be advised that data processing activities may take place outside the State of California. All storage and collection of data is done so in a way that complies with the California Consumer Protection Act or CCPA, enacted January 2020. California Users and Residents have the right to know what personal information is collected, used, shared, or sold; to delete personal information held by HiWave Co.; to opt out of the sale of their personal information; and to non-discrimination when a consumer exercises privacy rights under the CCPA. Such rights can be exercised by contacting us at contact@hiwave.co.

5. YOUR USER RIGHTS

You have many rights in relation to your Personal Data. Specifically, your rights are as follows:

- the right to be informed about the processing of your Personal Data
- the right to have access to your Personal Data
- the right to update and/or correct your Personal Data
- the right to portability of your Personal Data
- the right to oppose or limit the processing of your Personal Data
- the right to request that we stop processing and delete your Personal Data
- the right to block any Personal Data processing in violation of any applicable law
- the right to launch a complaint with the Federal Trade Commission (FTC) in the United States or applicable data protection authority in another jurisdiction

Such rights can all be exercised by contacting us at the relevant contact information listed in this Privacy Policy: contact@hiwave.co

6. WHAT TYPE OF INFORMATION WE COLLECT

Personal information collected through a contact form may include your full name, email, and any other details you choose to share. If you provide information to us about any person other than yourself, you must ensure that they understand how their information will be used and that they have given their permission for you to disclose it to us and for you to allow us, and our service providers, to use it.

a) Registered users: You, as a user of the Website, may be asked to register in order to use the Website, become a Member, or to purchase the Goods available for sale.

During the process of your registration, we will collect some of the following Personal Data from you through your voluntary disclosure:

Personal Data may be asked for in relation to:

- I) Interaction with our representatives in any way
- II) making purchases
- III) receiving notifications by text message or email about marketing
- IV) receiving general emails from us
- V) commenting on our content or other user-generated content on our Website, such as blogs, articles, photographs or videos, or participating in our forums, bulletin boards, chat rooms or other similar features

By undergoing the registration process, you consent to us collecting your Personal Data, including the Personal Data described in this clause, as well as storing, using or disclosing your Personal Data in accordance with this Privacy Policy.

b) Unregistered users: If you are a passive user of the Website and do not register for any membership, purchases or other service, you may still be subject to certain passive data collection ("Passive Data Collection"). Such Passive Data Collection may include through cookies, as described below, IP address information, location information, and certain browser data, such as history and/or session information.

c) All users: The Passive Data Collection which applies to Unregistered users shall also apply to all other users and/or visitors of our Website.

d) Sales & Billing Information: In order to purchase any of the goods on the Website, you will be asked to provide certain credit information, billing address information, and possibly additional specific information so that you may be properly charged for your purchases.

e) Email Marketing: You may be asked to provide certain Personal Data, such as your name and email address, for the purpose of receiving email marketing communications. This information will only be obtained through your voluntary disclosure and you will be asked to affirmatively opt-in to email marketing communications.

f) User Experience: From time to time we may request information from you to assist us in improving our Website, and the Goods we sell, such as demographic information or your particular preferences.

g) Content Interaction: Our Website may allow you to create and sending information to the HiWave sticker owner and HiWave, Co.

Furthermore, our website comment on the content that we provide or the content that other users provide, such as blogs, multimedia, or forum posts. If so, we may collect some Personal Data from you at that time, such as, but not limited to, username or email address.

7. WHAT YOUR INFORMATION IS USED FOR – PURPOSE

HiWave, Co. uses your personal information to provide you with guidance and to help us understand your needs and interests for our services. Specifically, we use your information to provide personalized services and support, to communicate with you, and to update you about our services.

Information that does not identify you personally, but that may assist in providing us broad overviews of our customer base, will be used for market research or marketing efforts. Such information may include, but is not limited to, interests based on your cookies.

Personal Data that may be considering identifying may be used for the following:

- a) Improving your personal user experience through aggregate site data
- b) Communicating with you about your user account with us
- c) Marketing and advertising to you, including via email
- d) Fulfilling your purchases
- e) Providing customer service to you
- f) Advising you about updates to the Website or related Items

8. INFORMATION FOR MARKETING PURPOSES

If you subscribe to the HiWave, Co. newsletter and offers, either directly through our website or by filling in an inquiry form, you will receive our newsletter and promotional emails about new products, special offers or other information which we think you may find interesting.

We do not seek to collect personally identifiable information from you that you do not want collected. You can opt out or in to our e-marketing at any time by using the unsubscribe link in our emails, signing up to our newsletter via the sign-up page, or emailing contact@hiwave.co with your request.

9. PUBLIC INFORMATION

We may allow users to post their own content or information publicly on our Website. Such content or information may include, but is not limited to, photographs, comments, status updates, blogs, articles, or other personal snippets. **Please be aware that any such information or content that you may post should be considered entirely public and that we do not purport to maintain the privacy of such public information.**

10. HOW PERSONAL DATA IS STORED

We use secure physical and digital systems to store your Personal Data when appropriate. We ensure that your Personal Data is protected against unauthorized access, disclosure, or destructions.

Please note, however, that no system involving the transmission of information via the internet, or the electronic storage of data, is completely secure. However, we take the protection and storage of your Personal Data very seriously. We take all reasonable steps to protect your Personal Data.

Personal Data is stored throughout your relationship with us. We delete your Personal Data upon request for cancelation of your account or other general request for the deletion of data.

In the event of a breach of your Personal Data, you will be notified in a reasonable time frame after our knowledge of the breach and we will follow all applicable laws regarding such breach.

11. HOW WE COLLECT INFORMATION

This site collects information from its Users and visitors in two (2) ways: actively and passively.

A. Active information collection

Active information collection refers to instances in which we gather information from you when you fill it in and send it to us, such as by completing a contact form, or signing up for an electronic newsletter, or by registering through our Mobile application

Active information collection can include both personally identifiable information (e.g., your full name or information that is unique to you) and non-personally-identifiable information (e.g., which page of the site you were on when you filled out a form).

In addition to when you fill out a form on our website, we also collect information from you when you interact with us through other channels –

Google Play Store: https://play.google.com/intl/en-US_us/about/play-terms/index.html

Apple Store: <https://www.apple.com/legal/internet-services/itunes/us/terms.html>

1. HiWave Mobile App found below:

Please note that all information given explicitly for Your public profile on the Mobile App is collected through the Mobile App and listed on a public URL as a public profile page on our Website: hiwave.co. Please see our [Mobile Application Privacy Policy](#) here.

GPS Location & Time Zone The HiWave mobile application may collect your local GPS location and time zone data, which you voluntarily opt in to provide upon download or continued use of the Application.

(i) How We Collect Data on the Mobile Application

We collect the data outlined above in the following way:

- Data collected automatically - meaning, if you are using our mobile application, we may use built in device tools to acquire your phone's GPS location and time zone
- Store your phone's GPS location and timezone when you scan another sticker or manually create a contact in the Application

(ii) How We Use Your Personal Data

We do not use the GPS location or time zone information you provide for any reason other than:

- Allow you to store and look up where you met contacts made on or imported to the Application.
- We store your Profile Link on NFC tags
- We store your files on our servers

(iii) Third Party Providers. We may use third party analytics services on the mobile application, such as those of Google Analytics or Apple Analytics. The analytics providers that administer these services use technologies such as cookies, web beacons, web server logs and similar technologies to help us analyze your use of the mobile application. The information collected through these means may be disclosed to these analytics providers and other relevant third parties who use the information, for example, to evaluate use of the mobile application. Users can opt out by changing their global privacy settings for their mobile device. Furthermore, we offer the ability to import pictures from third party social media services such as, Facebook, Linked-in, Instagram, Twitter, and may collect other metadata they send us. We use third party services such as, Twilio to send text messages.

B. Passive, automatic information collection

Passive information collection refers to instances in which we collect information from you that you have not actively provided.

We may use technology to passively collect non-personally identifiable information while you visit shop.hiwave.co. This type of information may include the type of web browser you use, the operating system you use, the date and time of your visit, the specific pages you visit, and the address of the web site you visited prior to entering our site.

12. COOKIES

This website, as with most websites, works best when allowed to use cookies. We use cookies in a responsible manner to give you the best user experience possible on our website.

By using the HiWave Co. websites at shop.hiwave.co and hiwave.co, you are agreeing to the use of cookies which are small text files that store non-personally identifiable information about you, either temporarily in connection with your Internet Protocol (IP) address. If you elect not to receive cookies, you may be able to view some, but not all, of the content on this site.

We may collect information from you through automatic tracking systems (such as information about your browsing preferences) as well as through information that you volunteer to us (such as information that you provide during a registration process or at other times while using the Website, as described above).

For further information and support, you can also visit the specific help page of the web browser you are using

Facebook: <https://www.facebook.com/policies/cookies/>

Twitter: <https://twitter.com/en/privacy>

Pinterest: <https://about.pinterest.com/it/privacy-policy>

Linkedin: <https://www.linkedin.com/legal/privacy-policy>

Instagram: <https://help.instagram.com/519522125107875>

Tiktok: <https://www.tiktok.com/legal/privacy-policy?lang=en>

SnapChat: <https://www.snap.com/en-US/privacy/privacy-policy>

*****You acknowledge that third party social network privacy policies are subject to change - You agree that we are not responsible for any updated privacy policy changes of third parties. You agree that you are responsible for your consent of the use of the third party social as of the date of Your usage*****

13. WHO CAN ACCESS YOUR DATA/THIRD PARTIES

1. Third Party Viewers

As part of our website functionality, you as the User may share your specific User sticker to another person ("Viewer"). When the Viewer taps your User sticker, your public profile page will appear in the Viewer's web browser. You will have control over the contact information you, as the User, choose to disclose on your public profile page on our Website. **Please note that it is your responsibility to maintain security and access over your User sticker. HiWave, Co., will not be held responsible for unauthorized disclosure or access to your User Sticker.**

2. Third Party Service Providers

We do not sell, disclose or rent your data to other third parties, only sharing information when it is required to fulfill our obligation to you.

We may utilize Third Party Service Providers ("Third Party Service Providers"), from time to time or all the time, to help us with our Website, and to help serve you.

We may use Third Party Service Providers to assist with our Company needs including but not limited to website functionality, sticker manufacturing and payment processing. We use this information to understand patterns of usage of, and to improve, the Website. We only share your Personal Data with a Third Party Service Provider if that provider agrees to our privacy standards as set out in this Privacy Policy. In these instances, the Third Party Service Provider will have access to your Personal Data.

Data submitted through our forms are accessible by HiWave Co., and Third Party Service Providers for the purpose of delivering the products and services. All data is stored on secure servers.

HiWave Co. contracts with third-party service providers and suppliers who are required to keep confidential the information received on behalf of HiWave Co. and may not use it for any purpose other than to carry out the services that they are performing for HiWave Co. and HiWave Co.'s users.

You acknowledge that although our website and communications may contain links to other websites, we are not the owners of these sites, and therefore are not responsible for the privacy practices of such other sites.

We take reasonable steps to ensure that personally identifiable information that you send us is accurate, current, and complete. If you wish to correct or delete your personally identifiable information, please contact us by email at contact@hiwave.co (please write "delete personal info" in the subject line and provide each email address you would like us to remove), by post at HiWave Co., 276 5th Avenue, Suite 704-3138, New York, NY 10001.

Notwithstanding the other provisions of this Privacy Policy, we may provide your Personal Data to a third party or to third parties in order to protect the rights, property or safety, of us, our customers or third parties, or as otherwise required by law.

If your Personal Data might be provided to a third party in a manner which is other than as explained in this Privacy Policy, you will be notified. you will also have the opportunity to request that we not share that information.

14. DISCLOSURE OF PERSONAL DATA

Although our policy is to maintain the privacy of your Personal Data as described herein, we may disclose your Personal Data if we believe that it is reasonable to do so in certain cases, in our sole and exclusive discretion. Such cases may include, but are not limited to:

- a) To satisfy any local, state, or Federal laws or regulations
- b) To respond to requests, such discovery, criminal, civil, or administrative process, subpoenas, court orders, or writs from law enforcement or other governmental or legal bodies
- c) To bring legal action against a user who has violated the law or violated the terms of use of our Website
- d) As may be necessary for the operation of our Website
- e) To generally cooperate with any lawful investigation about our users
- f) If we suspect any fraudulent activity on our Website or if we have noticed any activity which may violate our terms or other applicable rules

15. CHILDREN ONLINE PRIVACY PROTECTION ACT

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 16.

16. CAN-SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and

spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders
- Send you additional information related to your product and/or service
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred

To be in accordance with CAN-SPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each email and we will promptly remove you from ALL correspondence.

17. SOCIAL NETWORK PLUGINS:

This Website incorporates plugins and/or buttons for social networks, in order to allow easy sharing of content on your favorite social networks. These plugins are programmed so as not to set any cookies when accessing the page, to safeguard the privacy of users. Cookies may be set, however, if you make voluntary use of the plugin. Please note that if you browse while being logged into the social network then you have already consented to the use of cookies conveyed through this Website at the time that you registered with the particular social network.

The collection and use of information obtained by means of the plugin are governed by the respective privacy policies of the social networks, which can be found below:

Facebook: <https://www.facebook.com/help/cookies>

Twitter: <https://help.twitter.com/en/rules-and-policies/twitter-cookies>

Google+: <http://www.google.com/policies/technologies/cookies>

Pinterest: <https://about.pinterest.com/it/privacy-policy>

Linkedin: <https://www.linkedin.com/legal/cookie-policy>

Instagram: <https://help.instagram.com/519522125107875>

Tiktok: <https://www.tiktok.com/legal/privacy-policy?lang=en>

SnapChat: <https://www.snap.com/en-US/privacy/privacy-policy>

18. HOW TO CONTACT US

You have the right to view, edit, or request the removal of your personal data from HiWave Co.

Please be in touch with any questions or clarification of this policy.

HiWave Co.

276 5th Avenue, Suite 704-3138,

New York, NY 10001

contact@hiwave.co

19. UPDATES TO THIS POLICY

We reserve the right to update this policy at any time to take account of new data protection legislation and to reflect our current business practices. If we do change the policy, the new policy will be posted here, along with its revision date. We encourage you to check this policy periodically and before each instance in which you provide personally identifiable information to us.