

Privacy Policy

Effective September 17, 2020

Salt Experiential Commerce, Inc (Salt XC) is committed to respecting your privacy. This Privacy Policy applies when you interact with us online or through the advertising and marketing services we offer our clients (collectively, our “Services”).

Collection of Information

When you interact with our Services, we may collect the following information:

- **Contact Information:** Your name, mailing address and/or email address.
- **Demographic Information:** Your postal/zip code, age, preferences, gender and interests.
- **Online Identifiers:** IP address, advertising ID, unique device ID, and other information about your device, and internal and third party IDs that have been assigned to you.
- **Inferences:** We may receive information about your preferences, interests and purchasing tendencies.
- **Internet Activity Information:** Browsing history, information on how you interact with advertisements we serve on behalf of our clients, and information about the location of your device.

How is this information collected?

We collect information about you from:

- You, when you provide your information on our website or other websites or digital experiences we manage, or in person when we host or run an event for our clients.
- Service providers who collect information on our behalf in order to provide services to us. We only allow our service providers to use your personal information in connection with the services they provide us.
- Data partners who provide us with insights and information about consumer behaviors, which we use to create a marketing strategy for our clients.
- Cookies & other technologies on our website or other websites we may provide in association with our Services.

What are Cookies & Other Technologies?

Cookies. A “cookie” is a file that’s stored on your computer. It contains a unique identifier, as well as the address and other information about the website you are visiting. Cookies help us know who you are when you visit our website. For example, although you may not log in when you visit our website, we can use cookies to recognize that you have visited our website in the past. We use this information to analyze our website traffic and make design decisions about the information presented on our website.

To learn how you may be able to reduce the number of cookies you receive from us, or to delete cookies that have already been installed in your browser's cookie folder, please refer to your browser's help menu or other instructions related to your browser. If you do disable or opt out of receiving cookies, we will honor your request, however please be aware that some features and Services may not work properly. For more information about cookies visit www.allaboutcookies.org which includes additional useful information on cookies and how to block cookies using different types of browsers.

Web Beacons, Pixel Tags and Other Tracking Technologies. Web beacons, pixel tags and other “tracking technologies” are small strings of code placed on a web page or in an email or advertisement. These technologies allow your browser to recognize and store certain types of information such as cookies previously set, the time and date that you viewed the page with the beacon and a description of that page.

Opt Out:

Please feel free to email us (privacy@ilovesalt.com) at any time to opt-out of the above or by following the removal, unsubscribe, or opt-out instructions in the communication that you receive.

Why are we collecting this information?

- To send you emails and other marketing communications (including special offers) on behalf of our clients, or from time to time on behalf of Salt XC
- To provide you with a marketing experience on behalf of our clients or to help us market our own products and services
- To respond to your requests or answer your questions
- To contact you about new opportunities, your opinion on current products and services or potential new products and services that we may offer
- To analyze, operate and improve our website
- To understand your interactions with our marketing campaigns
- To operate and improve our websites, products or services and to foster a positive user experience
- To help our clients and third parties understand the kinds of visitors we see on our website and how those visitors use our website
- To prevent potentially prohibited or illegal activities, comply with applicable law and enforce our rights

We may use your information for any other purposes disclosed to you at the time we collect your information, provided we have obtained the required consent.

Information Sharing

- We may share your information with our clients.
- We engage service providers to provide services such as advertising, marketing, email, hosting, processing and analytics/insights. We may share any information we collect about you with these service providers and authorize them to collect information from you

directly to support the services they provide to us. We do not authorize our service providers to share your information with any other third parties.

- We may disclose information about users of our Services when we believe the law requires it, for example, to respond to compulsory process or law enforcement requests, protect the rights, property or safety of users of our Services, the public, Salt XC, service providers, clients, data partners, or any third party. Over time, we may reorganize or transfer various assets and lines of business. We reserve the right to disclose or transfer any information we collect to third parties in connection with any proposed or actual purchase, sale, lease, merger, amalgamation or any other type of acquisition, disposal, transfer, financing of all or any portion of Salt XC.

Security, Retention and Storage of Information. We use commercially reasonable procedures to protect the information that we collect. However, we cannot guarantee the security of our databases, nor can we guarantee that information you supply won't be intercepted while being transmitted to us over the Internet.

Children's Privacy. We do not knowingly allow anyone under the age of 16 to provide us with any personal information online. Children should always get permission from their parents before sending any personal information about themselves (such as their names, email addresses, and phone numbers) over the Internet, to us or to anyone else. If you are under 16, please do not register for our sites or provide us with any personal information (such as your name, email address or phone number).

Changes to Our Privacy Policy. Digital technology is rapidly evolving. If we decide to change our Privacy Policy in the future, we'll post the changes here and indicate at the top of the policy the last date on which it was updated. Unless otherwise noted, all changes will be effective when posted.

How to Contact Us

If you have any questions or concerns about our Privacy Policy or its implementation please contact us via email at privacy@ilovesalt.com