

PRIVACY POLICY & YOUR PRIVACY RIGHTS

Effective July 29, 2015
OVERVIEW

This notice describes our Privacy Policy for the www.drinksflow.com website (the “Website”), the Flow mobile, and printer applications we make available to you (the “Applications”) and through the services made available by Flow through the Website or the Applications (together, the “Services”). If you do not agree to all the terms and conditions of this Privacy Policy, please do not use the Services.

If you have questions or concerns regarding this Privacy Policy, you should contact our support team by sending an email to support@drinksflow.com.

NOTICE OF INFORMATION FLOW COLLECTS AND HOW WE USE IT

Personal Information

Flow collects some of your identifying information in connection with the Services, depending on how you use the Services. When you create a Flow User or Merchant Account (whether through a Flow Application or the Flow website), pay via Flow, engage in a Loyalty Program, submit content to Flow, complete a survey or form, send us feedback, request information about the Services, apply for a job, or sign up for special offers from third parties, Flow may collect information from you, which could include the following (collectively, “Personal Information”): first name, last name, phone number, e-mail address, date of birth, location, purchase behavior, transaction and Loyalty Program data (including the amount, date, and location of the transaction, amount of points earned, rewards redeemed, and the identity and amount of items purchased), Facebook profile data, and non-Financial Information related to your payment instruments, such as expiration date. Flow is not intended for use by individuals under the age of 17, and Flow does not knowingly collect PI from individuals under the age of 17.

Use of Personal Information

You can choose not to provide us with certain information, but by doing so, you may not be able to take advantage of many of our features and functionality. We use Personal Information to provide the Services to you (including charges, receipts, loyalty program tracking and notifications, and system notifications); to market loyalty programs to you; to improve our products and Services, including advertising and analytics; to investigate and rectify fraudulent or allegedly fraudulent activity; and to perform data analysis that allows us and affiliates of our Website and Applications to improve our offerings and the usability of our products and services.

Financial Information

When you enter sensitive information (such as a credit card number) in our Applications, the information is encrypted and secured by Adyen – our payment-processing partner – using advanced encryption methods. You can read more about Adyen’s security here: <https://docs.adyen.com/beta/risk-management/3d-secure> . Flow does not store any of this information. We will only ever use your Financial Information for the purpose of submitting an authorized charge to your payment instrument, in accordance with our User Terms of Service. Your Financial Information is never disclosed to third parties, including Flow Merchants, other than the payment processor we use to charge your payment instrument (Adyen).

ID and Address Verification

We may use third-party software to verify your identity and address, in order to confirm that you are an authorized credit card holder on the account that you register with us to make use of our Services.

Non-Personal Information

Flow also collects aggregated information, demographic information and other information that does not reveal your specific identity ("Non-PI"). Non-PI may include information about the device you use to access the Services, information from referring websites and your engagement with the Applications or Website. Flow also aggregates certain information including, but not limited to, transaction data, gratuity information, item preferences, customer service inquiries, referrals, and certain social networking preferences relating to the Applications (e.g. pages or entities you like, recommend or follow). We use this data for analytical purposes, to understand our customer base as a whole and to better serve our market and affiliates.

Cookies

By using our Services, you indicate your consent for Flow and our affiliates to send cookies to your computer in order to uniquely identify your browser and improve the quality of our services; you may turn off cookies in your browser though, in doing so, some or all of our services may not work. We do not link the information we store in cookies to any Personal Information you submit while on our Website. This Privacy Policy covers the use of cookies by the Website only and does not cover the use of cookies by any advertisers.

We use session cookies to make it easier for you to navigate our Website and Applications. We use cookies for managing your browser and mobile sessions for your convenience. We set a persistent cookie to store your password, so you do not have to enter it more than once. Persistent cookies also enable us to target the interests of our users to enhance the experience on our Website and our Applications.

Mobile Use

If you visit or use our Website on a mobile device or use our Applications, we may collect information from your device, including device ID, your mobile carrier, and your physical (GPS) location. We use your location information to recommend venues that may be of interest in your area, to protect against user abuse, and to make offers to you. We may store and use location information for security purposes (for example, for user verification). We may share your location information with third parties, including Google Maps, venues or others to enable the functionality of our Applications. Depending on your device, you may turn off location services by going to your device settings.

Push Notifications

If you use our Application, we will ask you to opt-in to push notifications so that we can notify you when your order is ready or we have other relevant information to share. You can turn on push notifications at a later date using your device's settings, and you may always turn them off if you change your mind.

Registration

In order to use some features of this Website or many features of our Application, you must first complete the signup process – either through Facebook or by manually creating a user name and password. During signup, you are required to give truthful contact information (such as name, email address, and phone number) in accordance with our Terms and Conditions. We use this information to contact you about the services on our Application in which you have expressed interest, and to provide the Services to you.

Orders

If you use our Services to place an order at a venue, we request certain Personal Information from you on our payment and registration forms. You must provide personal information (such as name, email, date of birth, and a phone number) and financial information (such as a credit card number, expiration date, CV code, and zip code).

We use this information for age-verifying and billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.

Facebook Connect

If you connect to Flow using Facebook Connect, you agree that any identifying information obtained by us by reason of your connection using Facebook Connect will constitute Personal Information for the purposes of this Privacy Policy, and you consent to our use and disclosure of such information in accordance with this Policy. If we stop using Facebook Connect as an access mechanism, you agree that we will nevertheless retain any Personal Information in accordance with this Policy.

Surveys, Contests or Promotions

We may provide you the opportunity to participate in surveys, contests or promotions on our Website or using our Applications. If you participate, we will request certain Personal Information from you. The requested information typically includes contact information, such as name, email and postal address.

We use this information to notify contest winners about rewards, deliver rewards, monitor website traffic, or to personalize the Website or Applications (in the case of anonymous information collected in surveys).

We may use a third-party service provider to conduct these surveys, contests or promotions on our Website or using our Applications. If we use a third party to do so, a link to the third party's privacy policy will appear in the window that opens for the survey, contest or promotion, and you are now subject to that third party's privacy policy. If you have any questions or concerns regarding how such third parties use your information, please consult the applicable third party's privacy policy. You agree that we will not be responsible or liable for any loss or damage incurred in connection with our affiliation with such third parties, their activities on our Website or using our Applications, and the sharing of your information with such third parties.

If you do not see a link to a privacy policy in a survey, contest or promotion window that pops up automatically or opens when you click on a link, or if you fill out a survey, contest or promotion form on our website that appears on a main page without a separate privacy policy link, our Privacy Policy applies.

Inviting Other Users

If you choose to use our referral service (if available) to tell a friend about our Services, we may ask you for your friend's name, email address, and phone number. We will automatically send your friend a one-time message inviting him or her to visit the Website or Applications. Flow stores this information for the sole purpose of sending this one-time message and tracking the success of our referral program.

COMMUNICATION FROM US OR THE WEBSITE

Special Offers, Newsletter, and Updates

We may send you newsletters and information on discounts, special deals and promotions at local venues as part of our Services. Out of respect for your privacy, you can unsubscribe from these at any time by contacting us support@drinksflow.com.

Service-Related Announcements

We will send you strictly service-related announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email.

Generally, you may not opt-out of these communications, which are not promotional in nature. If you do not wish to receive them, you have the option to deactivate your account.

Customer Service

Based upon the Personal Information you provide us, we will send you a welcoming email to verify your username and password. We will communicate with you in response to your inquiries, to provide the services you request, and to manage your account. We will communicate with you by email or telephone, in accordance with your wishes. You may contact customer service at support@drinksflow.com.

CONDITIONS UNDER WHICH WE SHARE INFORMATION

Personal Information

Flow will disclose your Personal Information to third parties only in the following limited circumstances:

Flow may allow our Contractors who are performing marketing services, delivering goods, administering promotions, analyzing data and usage of the Services, processing credit card payments, operating the Services or providing support and maintenance services for the Services, or providing customer service, to access Personal Information. We require Contractors to use the Personal Information they access only in connection with the services they perform for Flow, and never for any marketing or other purposes. Flow Contractors will always be required to maintain the confidentiality of your personal information in accordance with this Privacy Policy.

Flow will permit access to your partial name (first name and last initial), email address and transaction data to a Merchant or third-party that you specifically authorize to access your information, either by granting a party's express request for permissions in a Flow Application, or by downloading and logging

into one of the Flow Applications with your credentials. You can revoke access permissions granted to any Merchant or other third-party at any time by contacting us at support@drinksflow.com.

If you are a winner of a Merchant or Flow sponsored loyalty program, we will share your contact information for purposes of prize fulfillment only.

Financial Information

Your Financial Information is never disclosed to third parties, including Flow Merchants, other than the payment processor we use to charge your payment instrument (Adyen).

Non-Personal Information

We may share all Non-PI (otherwise known as anonymized, or non-identifiable aggregate data) with third parties. This statistical information does not contain any individual identifying information or contact information.

Legal Disclaimer

We reserve the right to disclose your Personal Information as required by law and when we believe that disclosure is necessary to protect our rights; to comply with a judicial proceeding, court order, or legal process served on us or the Applications; or in connection with an actual or proposed corporate transaction or insolvency proceeding involving all or part of the business or asset to which the information pertains.

LINKS TO OTHER WEBSITES

The Website may contain links to other websites that are not owned or controlled by Flow. Please be aware that we are not responsible for the privacy policies of such other websites. We encourage you to be aware when you leave the Website or the Application and to read the privacy policies of each and every website that collects Personal Information. This Privacy Policy applies only to information collected by our Website and our Application.

ACCESS TO PERSONAL INFORMATION

If your Personal Information changes, or if you no longer desire our service, you may correct, update, delete or deactivate it by making the change in your Flow Account or by emailing our support team at support@drinksflow.com.

Please keep in mind that whenever you voluntarily make your Personal Information or other private information available for viewing by third parties online – for example on blogs, discussion forums, or other community posting or social networking websites – that information can be seen, collected and used by others besides us. We cannot be responsible for any unauthorized third-party use of such information.

INFORMATION SECURITY

The security of your Personal Information is important to us. When you enter sensitive information (such as credit card number and/or social security number) on our registration or order forms, the information is encrypted and secured by Adyen using advanced encryption methods. Read more about Adyen's security [here](#):

<https://docs.adyen.com/beta/risk-management/3d-secure>

We follow generally accepted industry standards to protect the Personal Information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

If you have any questions about security on our Services, you can email us at support@drinksflow.com.

TERMS OF SERVICE

Please also visit our Terms of Service section establishing the use, disclaimers, and limitations of liability governing the use of our Applications and Website. For merchants: <http://www.drinksflow.com/merchantterms> and for mobile users: <http://www.drinksflow.com/userterms>.

YOUR CONSENT

By using our Services, you consent to the current version of our Privacy Policy.

CHANGES TO OUR PRIVACY POLICY

If we decide to change our Privacy Policy, we will post changes to this Privacy Policy and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this Privacy Policy at any time, and such change will apply with respect to information you provide or your activity on the Website or Application after the change in policy, so please review it frequently. If we make changes that materially affect our uses or disclosures of Personal Information that we have previously collected, we will contact you here, by email, in our Application, or by means of a notice on our Website to obtain your consent to have the changes to our Privacy Policy apply retroactively.

CONTACT US

If you have any questions or suggestions regarding our Privacy Policy, please contact us: support@drinksflow.com.