

PRIVACY POLICY

The effective date of this Privacy Policy is **October 01, 2016**.

RYDR, Inc. (referred to herein as "**RYDR**", "**our**", "**us**" or "**we**") is committed to respecting the privacy rights of those who visit our websites, or utilize our mobile applications or other online products and services (collectively the "**Services**") including our Affiliates' Replicated Websites (hereafter collectively referred to as the "**RYDR Platform**"). Any personal information, such as your name, address, email address or phone number that you provide is extremely important to us. To earn your trust, we respect your privacy in handling Personal Information relating to you and your transactions with us, whether made through www.rydr.co, www.gorydr.com or RYDR Platform. RYDR created this Privacy Policy to give you confidence as you visit and use RYDR Platform, and to demonstrate its commitment to fair information practices and to the protection of privacy.

This Privacy Policy describes the Personal Information we gather about you, what we do with it, the safeguards we have in place to protect it, and how you can control our use of it. By visiting or using the RYDR Platform, you agree, without limitation or qualification, to be bound by this Privacy Policy, and you are accepting the practices described in this Privacy Policy. When you provide Personal and Business Information to our RYDR Platform, you are consenting to the manner in which RYDR will collect, use, disclose, and otherwise manage your Personal and Business Information, as set out below.

This Privacy Policy is only applicable to the RYDR Platform and not to any Third-Party websites, which may have data collection, storage and use practices and policies that differ materially from this Privacy Policy. For additional information, see the section concerning Third-Party Websites, below. This Privacy Policy applies to persons anywhere in the world who use our apps or Services to request transportation, delivery, or other on-demand services ("Riders"). This Statement does not apply to information we collect from or about drivers, couriers, partner transportation companies, or any other persons who use the RYDR platform under license (collectively "Drivers"). If you interact with the Services as both a Rider and a Driver, the respective privacy statements apply to your different interactions.

Each time you use the RYDR Platform, the then-current version of this Privacy Policy will apply. Accordingly, each time you use the RYDR Platform you should check the date of this Privacy Policy (which appears at the end) and review any changes since the last time you visited the RYDR Platform. For additional information, see the section concerning Updates and Changes to Privacy Policy, below.

BY USING THE RYDR PLATFORM, YOU REPRESENT AND WARRANT THAT YOU HAVE READ AND UNDERSTOOD, AND AGREE TO THE TERMS OF, THIS PRIVACY POLICY. IF YOU DO NOT UNDERSTAND OR DO NOT AGREE TO BE BOUND BY THIS PRIVACY POLICY, YOU MUST IMMEDIATELY LEAVE THE WEBSITE.

I. WHO MAY USE THE RYDR PLATFORM

A. Children's' Privacy. RYDR is committed to the safety of our children. The **RYDR Platform** is not intended or designed to attract users under the age of 18. Persons under the age of 18 may not enroll as RYDR Affiliates or register as a **Rider**. Children under the age of 13 may not purchase **Services** through the **RYDR Platform**. RYDR does not solicit or knowingly collect personally identifiable information from children under the age of 13. If RYDR obtains actual knowledge that it has collected personally identifiable information from a child under the age of 13, RYDR will immediately delete such information from its database. Because RYDR does not collect personally identifiable information from children under the age of 13, RYDR has no such information to use or disclose to third parties. RYDR has designed this Privacy Policy in order to comply with the Children's Online Privacy Act (COPA).

B. Users Outside of the United States. The **RYDR Platform** is intended for users from the United States and those not governed by privacy policies of other countries. Users from the European Union are advised not to disclose Personal Information to RYDR. Information sent to us will be housed on servers located in the state of New York, in the United States. Do not send us information unless you consent to the application of U.S. law and to the use and disclosure of your information consistent with this Privacy Statement.

II. INFORMATION COLLECTION

RYDR is the sole owner of the **RYDR Platform**, which includes Replicated Websites **and RYDR Apps**. We collect information from Independent Affiliates ("Affiliates"), Riders and visitors to the **RYDR Platform** at different points on the websites. RYDR collects information about you when you use our mobile applications, websites, and other online Services and through other interactions and communications you have with us.

A. Traffic Data. Like most website operators, RYDR automatically gathers information of the sort that browsers automatically make available, including: (i) IP addresses; (ii) domain servers; (iii) types of devices accessing the Website; and (iv) types of Web browsers accessing the Website (collectively "Traffic Data"). Traffic Data is anonymous information that does not personally identify you.

B. Cookies. A "Cookie" is a string of information that a website stores on a user's computer, and that the user's browser provides to the website each time the user submits a query to the website. The purpose of a Cookie is to identify the user as a unique user of the Website. RYDR uses Cookies to customize your experience on the Website to your interests, to ensure that you do not see the same informational messages repeatedly, and to store your username so you do not have to re-enter it each time you visit the Website. For additional information on RYDR's uses of Cookies, see the section concerning Information Use and Disclosure Practices/Traffic Data and Information Gathered Using Cookies, below.

IF YOU DO NOT WISH TO HAVE COOKIES PLACED ON YOUR COMPUTER, YOU SHOULD SET YOUR BROWSERS TO REFUSE COOKIES BEFORE ACCESSING THE WEBSITE, WITH THE UNDERSTANDING THAT CERTAIN OF THE SERVICES AND CERTAIN FEATURES OF THE WEBSITE MAY NOT FUNCTION PROPERLY WITHOUT THE AID OF COOKIES. IF YOU REFUSE COOKIES, YOU ASSUME ALL RESPONSIBILITY FOR ANY RESULTING LOSS OF FUNCTIONALITY.

C. Personal Information. Through your use of or visits to our **RYDR Platform**, you may be required or requested to provide personally identifiable information (hereafter "Personal Information") to us. Personal Information is any piece of information which can potentially be used to uniquely identify, contact, or locate a single person. Such information includes, without limitation: (1) "Contact Data" (such as your name, mailing address and e-mail address); (2) "Demographic Data" (such as your age, gender, profession, education level, relationship status, religious affiliation, country, state, city and likes and dislikes,); and (3) "Financial Data" (such as your credit/debit card number and expiration date). For certain transactions, we may be required to collect information to comply with legal requirements. In each case, you will be asked to provide Personal Information; the **RYDR Platform** will not gather it surreptitiously. RYDR may supplement the Personal Information you provide with additional personal information gathered from public sources or from third-parties (e.g., consumer reporting agencies) who may lawfully provide such information to RYDR. You are under no obligation to provide Personal Information, with the caveat that your refusal to do so may prevent you from using certain of the features and services available on the **RYDR Platform** or from purchasing any of our Services.

D. Information We Collect Through Your Use of Our Services. When you use our Services, we collect information about you in the following general categories:

❖ **RYDR Location Information:** When you use the Services, we collect location data about the trip from the RYDR app used by the Driver and Rider. If

you allow the RYDR app access to location services used by your mobile operating system ("platform"), RYDR may collect the location of your device when the app is running in either the foreground or background. Additionally, we may derive a rough location for your device from your IP address.

❖ **Contacts Information:** If you permit the RYDR app access to your address book used by your mobile platform, RYDR may access and store address book contact information to facilitate social interactions through our Services and for other purposes described in this Statement or at the time of consent or collection.

❖ **Transaction Information :** RYDR stores transaction details related to your use of our Services, including the type of service, when the service was provided, the amount that was charged, the duration and miles traveled, and other trip related details. Additionally, if you share RYDR with someone who uses your referral code / username, RYDR will associate you with that person.

❖ **Device Information :** RYDR may gather details about your mobile device, including, as an example, the model, operating system and version, software and file names and versions, default language, unique device identifier, serial number, mobile network information, etc.

❖ **Call and SMS Data :** Our Services facilitate communications between Riders and Drivers. In providing this service, we receive call data that includes when the call or SMS message occurred, the parties' respective phone numbers, and content of the SMS message.

❖ **Log Information :** When you interact with the Services, RYDR keeps server logs, which may include information like IP address, request dates and times, features or pages viewed, app or system related issues along with other system activity, the kind of browser, and also the third-party site or service you were using before accessing our App, Sites, or Services.

E. Non-Personal Information. "Non-Personal Information" is anonymous information is that information we collect that is not traceable to any individual person or computer. We utilize this data to analyze trends and understand customer needs while shopping and interacting on our site so that we can provide a better user experience. For example, we may use cookies, web beacons, log files and other technologies to collect information about visitors to our **RYDR Platform**, and interactions with our online advertisements and offerings.

F. Affiliate and Rider Registration. In order to become an Affiliate, an applicant must provide Personal Information to us. We also may require an applicant's Social Security Number or Federal Tax ID Number so that we may prepare and file necessary non-employee compensation forms for the IRS. Certain customers may be required to register in order to purchase services directly from us. Riders will be required to provide Personal Information. We use this information to maintain contact with Affiliates and Riders, and to process Rider orders.

G. Service Purchases. When a Rider purchases services from us through any of our **RYDR Platform**, the purchaser must provide us with Personal Information. This information is used for billing and payment purposes and to fill orders.

H. Information that you make Public. The **RYDR Platform** may contain features (e.g. public profiles, forums, and message boards) that permit you to upload, post, transmit, display, perform or distribute content, information or other material, including some of your Personal Information. Any information that you choose to disclose by means of such features becomes public information over which RYDR is unable to exercise control. You should exercise caution when deciding to disclose your Personal Information by means of such features, and you agree to assume all responsibility for doing so.

III. INFORMATION USE AND DISCLOSURE PRACTICES

A. Traffic Data and Information Gathered Using Cookies. We use "cookies" to recognize you as you use or return to our sites. This is done so that we can provide a continuous and more personalized shopping experience for you. A cookie is a small text file that a website or email may save to your browser and store on your hard drive. Most cookies are "session cookies," meaning that they are automatically deleted from your hard drive once you sign out from RYDR.co or close your web browser. We use cookies to provide features and services, such as:

- ❖ allowing you to enter your password less frequently;
 - ❖ remembering your preferences;
 - ❖ presenting information that is targeted to your interests;
 - ❖ measuring the effectiveness of our sites, services, content, and advertising;
- and
- ❖ providing other services and features that are available only through the use of cookies.

RYDR analyzes Traffic Data and information gathered using Cookies to help RYDR better understand who is using the **RYDR Platform** and how they are

using it. By identifying patterns and trends in usage, RYDR is able to better design the **RYDR Platform** to improve your experience, and to serve you more relevant and interesting content. From time to time, RYDR may release Traffic Data and information gathered using Cookies in the aggregate, such as by publishing a report on trends in the usage of the **RYDR Platform**. RYDR does not attempt to link information gathered using Cookies to Personal Information.

B. Web Beacons. We may also use web beacons. A "web beacon" is an electronic image placed in the code of a web page. Beacons allow us to know if a certain page was visited, an email was opened, or if ad banners on our website and other sites were effective. We use web beacons to monitor the traffic patterns of users from one page to another and to improve site performance.

C. Personal Information. Personal Information that is collected from Riders and Affiliates through Affiliate or Rider Registration, Product or Services Purchases and/or Surveys is used and disclosed as described in this Privacy Policy. Except as specifically set forth in this Privacy Policy, RYDR DOES NOT share Personal Information. RYDR may share aggregated information from time to time with its partners, vendors or other third parties. When such aggregate information is shared by RYDR, no Personal Information is shared.

D. Disclosure Practices. Except under the following circumstances and otherwise as set forth in this Privacy Policy, RYDR will keep your Personal Information private and will not sell it to or share it with third parties.

E. Through Our Services :

We may share your information:

- ❖ With Drivers to aid them in providing the requested Services. As an example, RYDR will share with Drivers a Riders name and photo (if one has been provided), average Rider rating given by Drivers, and pickup and/or drop-off locations;
- ❖ With third party partners to provide you a service you requested through a partnership or promotional offering; or other third parties that integrate with our API or Services, or via an API or Service with which we integrate;
- ❖ With the general public if you submit content in any public way, such as in a blog or comments, social media of any kind, or in any other way where our Services features are available to the general public; and
- ❖ When and if applicable with your employer (or similar entity) or any necessary third parties engaged by us or your employer (e.g., an expense

management service provider), if you or your employer participate in any of RYDR's enterprise solutions.

F. Disclosure in Connection with Services. Some of our operations, such as our electronic commerce, may be managed by Service Providers who are unaffiliated companies. These companies may share Personal Information with their affiliates and service providers whom they engage to perform services related to our **RYDR Platform** or the operation of our business. Examples of these services include payment processing and authorization, fraud protection and credit risk reduction, product/service customization, order fulfillment and shipping, marketing and promotional material distribution, Website hosting and evaluation, data storage, analysis, or security and, where applicable, data cleansing. These companies may have access to your Personal Information on a confidential basis only to the extent necessary to perform their functions. In no event will we authorize these companies to use your Personal Information for any reason other than to provide you with those specific services. If your **commissions as an Affiliate** are being **direct deposited to your bank**, your **bank account** information will be shared with our **payment** service providers (PayQuicker, Authorize.Net, or other **service provider** companies we or you select). Our service providers are asked not to use your Personal Information for any purpose other than making the **payment**.

G. By Law or to Protect Rights. RYDR discloses Personal Information when required to do so by law, or in response to a subpoena or court order, or when RYDR believes in its sole discretion that disclosure is reasonably necessary to protect the property or rights of RYDR, third parties, or the public at large.

H. Legally Required Law Enforcement, Judicial and Administrative Agency Disclosures. RYDR will provide confidential and personally identifiable information as necessary to comply with judicial and administrative orders, subpoenas, Civil or Criminal Investigative Demands, Administrative and Regulatory Demands and other legal obligations. In order for RYDR to conduct business in certain jurisdictions, RYDR must disclose certain personally identifiable and confidential information to regulatory authorities in such jurisdictions. Such information may include, but is not limited to, income information and personally identifiable information.

I. Business Transfers or Bankruptcy. RYDR reserves the right to transfer all Personal Information in its possession to a successor organization in the event of a merger, acquisition, or bankruptcy or other sale of all or a portion of RYDR's assets. Other than to the extent ordered by a bankruptcy or other court, the use and disclosure of all transferred Personal Information will be subject to this Privacy Policy, or to a new privacy policy if you are given notice of that new privacy policy and an opportunity to affirmatively opt-out of it. Personal Information submitted or collected after a transfer, however, may be subject to

a new privacy policy adopted by RYDR's successor organization.

J. Unpaid Accounts. If you fail to pay any balance owed in consideration of Services, RYDR may, as permitted by law, report your Personal Information, including without limitation your unpaid balance, to consumer credit reporting services, collection agencies and others.

K. Invite a Friend. When you invite family or friends to join the RYDR network, RYDR will send an email or SMS on your behalf to the indicated recipient.

L. Information to Upline and Downline Affiliates. To help Affiliates in RYDR's network marketing program manage their independent businesses, we provide your RYDR sponsor and other upline RYDR Affiliates with your name, rank, address, telephone number, and email address as well as data relating to your sales and recruitment activity through the Back-Office to the **RYDR Platform**. We also provide downline Affiliates with the names, rank, address, telephone number, and email address of their sponsor and certain specified upline Affiliates.

IV. COMMUNICATIONS FROM US

A. Special Offers and Updates. By enrolling as an Affiliate, registering as driver or rider, or making a purchase or other inquiry through the RYDR Platform, you consent to receive periodic email and other communications from us and from RYDR Affiliates. For example, RYDR sends all new Affiliates and Riders a welcoming email to verify password, username, and acceptance of the Affiliate Agreement or User Agreement . All Affiliates and Riders will occasionally receive information on services, special deals, and a newsletter. Riders who have not registered with RYDR and who grant permission will also receive occasional information on services, special deals, and the like.

B. Service Announcements. On rare occasions it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send, Affiliates and/or Riders an email. Generally, Affiliates may not opt-out of these communications, though they can deactivate their account. However, these communications are not promotional in nature.

C. Affiliate and Rider Service. RYDR communicates with Affiliates and Riders via SMS, email, regular mail and telephone on a regular basis to provide requested services and in regards to issues relating to their RYDR business.

RYDR communicates with other Riders with respect to Services purchased by such Riders from RYDR. Such communications may be by SMS, email, regular mail, or telephone.

D. Privacy Preferences/Opt-Out. We now offer an on-line preference page located within the My Account section on www.gorydr.com where you can register and change your preferences to receive or not receive marketing materials. You may also update what product/lifestyle preferences you prefer, which may determine what offers and promotional materials you may receive. You may update these preferences at any time, but you must first register by creating an account before you can update any of your preferences. Please allow sufficient time for your preferences to be processed. You may also change your marketing preferences or remove yourself from our mailing list by clicking on an "unsubscribe" hyperlink contained in promotional emails we send you or by e-mailing us at support@rydr.co

V. MISCELLANEOUS

A. Links. RYDR's websites may contain links to other sites. Please be aware that RYDR is not responsible for the privacy practices of such other sites. We encourage users to be aware when they leave our site and to read the privacy statements of each and every RYDR Platform that collects Personal Information. This privacy statement applies solely to information collected by RYDR Platform.

B. Security of Personal Information. We maintain administrative, technical and physical safeguards to protect against unauthorized access, use, modification and disclosure of Personal Information in our custody and control. We also are committed to employing reasonable technology in order to protect the security of our Websites. However, even with the best technology, no website is 100% secure. We will take reasonable measures which we believe are appropriate to protect your Personal Information from loss, misuse, alteration or destruction, and, where possible, will ask that any third parties to whom we may transfer such information to take comparable steps to protect that security.

C. Secure Trip Request and Payment. When you request a ride on our RYDR Platform, all of your order information, including your credit card number is transmitted through the Internet using Secure Sockets Layer (SSL) technology.

D. Important Information About Platform Permissions. Most mobile platforms (iOS, Android, etc.) have defined certain types of device data that

apps cannot access without your consent. And these platforms have different permission systems for obtaining your consent. The iOS platform will alert you the first time the **RYDR** app wants permission to access certain types of data and will let you consent (or not consent) to that request. Android devices will notify you of the permissions that the **RYDR** app seeks before you first use the app, and your use of the app constitutes your consent. Sometimes these permissions require more explanation than the platforms themselves provide, and the permissions we request will change over time, so we've created these pages to serve as authoritative and up-to-date resources for our users.

E. Social Sharing Features. The Services may integrate with social sharing features and other related tools which let you share actions you take on our Services with other apps, sites, or media, and vice versa. Your use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the social sharing service. Please refer to the privacy policies of those social sharing services for more information about how they handle the data you provide to or share through them.

F. Passwords. To provide you with an increased level of security, online access to your Personal Information is protected with a password you select. We strongly recommend that you do not disclose your password to anyone. RYDR will never ask you for your password in any unsolicited communication (including unsolicited correspondence such as letters, phone calls, SMS or e-mail messages).

G. Lost or Stolen Information. You must promptly notify us if your credit, banking, other financial information, username or password is lost, stolen or used without permission. In such an event, we will remove that credit card number, bank account information, other financial institution information, user name or password from your account.

H. Promotional Activities. From time to time, RYDR may conduct contests, giveaways and other promotions (collectively, "Promotional Activities"). Any information submitted in connection with Promotional Activities will be treated in accordance with this Privacy Policy. From time to time, RYDR may also ask you to participate in surveys designed to help RYDR improve the RYDR Platform, its services, or the RYDR network marketing program. Any Personal Information provided to RYDR in connection with any survey will be used only in relation to that survey, and will be disclosed to third parties not bound by this Privacy Policy only in aggregated form.

I. Changes to this Privacy Policy. RYDR reserves the right to amend or change this Privacy Policy at any time at its sole discretion. It is your responsibility to periodically access this Privacy Policy by clicking on the

[Privacy Policy](#) link at our home page. You can determine the date this Privacy Policy was last updated by referring to the effective date found at the end of the policy. When material changes or amendments are made to the Privacy Policy, we will announce the same at our home page for a period of 10 days following implementation of the amended Privacy Policy.

J. Making Changes to Your Personal Information. Affiliates and Riders may update their personal information as necessary by logging into their RYDR Apps, which allows them to access and edit their registration account information.

K. Information Sharing Disclosure Requests. If you are a California resident, you have the right to request one Notice of Information-Sharing Disclosure per year which will identify the third parties with whom RYDR or any of our affiliates has shared the Personal Information we have collected from you.

You may request the Notice of Information-Sharing Disclosure by e-mailing us at support@rydr.co . We will respond to your request for a Notice of Information-Sharing Disclosure within 30 days.

L. Questions. Questions regarding this Privacy Policy should be directed to support@rydr.co

M. Effective Date. The effective date of this Privacy Policy is **October 01, 2016.**