

Ublend Limited - Privacy Policy (Last updated: August 10th 2016)

At Ublend Ltd. ("Ublend," "we," "us" or "our") we care about how your personal information is used and shared, and we take your privacy seriously.

Our Privacy Policy explains how we collect, use, share and protect information in relation to our mobile services, website, and any software provided on or in connection with Ublend services (collectively, the "Service"), and your choices about the collection and use of your information. By accessing or using the Service, you acknowledge that you accept the practices and policies outlined in this Privacy Policy. We will not use or share your information with anyone except as described in this Privacy Policy. Remember that your use of Ublend's Services is at all times subject to the Terms of Service, which incorporates this privacy policy.

If you have any questions or concerns regarding privacy, please email us hello@ublend.co or call us at +44 (0) 7512 24061.

1. Information we collect

Information you provide us

We receive and store any information you knowingly enter on the Service or that you provide us with in any other way. This information may include, without limitation, personal information such as your name, email address, profile picture and profile description. Profile information that you provide for your user profile (e.g. name and profile picture) will be displayed to other users within your class(es) to facilitate user interaction within our Services.

Information collected automatically

We receive and store certain types of usage information whenever you interact with the Services. We receive and record information on our server logs from your browser including your IP address and the page you requested. We also record the details of your activity on the Service, and the number and frequency of visitors to our Services and its components. This includes using analytics software to better understand usage of the service.

We may also use other Internet technologies, log files, clear GIFs, Flash technologies, and other similar technologies, to deliver or communicate with cookies and track your use of the service. We also may include clear GIFs in HTML-based emails sent to our users to determine whether the message has been opened.

Children

We do not knowingly collect or solicit Personal Information from children under the age of 13. If you are under the age of 13, please do not submit any Personal Data through the Service. We encourage parents and legal guardians to monitor their children's Internet usage and to help

enforce our Privacy Policy by instructing their children never to provide Personal Data through the Service without their permission. If you have reason to believe that a child under the age of 13 has provided Personal Data to us through the Service, please contact us, and we will endeavour to delete that information from our databases. If we become aware that we have collected personal information from a child under age 13 without verification of parental consent, we will remove that information.

2. How we use your information

Generally

We may use information that we receive to: (a) help you efficiently access your information after you sign in; (b) remember information so you will not have to re-enter it during your visit or the next time you visit the Service; (c) provide personalised content and information; (d) provide, improve, test, and monitor the effectiveness of our Service; (e) develop and test new products and features; (f) monitor metrics such as total number of visitors, traffic, and demographic patterns; (g) diagnose or fix technology problems; (h) automatically update the Ublend application on your device.

Usage information

Ublend uses this type of aggregate data to enable us to figure out how often users use parts of the Services, so that we can make the Services appealing and relevant to as many users as possible, and customize and improve those services. As part of our use of information, we may provide aggregate information to our partners, including for research and marketing purposes, (in a non-personally-identifiable format) about how our users use our site.

Email and push notifications

If you provide us your email address, we may send you email communications. You can at any time opt out of receiving emails from us by accessing the notifications settings on the platform. If you experience issues opting out please email hello@ublend.co. Please note that if you do not want to receive legal notices from us via email, such as this privacy policy, those legal notices will still govern your use of the Services, and you are responsible for visiting this Privacy Policy from time to time to review any changes.

If you use the Mobile Application, we will send push notifications, such as when someone has commented on your post. You can at any time opt out of receiving push notifications from us by accessing the notifications settings on the platform. If you experience issues opting out please email hello@ublend.co.

Referral email addresses

If you provide us with another student or instructor's name and email address, we may send that person an email inviting him or her to visit the Services. We store this information for the sole purpose of sending this email (and, if applicable, subsequent "reminder emails").

3. Will Ublend share any of the personal information?

We will not rent or sell your information to third parties outside Ublend without your consent, except as noted in this Policy.

Businesses we do not control

We use the personal information you submit to operate, maintain and provide to you the features and functionality of the Service. Ublend may share your personally identifiable information with third parties for the purpose of providing the service to you. If we do this, such third parties' use of your information will be bound by this Privacy Policy. We may store personal information in locations outside the direct control of Ublend (e.g. on servers or databases co-located with hosting providers).

User profiles

You may choose to populate your user profile on the service with personal information, including your name and profile picture. This user profile information will be displayed to other users to facilitate user interaction within the Service or facilitate interaction with Ublend. The only users who may view your profile are those who belong to your class(es). However, please keep in mind that information or content that you voluntarily disclose online becomes available to other users and can be collected and used by others. Any image, captions or other content that you submit to the Services in a manner any other user can view may be redistributed through the Internet and other media channels. For example, the content you contribute to your class(es) will be displayed to other members of your class(es); however, we cannot control what members of your class(es) do with such content after you have disclosed it.

Communication about the Services or in response to user requests

As part of the Services, you may receive from Ublend emails or other types of communication relating to your use of the Services or your user profile. You acknowledge and agree that by posting information on the Services or otherwise using the Services, Ublend may send you email, contact you or engage in other communication that they determine relate to your profile or use of the Services.

Business transfers

If Ublend, or some of its assets were acquired or otherwise transferred, or in the unlikely event that Ublend goes out of business or enters bankruptcy, user information may be transferred to or acquired by a third party.

Protection of Ublend and others

We may release Personal Information when we believe in good faith that release is necessary to comply with the law (such as to comply with a subpoena); enforce or apply our Terms of Service and other agreements; or protect the rights, property, or safety of Ublend, our employees, our users, or others. We will try to give you notice if we release information for these

reasons, but please understand that we reserve the right not to, as it may not be practical, legal, or safe to do so.

4. How We Protect Your Information

We use commercially reasonable safeguards to help keep the information collected through the Service secure and take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. However, Ublend cannot ensure the security of any information you transmit to Ublend or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed. Please do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails between you and Ublend, at all times. If you have any questions or concerns, please do not hesitate to contact us by emailing hello@ublend.co.

The Services contain links to other sites. We are not responsible for the privacy policies and/or practices on other sites (but you should read all third parties' privacy policies to ensure you understand them). This Privacy Policy only governs the information collected by Ublend on the Services.

5. What Information You Can Access

We allow you to access the following information about you for the purpose of viewing, and in certain situations, updating or deleting that information. This list may change as the Services change. You may currently access the following information, if your User Category allows you to input any of the following:

- Information in your user profile (name, email and profile picture)
- List of class(es) you have joined
- User settings

To request removal of your Personal Information from our Services, contact us at hello@ublend.co. In some cases, we may not be able to remove your information, in which case we will let you know if we are unable to do so and why.

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to ask us for a notice identifying the categories of personal information which we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. If you are a California resident and would like a copy of this notice, please submit a written request to hello@ublend.co.

6. Your Choices About Information

You may decline to submit personally identifiable information through the Service, in which case Ublend may not be able to provide certain services to you. You can update your settings by

accessing the platform and clicking on the settings icon in the bottom left corner. You can review or correct the information about you that Ublend keeps on file by contacting us directly at hello@ublend.co.

7. Changes to our Privacy Policy

We may make changes to this Privacy Policy from time to time for any reason. We will post those changes on this page to keep you aware of what information we collect, how we use it and under what circumstances we may disclose it. Changes to this Privacy Policy are effective when they are posted on this page.

If you have any questions, please email hello@ublend.co or call +44 (0) 751224 0611.