



PRIVACY POLICY

TALA LLC

November 2022

TALA LLC (“we” or “us” or “our”) respects the privacy of our users (“user” or “you”). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our mobile application (the “Application”). Please read this Privacy Policy carefully. **IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS THE MOBILE APPLICATION.**

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last updated” date of this Privacy Policy. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Mobile Application after the date such revised Privacy Policy is posted.

COLLECTION OF YOUR INFORMATION

We may collect information about you in a variety of ways. The information we may collect via the Mobile Application depends on the content and materials you use, and includes:

Personal Data

Demographic and other personally identifiable information (such as your name and email address) that you voluntarily give to us when choosing to create an account and participate in various activities related to the Mobile Application, such as sharing deals (coupons), products, and stores or recommending TALA app via text with contacts stored on your mobile device. If you choose to share data about yourself via your profile, or other interactive areas of the Mobile Application, please be advised that all data you disclose in these areas is public and your data will be accessible to anyone who accesses the Mobile Application.

Derivative Data

Information our servers automatically collect when you access the Mobile Application, such as your native actions that are integral to the Mobile Application, including liking or setting favorites as well as other interactions with the Mobile Application and other users via server log files.

Purchasing Data

Purchasing information, such as data related to coupons you use and stores you use it at are collected when you redeem coupon(s) [We do not store any financial information].

Geo-Location Information



We may request access or permission to and track location-based information from your mobile device, either continuously or while you are using the Mobile Application, to provide location-based services. If you wish to change our access or permissions, you may do so in your device's settings.

Mobile Device Access

We may request access or permission to certain features from your mobile device, including your mobile device's [camera, contacts, SMS messages] and other features. If you wish to change our access or permissions, you may do so in your device's settings.

Mobile Device Data

Device information such as your mobile device ID number, model, and manufacturer, version of your operating system, phone number, country, location, and any other data you choose to provide.

Push Notifications

We may request to send you push notifications regarding your account or the Mobile Application. If you wish to opt-out from receiving these types of communications, you may turn them off in your device's settings.

Third-Party Data

Information from third parties, such as personal information or network friends, if you connect your account to the third party and grant the Mobile Application permission to access this information.

Data From Contests, Giveaways, and Surveys

Personal and other information you may provide when entering contests or giveaways and/or responding to surveys.

USE OF YOUR INFORMATION

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Mobile Application to:

1. Administer sweepstakes, promotions, and contests.
2. Assist law enforcement and respond to subpoena.
3. Compile anonymous statistical data and analysis for use internally or with third parties.
4. Create and manage your account.
5. Deliver targeted advertising, coupons, newsletters, and other information regarding promotions and the Mobile Application to you.
6. Email you regarding your account or order.
7. Enable user-to-user communications.
8. Fulfill and manage coupons and other transactions related to the Mobile Application.



9. Generate a personal profile about you to make future visits to the Mobile Application more personalized.
10. Increase the efficiency and operation of the Mobile Application.
11. Monitor and analyze usage and trends to improve your experience with the Mobile Application.
12. Notify you of updates to the Mobile Application.
13. Offer new products, services, mobile applications, and/or recommendations to you.
14. Perform other business activities as needed.
15. Prevent fraudulent transactions, monitor against theft, and protect against criminal activity.
16. Request feedback and contact you about your use of the Mobile Application.
17. Resolve disputes and troubleshoot problems.
18. Respond to product and customer service requests.
19. Send you a newsletter.
20. Solicit support for the Mobile Application.

DISCLOSURE OF YOUR INFORMATION

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

By Law or to Protect Rights

If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

Third-Party Service Providers

We may share your information with third parties that perform services for us or on our behalf, including data analysis, email delivery, customer service, and marketing assistance.

Marketing Communications

With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.

Interactions with Other Users

If you interact with other users of the Mobile Application, those users may see your name, profile photo, and descriptions of your activity, including sending invitations to other users, chatting with other users, liking posts.

Postings

When you post comments, contributions or other content to the Mobile Applications, your posts may be viewed by all users and may be publicly distributed outside the Mobile Application in



perpetuity.

Third-Party Advertisers

We may use third-party advertising companies to serve ads when you visit the Mobile Application. These companies may use information about your visits to the Mobile Application and other websites that are contained in cookies in order to provide advertisements about goods and services of interest to you.

Affiliates

We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

Business Partners

We may share your information with our business partners to offer you certain products, services or promotions.

Offer Wall

The Mobile Application may display a third-party-hosted “offer wall.” Such an offer wall allows third-party advertisers to offer virtual currency, gifts, or other items to users in return for acceptance and completion of an advertisement offer. Such an offer wall may appear in the Mobile Application and be displayed to you based on certain data, such as your geographic area or demographic information. When you click on an offer wall, you will leave the Mobile Application. A unique identifier, such as your user ID, will be shared with the offer wall provider in order to prevent fraud and properly credit your account.

Other Third Parties

We may share your phone number and demographics with advertisers and investors for the purpose of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law.

Sale or Bankruptcy

If we reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party. You acknowledge that such transfers may occur and that the transferee may decline honor commitments we made in this Privacy Policy.

We are not responsible for the actions of third parties with whom you share personal or sensitive data, and we have no authority to manage or control third-party solicitations. If you no longer wish to receive correspondence, emails, texts, or other communications from third parties, you are responsible for contacting the third party directly.



TRACKING TECHNOLOGIES

Tracking technologies

We may use tracking technologies on the Mobile Application to help customize the Application and improve your experience. When you access the Mobile Application, your personal information is not collected through the use of tracking technology.

In App-Based Advertising

Additionally, we may use third-party software to serve ads on the Mobile Application and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your mobile experience with us. For more information about opting-out of interest-based ads, visit the [Network Advertising Initiative Opt-Out Tool](#) or [Digital Advertising Alliance Opt-Out Tool](#).

Mobile Analytics

We may also partner with selected third-party vendors[, such as [\[Pendo.io,\]](#) [\[Domo,\]](#) [\[Amazon Analytics,\]](#) [\[Firebase,\]](#) [\[Flurry Analytics,\]](#) [\[Amplitude,\]](#) [\[Adobe Analytics,\]](#) [\[Apple App Analytics,\]](#) [\[County,\]](#) [\[Mixpanel,\]](#) and others], to allow tracking technologies and remarketing services on the Application through the use of third-party cookies, to, among other things, analyze and track users' use of the Mobile Application, determine the popularity of certain promotions, and better understand mobile activity. By accessing the Mobile Application, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, you can install and/or update your settings for one of the following:

[\[Adobe Privacy Choices Page\]](#)

[\[Clicktale Opt-Out Feature\]](#)

[\[Crazy Egg Opt-Out Feature\]](#)

[Digital Advertising Alliance Opt-Out Tool](#)

[\[Flurry Analytics Yahoo Opt-Out Manager\]](#)

[\[Google Analytics Opt-Out Plugin\]](#)

[\[Google Ads Settings Page\]](#)

[\[Inspectlet Opt-Out Cookie\]](#)

[\[Kissmetrics Opt-Out Feature\]](#)

[\[Mixpanel Opt-Out Cookie\]](#)

[Network Advertising Initiative Opt-Out Tool](#)

You should be aware that getting a new Mobile device, installing the TALA app, or deleting and re-installing the TALA app. may also clear certain opt-out cookies, plug-ins, or settings.

THIRD-PARTY WEBSITES

The Application may contain links to third-party websites and applications of interest, including



advertisements and external services, that are not affiliated with us. Once you have used these links to leave the Application, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services or applications that may be linked to or from the Application.

SECURITY OF YOUR INFORMATION

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide personal information.

POLICY FOR CHILDREN

TALA Coupon Mobile Applications filters content based on the State age restrictions on certain products. If you become aware of someone under the age restrictions for the State using our Mobile Application please contact us using the contact information provided below.

CONTROLS FOR DO-NOT-TRACK FEATURES

Some mobile operating systems [and our mobile applications] include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Policy.

OPTIONS REGARDING YOUR INFORMATION

[Account Information

You may at any time review or change the information in your account or terminate your account by:

- Logging into your account settings and updating your account
- Contacting us using the contact information provided below

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Use and/or comply with legal requirements.]



Emails and Communications

If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by:

- Noting your preferences at the time you register your account with the Application
- Logging into your account settings and updating your preferences.
- Contacting us using the contact information provided below

If you no longer wish to receive correspondence, emails, or other communications from third parties, you are responsible for contacting the third party directly.

CALIFORNIA PRIVACY RIGHTS

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

CONTACT US

If you have questions or comments about this Privacy Policy, please contact us at:

TALA LLC (a subsidiary of C4C Inc.)

8138 south Fillmore Circle
Centennial, CO 80122
+1(562)881-0497
C4C-Legal@C4Cinc.com