

## STROL - PRIVACY POLICY

Strol LLC respects your privacy. Stroll, LLC and its affiliates ("**Strol**" or the "**Company**") offer mapping, GPS navigation and community based services to users of [www.strol.com](http://www.strol.com) (the "**Website**") and/or users of Strol's mobile application (the "**Application**") (collectively referred to as the "**Services**").

This Privacy Policy describes:-

- the information that Strol collects from users;
- how that information is used by Strol; and
- the rights and options available to users.

This Privacy Policy is incorporated as part of the Strol Terms of Use (the "**Terms of Use**" or the "**Terms**").

**Your use of the Services is subject to the Terms of Use and this Privacy Policy and indicates your consent to them.**

The Services are not intended for use by persons under the age of 13. If you are under 13, you may not download or use the Application.

In this Privacy Policy, the term "personal information" means any information collected by us or provided by you that, with reasonable efforts, may be used to identify you, which may include first and last name, home address, email address, social network identity and your location and route information.

### **Contact Strol / Abuse reports**

If you believe that your privacy has been compromised by any person, in the course of using the Services, then please contact Strol at: [legal@strol.com](mailto:legal@strol.com).

You may send Strol other requests, responses, questions and complaints by email at [legal@strol.com](mailto:legal@strol.com).

### **Information that is being collected**

Strol create an account for each its user. A user must have an account to use Strol's service. Strol may use your social networks credential to authenticate your logins. Strol does not store your social networks login information.

Strol will still link all of your information with your account and a unique identifier generated by Strol in accordance with this Privacy Policy. Note that in order to access Strol web site you do not need to login to the account.

Whenever you use the Services, Strol **will** collect:-

- detailed location and route information, for example in the form of GPS signals and other information sent by your mobile device on which the Application is installed and activated. Strol uses this location and route information to create a detailed location history of all of the journeys you have made while using the Application; and
- information about your use of the Services. See "Meta-data that we collect", below;

- information shared from your social network accounts. See “Integration with social networks”, below.

Please note that when you first login to Strol, Strol will set up an account associated with your social network identity (the “**Account**”). Strol will collect and use your information, in accordance with this Privacy Policy, whenever you activate the Application on that mobile device or use Strol web application. This use includes linking your information with your Account.

- Strol will link all of your information with your Account. This includes information received from all mobile devices running the Application on which you have chosen to sign in;
- with the exception described in the bullet below, your Account and information associated with your Account will be visible only to Strol; and
- when using the Application, your approximate location and other information you may choose to share will be visible to others.

### ***Uses of information***

Strol may use information collected from or provided by you for the following purposes:

- to provide you with the Services. For example, Strol may:-
  - use your location and route information to provide navigation services and to provide information about sites, shops and other places and attractions in your close vicinity;
  - use the phone number that you provide to send you preferable driving routes and to send you a text message containing a link to download the Application;
- to operate the Services and to improve and customize your experience with the Services. For example, Strol may use your location history to offer routes based on how you’ve chosen to travel between favorite destinations in the past;
- to improve the experience of other users. For example, Strol may use your route information to improve the accuracy of its mapping and navigation data;
- to provide you with support and handle requests and complaints;
- to send you updates, notices, announcements, and additional information related to the Services;
- to display or send to you marketing and advertising material when you are using the Application, in accordance with the section titled 'Advertising Campaigns' under this Privacy Policy. For example, Strol may use your location information to display advertisements for businesses in your close vicinity;
- subject to your prior indication of consent, we may also use the email address and/or your social networks ID to send you marketing and advertising material. At any time you may choose not to receive such material by:- (i) changing the email preferences in your Account accessed via the Website; or (ii) clicking on the “Unsubscribe” link in the e-mail messages that we may send to

you. In any case, Strol will not knowingly share your personal information with any advertisers, without your explicit consent and as allowed for under this Privacy Policy;

- to create aggregated and/ or anonymous data (where such data does not enable the identification of a specific user). See “How does Strol use aggregated information”, below;
- to conduct surveys and questionnaires;
- to share your submissions with other users of the Services and to facilitate communication between you, Strol and other users;
- to enforce the Terms of Use;
- to contact you when Strol believes it to be necessary;
- to comply with any applicable law and assist law enforcement agencies under any applicable law, when Strol has a good faith belief that Strol’s cooperation with the law enforcement agencies is legally mandated or meets the applicable legal standards and procedures;
- to prevent fraud, misappropriation, infringements, identity theft and other illegal activities and misuse of the Services;
- to handle breakdowns and malfunctions;
- to take any action in any case of dispute, or legal proceeding of any kind between you and the Service, or between you and other users or third parties with respect to, or in relation with the Service;
- for purposes provided under this Privacy Policy and the Terms of Use.

Please note that the social network identity you choose to use to access Strol will be used to identify you when you use the Services. Your social network ID will be included along with any information you submit for posting to your social network site or within Strol, and it will therefore be visible to others.

You may also provide additional information that will be used to personalize the Services and enhance your experience with the Services. For example, if you provide us with your "home" information, we may use it to determine whether to use metric or English units to display the distance.

Further information may be collected when Strol exchanges communications with you, for example, if you submit a request, contact Strol's support team, or report a violation to the abuse team.

### **Personal information that you share**

The Services may include users of a community publicly sharing information with Strol and with other members of that community.

In particular, users choose to share personal information such as name, age, gender, picture, their location information and reports. This information may be shared either directly to the Service or via third party services (such as social networks) which interact with the Service upon such users' choice.

**The content that you share is neither private nor confidential and you should not have any expectation of privacy with respect to it.** Information you upload will be posted along with other personal information.

You can decide whether or not to upload content to the Services. However any content that you submit for posting, may be viewed by all users of the Services and by Strol.

In any event (but except as detailed below with respect to information shared from your social network accounts according to your privacy settings for such social network accounts), your email address will not be visible to others through any reports or user posts that you share or upload.

**We, at Strol, take great measures to provide you with the best experience you can have while using the Service. However, Strol has no control over the conduct of any user and disclaims all liability in this regard. Users are advised to carefully and thoroughly consider whether or not to make public or available any information and carefully examine all necessary details related to any communication with other users prior to any engagement or communication being made.**

**Participating in any user's activities as a result, directly or indirectly, from using Strol, is entirely at your own risk. Strol is not a party to any agreement entered into between the users in any circumstances. The user has the sole and ultimate responsibility regarding compliance with all laws, regulation or any other duty. We do not accept any liability for any loss, damage, cost or expense that you may suffer or incur as a result of or in connection with your participation in any activity or event initiated, held or conducted by a user or a third party nor in connection to any agreement between the users or third parties, including any activity or event related in any way, directly or indirectly, the Services or the use thereof.**

### **Integration with social networks**

You may choose to share information between your Account and your social network account (such as Facebook). Through this option, you may choose to have personal information and other content about you available from social networks, transmitted and shared through the Services. Similarly, you may choose to have personal information and other content about you available from Strol, including your location and route information, transmitted to and shared through your social network account.

By signing onto Strol by using your social network ID (such as your Facebook account), you agree to share information (including personal information) between Strol and such social networks, for the purposes provided under this Privacy Policy.

The social network's use of information made available by Strol is governed by that social network's privacy policy and controlled by the social network, not by this Privacy Policy or Strol.

When you connect to the social network account through the Services for the first time or otherwise make the Services interact with your social network account, you will be asked to permit the social network to share your personal information stored on such social network with the Services. We collect your information from your social network account only in accordance with your privacy settings you have set up under your social network accounts.

Accordingly, we only collect such information which you allowed the social network(s) to share with third parties (such as your name, email address, list of friends, profile picture, other information you make available via the applicable social network). You understand that the Services may access, make available and store (if applicable and as permitted by the third party social network and authorized by you) such information so that it is available on and through your Account. For example, Strol may allow you to share your location with your Facebook friends, via the Application.

Please note that certain information which you have defined as private on your third party social network accounts may become public to other Strol Users through the Services if you have defined such information to be public on the Services. For example, if you designate your social network status as "private" in your social network account (to the extent possible under said settings), but have elected to set your Strol account settings as public, then the username will become public on the Strol service.

### **Meta-data that we collect**

Strol collects information about the use of the Services. For example, Strol may record the frequency and scope of your use of the Services, the duration of your sessions, information about the device on which you have installed the Application, the web pages that you visit via the Application, information that you read, content that you use or create, advertisements that you view or click on, your communications with other users and third parties, the Internet protocol (IP) address and the name of the domain that serve you to access the Services, and the geographic location of the computer system that you are using to log-in.

### **Accessing the Services**

In order to access the Services you will use your social network ID login credentials.

Your log-in details are your responsibility. You are fully accountable for any use or misuse of your Account and personal details as a result of conveying your details to someone else. You must maintain your log-in details in absolute confidentiality and avoid disclosing them to others. Make sure that you change your password frequently and at least once every six months.

### **Sharing information with others**

Strol will not share your personal information with others, without your consent, except for the following purposes and to the extent necessary in Strol's good-faith discretion:

- as necessary for the operation of the Services ;
- If Strol reasonably believes that you have breached the Terms of Use, or abused your rights to use the Services, or performed any act or omission that Strol reasonably believes to be violating any applicable law, rules, or regulations. Strol may share your information in these cases, with law enforcement agencies and other competent authorities and with any third party as may be required to handle any result of your wrongdoing;
- If Strol is required, or reasonably believes that it is required by law to share or disclose your information;

- In any case of dispute, or legal proceeding of any kind between you and Strol, or between you and other users with respect to, or in relation with the Services;
- In any case where Strol reasonably believes that sharing information is necessary to prevent imminent physical damage or damage to property;
- If Strol organizes the operation of the Services within a different framework, or through another legal structure or entity, or if Strol is acquired by, or merged into or with another entity, or if Strol enters bankruptcy, provided however, that those entities agree to be bound by the provisions of this Privacy Policy, with respective changes taken into consideration;
- For facilitating the Service and to store your data on servers located in the U.S.A and the European Union and elsewhere in the world.
- To collect, hold and manage your personal information through cloud based or hosting services or a third party or a party affiliated or connected to Strol, as reasonable for business purposes, which may be located in countries outside of your jurisdiction, including but not limited to the United States of America.
- Strol may also share personal information with companies or organizations connected or affiliated with Strol, such as subsidiaries, sister-companies and parent companies. Personal information may also be shared with Strol's other partners and service providers, with the express provision that their use of such information must comply with this Privacy Policy.

### **Controlling your personal information**

If you would like us to delete your Account, your username (if you have set one up) and your personal information, please use the "Delete Account" function we offer available under the Settings menu in the Application and on the Website.

On receiving such a request, Strol will use reasonable efforts to delete such information, however please note we may not delete information immediately from our back-up systems.

Your location and route history is associated with your Account. This information is stored and retained by Strol.

If you find that the information associated with your Account is not accurate, complete or updated, then you must make all necessary changes to correct it. Please keep in mind that false, incorrect, or outdated information may prevent you from setting up a username and impair the ability to provide you with Services.

### **How does Strol use aggregated information?**

Strol may use anonymous, statistical or aggregated information (including anonymous location information), in a form that does not enable the identification of a specific user, to properly operate the Services, to improve the quality of the Services, to enhance your experience, to create new services and features, including customized services, to change or cancel existing content or service, and for further internal, commercial and statistical purposes.

Strol may also use anonymous, statistical or aggregated information collected on the Services, in a form that does not enable the identification of a specific user, by posting, disseminating, transmitting or otherwise communicating or making available such information to users of the Services, to the Services' providers, partners and any other third party. For example, GPS information that we receive from your mobile device may be provided to map editors in an aggregated and/ or anonymous form to help improve the map and solve map problems.

### **Cookies**

Strol may use cookies on the Services. Cookies are packets of information sent by the Website's servers to your web browser and then sent back by the browser each time it accesses the Website's servers.

Strol may use cookies for various purposes, such as to save you the need to re-enter your username and password each time you log-in, to facilitate the use of the Website, to collect statistical information, to verify information, and to customize the Website to your personal preferences and for information security purposes.

Some of the cookies may expire when the session ends and you exit your browser. Other cookies are saved on your computer's hard drive. If you wish to block the Website's cookies, then please use the help button in your browser and follow the necessary instructions. However, bear in mind that disabling cookies may complicate or even prevent your use of the Website and/or Services, or certain features thereof.

### **Advertising campaigns**

Strol may permit, solicit or contract certain other companies to conduct advertising campaigns on the Services. The advertisements that you see when accessing the Services may be geographically or contextually targeted.

When you visit a third party website from the Application, such third party may use cookies on your computer. The third party's use of cookies is subject to their own privacy policies and not to this Privacy Policy. If you wish to study the privacy policies of those third parties you should visit their services, or contact them directly.

### **Information Security**

Strol considers information security to be a top priority. Strol implements systems, applications and procedures to secure your personal information, to minimize the risks of theft, damage, loss of information, or unauthorized access or use of information. However, these measures are unable to provide absolute assurance. Therefore, although Strol takes great efforts to protect your personal information, Strol cannot guarantee and you cannot reasonably expect that the Strol's databases will be immune from any wrongdoings, malfunctions, unlawful interceptions or access, or other kinds of abuse and misuse.

### **Changes to this Privacy Policy**

Strol may from time to time change the terms of this Privacy Policy. You agree to be bound by any of the changes made in the terms of this Privacy Policy. Continuing to use the Services will indicate your

acceptance of the amended terms. If you do not agree with any of the amended terms, you must avoid any further use of the Services.

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