

Privacy and Security Policy

This Privacy and Security Policy is provided for the benefit of existing and prospective customers of Ride Bid, Inc. (“RideBid”), as well as other consumers and parties who seek information from or about RideBid.

1. OPENING STATEMENTS

1.1 RideBid Family

This Privacy and Security Policy governs the privacy and security practices of RideBid; websites operated by RideBid (including, but not limited to, www.ridebid.com); and, companies owned by RideBid.

1.2 Applicability of Privacy and Security Policy

Our Privacy and Security Policy applies to all individuals and entities from whom or for the benefit of whom we receive personally identifiable information (also commonly referred to as personally identifying information) (“PII”), whether the PII be collected through our corporate owned websites; traditional mailing and/or faxing channels; telephone or electronic communications; from some other medium; or from our clients.

1.3 Our Commitment to Privacy

At RideBid, we respect the privacy and the confidentiality of our customers’ PII and financial information. We are committed to keeping confidential the PII and financial information you share with us. We promise to use PII and financial information only for the purpose for which it has been collected. This Privacy and Security Policy explains how RideBid collects, uses, discloses and protects the information we obtain.

2. PERSONAL INFORMATION COLLECTED AND HOW IT IS USED

2.1 Personally Identifiable Information is any information that would, by itself, identify you or tend to identify you as a particular individual or entity. This personally identifiable information may include, but not be limited to, your name, your address, credit card number, bank account information, and/or personal identification number (such as a social security number or driver’s license number).

2.1.1 Personally identifiable information does not include any public information that is readily attainable through federal, state or local public record distribution channels.

2.1.2 Personally identifiable information does not include any information that, by itself, could not identify you as a particular individual or entity.

2.1.3 Personally identifiable information also does not include raw data that becomes aggregated for statistical purposes and cannot, thereafter, be identified with you as a unique individual or entity.

2.2 Information Collected

- 2.2.1 RideBid collects information that is considered PII and other information that, by itself, would not be considered personally identifiable information, such as financial information, a customer's order history, ride information, Vendor information, and other items included in the customer's order.
- 2.2.2 Typically, RideBid limits the personally identifiable information collected about an individual or entity to the individual's or entity's name, telephone, cellular telephone, address, shipping information, billing information, electronic mail ("e-mail") address, and credit card information.
- 2.2.3 RideBid may also collect, in the normal course of business operations, PII and non-PII about third parties involved in any particular transaction, such as other riders, corporations or businesses. The privacy rights provided for in this Privacy and Security Policy shall apply to such third parties as well.

2.3 Collecting and Using Personal Information

- 2.3.1 RideBid will explain how it intends to use your PII either before it collects the information (such as in this Privacy and Security Policy) or contemporaneously with the solicitation of such information about you. Exceptions may exist where the intended use is obvious to a reasonable person.
- 2.3.2 We will use the information collected only for the purposes explained to you. Further, we limit the collection of PII to only that information which is necessary for the purposes explained to you.
- 2.3.3 Unless we are required to do so by law, we shall not obtain your consent before collecting PII about you from parties other than RideBid. Rather, RideBid shall presume that you have previously provided such consent to any such third party from whom RideBid obtains such information.
- 2.3.4 RideBid restricts the use of your PII to RideBid's personnel until such time as you purchase the services from a Vendor on the site, at which time your PII may be shared with the Vendor. RideBid does not take responsibility for your PII once it is in the hands of a third party such as a Vendor.
- 2.3.5 We shall not sell your PII in the normal course of business operations. Should the Website be sold, this paragraph shall not restrict the transfer of your PII as part of the sale of the Website to a third party.
- 2.3.5. We may use your e-mail or regular mail address to send you communications about your transactions and our company as well as to notify you of relevant product news, new products and services, or other information that we believe may be of interest to you. If you do not wish to receive electronic communications unrelated to your transactions with our company, you may "opt out" of the electronic distributions upon receipt of any such communication. To discontinue receipt of traditional mail communications, please send an e-mail to optout@ridebid.com with the word REMOVE in the subject line. If you have

any questions about our privacy practices, please send an email detailing your questions to legal@ridebid.com.

2.4 Disclosing Personal Information

- 2.4.1 General. RideBid may provide your PII to other persons, but only where we have your consent or where we have obtained information about you from a third party (presuming that you have previously provided such consent to any such third party from whom RideBid obtains such information) or where we are required or permitted to do so by law.
- 2.4.2 Strategic Partners. RideBid may employ, engage or retain certain trusted third parties (“Strategic Partners”) to perform functions and/or provide services on its behalf. RideBid will share PII with these strategic partners only to the extent necessary to perform the functions and/or provide the services for which they have been employed, engaged or retained. RideBid shall also secure contractual obligations from our strategic partners to maintain the privacy and security of the PII shared with them.
- 2.4.3 Vendors. By the very nature of the services offered, RideBid must share your PII with Vendors so that the Vendors may provide you with the services and goods you have purchased. By using RideBid’s services, you provide us implicit consent to disclose such information to Vendors.
- 2.4.4 Business Transfers. RideBid reserves the right to sell, transfer or otherwise share some or all of its assets, including your PII, in connection with a sale of assets; a merger, acquisition, or reorganization; or, filing for bankruptcy. You will have the opportunity to opt out of any such transfer if the planned processing of your information by the purchaser differs materially from that set forth in this Privacy and Security Policy.
- 2.4.5 Legal Compliance. RideBid may disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims or legal process (including subpoenas); to protect the property and rights of RideBid, its strategic partners or other third parties; to protect the safety of the public or any person; to prevent or stop any illegal, unethical, or legally actionable activity; or, generally, to comply with the law.

2.5 Non-Personally Identifiable Information

- 2.5.1 In addition to collecting personally identifiable information as previously described, RideBid also collects other non-personally identifiable information.
- 2.5.2 Non-personally identifiable information (“non-PII”) collected by RideBid may be utilized without restriction.

- 2.5.3 Although non-PII can be used in a number of ways, you can be assured that the use of the non-PII cannot identify you as an individual or entity.
- 2.5.4 Because non-PII cannot be used to identify you, RideBid may in its discretion provide non-PII to other persons.

Information Obtained From Use of RideBid's Websites

2.6.1. Cookies

- 2.6.1.1. Cookies can be defined as bits of data stored on your computer that allow our website(s) to identify your browser and session.
- 2.6.1.2. RideBid presently utilizes "Cookies".
- 2.6.1.3. Cookies allow us to recognize certain information about you in an effort to provide an extra layer of security protection against unauthorized users. Based upon your web browser's security settings, you have the ability to reject all Cookies.
- 2.6.1.4. Unfortunately, disabling or rejecting Cookies may prevent you from accessing items in your account should you leave RideBid's website, and could diminish your RideBid experience.

2.6.2. IP Addresses

- 2.6.2.1. RideBid maintains a log of your IP address when you access our corporately owned websites. This IP address by itself does not allow us to collect additional information about you. However, it allows us to see which parts of the site you visit and how much time you spend browsing the site.

2.7 Data Retention

- 2.7.1. The length of time for which RideBid retains your PII, financial, and other information will vary depending on the nature of the services for which the information had been collected and the nature of the information.
 - 2.7.1.1. Although this period may extend beyond the end of your relationship with RideBid, the information will be retained for only so long as necessary for RideBid to respond to any issues arising from your relationship with RideBid.
- 2.7.2. Generally, RideBid will only retain credit card information provided as required through its merchant services agreements with specific credit card vendors, if you define a payment profile in your Rider account, or as otherwise required by law.
- 2.7.3. When RideBid no longer requires your personal information, RideBid will

destroy, delete, erase or convert information to an anonymous form, if possible.

3. CONSENT

- 3.1. RideBid may obtain your personal information through a variety of sources. For each source or method, the manner of consent may differ. These sources may be through the Internet, mobile telephony or other communication sources including, but not limited to, third party sources providing information on your behalf.
- 3.2. In general, RideBid operates on an “opt-out” basis. That is, RideBid presumes that by accessing this website you have read this *Privacy and Security Policy* and RideBid’s *Terms and Conditions of Use*. Moreover, by providing the personal information requested (both personally identifiable and non-personally identifiable), you have consented to its use by RideBid for the stated purposes.
- 3.3. For these reasons, unless and until you expressly inform RideBid you do not wish your information to be used, RideBid shall presume it has your consent.
- 3.4. Where RideBid obtains information about a consumer from its customers or other third parties, RideBid presumes that the consumer has previously provided appropriate consent to the party from whom RideBid obtains the information. In any case, the consumer can be assured that this *Privacy and Security Policy* applies to any information obtained from a third party.

4. ACCESS

- ~~4.1. Subject to certain limitations imposed by applicable privacy laws, you may request that RideBid provide you with a copy of your personal information and/or information regarding how we have used that personal information.~~
- 4.2. Any such requests for such information should be directed to our Privacy Officer at the contact information provided below.
- 4.3. We will make every effort to respond to your request in a reasonable timeframe.

5. SECURITY

- 5.1. RideBid recognizes that it is essential that all data be protected and takes the issue of protecting your personal information very seriously. RideBid protects the information it obtains about you with appropriate safeguards and security measures consistent with international information practices. These measures include technical and procedural steps to protect your data from misuse, unauthorized access or disclosure, loss, alteration, or destruction. While we disclose below some of these measures in general terms, we neither identify all of the measures employed nor all of

the information related to such measures as part of our security protocol.

5.1.1. Encryption. Personally identifiable information and any other information RideBid deems of such nature is collected and transmitted using encryption methods such as secure socket layer (SSL) encryption. Further, RideBid keeps this information in an electronic database with controlled access. Any paper copies of documents containing such information are similarly kept in restricted areas.

5.2. Again, for security purposes, RideBid does not disclose all of its security measures. Be assured that RideBid does employ industry standard measures to protect your information.

6. DISCLAIMER AS TO THIRD-PARTY WEBSITES

Although our corporate owned websites may contain links to other third-party websites, RideBid is not responsible for the privacy practices or the content of such websites and specifically disclaims any such responsibility. RideBid does not monitor the privacy practices or content of these websites. If you have any questions about the privacy practices of a website other than a RideBid owned website, you need to contact the Privacy Officer of the website about which you have a question.

7. REVISIONS TO PRIVACY AND SECURITY POLICY

- 7.1.** RideBid reserves the right to revise, amend, or modify this *Privacy and Security Policy*, our *Terms and Conditions of Use*, and other online policies and agreements at any time and in any manner.
- 7.2.** RideBid shall provide notice of such changes by posting the revised policies to the applicable RideBid owned websites, in addition to sending notice as provided and/or required by law.
- 7.3.** With respect to this Privacy and Security Policy, you should visit our website at www.ridebid.com from time to time to review the then-current terms. At any time, the current-posted policies govern and shall be binding.

For Additional Information or Questions, Contact Our Privacy Officer

RideBid has a designated Privacy Officer to contact in regards to questions or requests for information about our Privacy and Security Policy. If you have additional questions or concerns regarding how RideBid is managing or using your personal information, please send your concerns in writing to our Privacy Officer by e-mail, to legal@ridebid.com.