

OVOU Inc. Privacy Policy

OVOU Inc. (“**OVOU**”, “**We**”, “**Us**”) has created this Privacy Policy (“**Policy**”) in order to set out how we collect, use, and disclose personal information through the OVOU websites located at ovou.com and ovou.me (the “**Websites**”) and our OVOU services, which allows users to share Account information and Personal Information for business networking purposes through the use of a smart chip card (together with our Websites, the “**Services**”).

The privacy of our users is of great importance to us. By using the Services in any manner or providing Personal Information to OVOU, you acknowledge that you accept the practices and policies outlined in this Policy and you hereby consent to the collection, use and disclosure of your Personal Information in accordance with this Policy.

1 WHAT DOES THIS POLICY COVER?

This Policy covers our collection, use and disclosure of information about identifiable individuals (“**Personal Information**”), particularly those individuals who use our Services (“**Users**”), as well as customers and prospective customers.

This Policy does not apply to the practices of companies that we do not own or control, including those practices of third-party organizations or individuals with whom you choose to share Personal Information. You should review the applicable privacy policy of any company with which you do business. We do not knowingly collect or solicit Personal Information from anyone under the age of 13.

2 COLLECTION AND USE OF PERSONAL INFORMATION AND OTHER DATA

Users may be required to have a valid OVOU account to use our Services (“**Account**”). Users will choose what Personal Information and third-party URLs they wish to link to their Account for the purposes of sharing with others (your “**Account Information**”). Additionally, OVOU may collect the following types of Personal Information to set up your Account as an End User:

- Name
- Email
- Industry Category
- Address
- All information User chooses to include on their profile

OVOU may also track User profile views and unique views using UTM to distinguish QR code scan vs NFC scan in order to analyze how often Users use their cards and how they use them. This allows us to improve and better market our Services.

OVOU also makes the Services available to enterprise clients. In order to do so, OVOU will collect certain Personal Information from the client representatives, including:

- Company Name
- Email
- Business Phone Number

- Business Address
- Other information the client chooses to disclose on its company profile.

We collect this information in order to provide our Services, including allowing companies to promote their businesses and share contact information. In some cases we will also collect Personal Information from customers of our Clients who choose to share contact information with our Clients.

This Personal Information will be obtained through use of OVOU Services or otherwise requested from the User.

OVOU also collects information related to how Users interact with the Websites, including URL history, created data, browser type, webpage title, host name, host path and search parameters. We use this information to help Users understand their digital behavior, to create anonymous analysis services, and to share with selected organizations with whom our Users consent.

3 STORAGE LOCATION AND TRANSFER OF PERSONAL INFORMATION

OVOU stores its data, including Personal Information, on servers located in Canada and the United States, including through the use of our third-party service providers. By submitting information, you agree to this transfer, storing or processing of your Personal Information in Canada and the United States. You acknowledge and agree that your Personal Information may be accessible to law enforcement and governmental agencies in Canada and the United States under lawful access regimes or court order.

4 DISCLOSURE OF PERSONAL INFORMATION WITH THIRD PARTIES

4.1 Disclosure of Profile to Third Parties

The OVOU Services allow Users the ability to choose the third-party organizations and individuals (together, the “**Third Parties**”) with whom the User wants to share their Account Information with. Accordingly, Account Information collected by OVOU about a User is made available to those specific Third Parties with whom the User chooses to share their electronic card with. OVOU advises the User to only share Account Information directly related to your business or networking purpose, or that is otherwise generally publicly available information. Consider carefully who you choose to share your Account Information with as OVOU cannot control how those Third Parties will handle it once shared.

4.2 Disclosure of Statistical Data

OVOU discloses aggregate statistical data to its partners and clients, such as advertisers and other third parties, who may use the data for business purposes. With the exception of OVOU’s use of Facebook Pixel, used for advertising purposes, this information does not include any Personal Information or otherwise identify any individual Users. For more information on how Facebook uses pixels, please review Facebook’s privacy policies.

4.3 Service Providers and Business Partners

We may from time to time employ other companies and people to perform tasks on our behalf and need to share Personal Information with them to provide the Services. Unless we tell you differently, such third parties do not have any right to use the Personal Information we share with them beyond what is necessary to assist us. This includes third-party companies and individuals employed by us to facilitate our OVOU Services.

4.4 Business Transfers

If we (or substantially all of our assets) are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, Personal Information may be made available or otherwise transferred to the new controlling entity, where permitted under applicable law.

4.5 With Your Consent

If we need to use or disclose any Personal Information in a way not identified in this Privacy Policy, we will notify you and/or obtain your express consent as required under applicable privacy laws.

5 COOKIES

Technologies such as cookies, scripts and tags are used by us and our third party partners. These technologies are used in analyzing trends, administering the Websites, tracking users' movements around the Websites, and gathering demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual and aggregated basis. Various browsers may offer their own management tools for removing these types of tracking technologies.

Standing alone, cookies do not identify you personally. They merely recognize your browser. Cookies come in two types: session and persistent-based. Session cookies exist only during an online session. They disappear from your computer when you close your browser software or turn off your computer. Persistent cookies remain on your computer after you've closed your browser or turned off your computer. They include information such as a unique identifier for your browser.

OVOU uses session cookies containing encrypted information to allow the system to uniquely identify you while you are logged in. This information allows OVOU to process your online transactions and requests. Session cookies help us make sure you are who you say you are after you've logged in and are required in order to use the OVOU Services.

OVOU uses persistent cookies, that only OVOU can read and use, to identify the fact that you are a OVOU user and track the webpages you view and use. We are especially careful about the security and confidentiality of the information stored in persistent cookies. Users who disable their web browser's ability to accept cookies will be able to browse our Websites but may not be able to use all features of our OVOU Services.

Our third-party partners also employ clear gifs, images, and scripts that help them better manage content on our site. In particular, OVOU uses Google, Facebook and LinkedIn for advertising to reach audiences with targeted advertising in accordance with the privacy policies of such third-parties.

6 SECURITY

The security of your Personal Information is important to us. We use commercially reasonable efforts to store and maintain your Personal Information in a secure environment. We take technical, contractual, administrative, and physical security steps designed to protect Personal Information that you provide to us. We have implemented procedures designed to limit the dissemination of your Personal Information to only such designated staff as are reasonably necessary to carry out the stated purposes we have communicated to you.

7 RETENTION

We, and certain third-party processors that we engage, will keep your Personal Information and Account Information for as long as it remains necessary for the identified purpose or as required by law, which may extend beyond the termination of our relationship with you.

You can request that OVOU delete your Personal Information and Account Information at any time. However, we may retain certain data as necessary to prevent fraud or future abuse, or for legitimate business purposes, such as analysis of aggregated, non-personally-identifiable data, account recovery, or if required by law. Generally, profile information is retained for a period of up to one (1) year following Account de-activation, whereas profile analytics are kept for a period of at least ten (10) years. All retained Personal Information and Account Information will remain subject to the terms of this Privacy Policy.

8 ACCESS, CORRECTION AND ACCURACY

You have the right to access the Personal Information we hold about you in order to verify the Personal Information we have collected in respect to you and to have a general account of our uses of that information. Upon receipt of your written request, we will provide you with a copy of your Personal Information, although in certain limited circumstances, and as permitted under law, we may not be able to make all relevant information available to you, such as where that information also pertains to another user. In such circumstances we will provide reasons for the denial to you upon request. We will endeavor to deal with all requests for access and modifications in a timely manner.

We will make every reasonable effort to keep your Personal Information accurate and up to date, and we will provide you with mechanisms to update, correct, delete or add to your Personal Information as appropriate. As appropriate, this amended Personal Information will be transmitted to those parties to which we are permitted to disclose your information. Having accurate Personal Information about you enables us to give you the best possible service.

9 CHANGES TO THIS POLICY

We may amend this Policy from time to time. Use of Personal Information we collect is subject to the Policy in effect at the time such information is collected, used or disclosed. If we make material changes or changes in the way we use Personal Information, we will notify you by posting an announcement on

our Websites sending you an email prior to the change becoming effective. You are bound by any changes to the Policy when you use the Services after such changes have been first posted.

10 CONTACT US

If you would like to: access, correct, amend or delete any Personal Information we have about you, register a complaint, or simply want more information contact our Privacy Compliance Officer at:

Info@ovou.com
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