

# PRIVACY POLICY

(Last updated: March 7, 2014)

## Introduction

Through our mobile application "Track Runner", The App Cauldron, Inc. ("The App Cauldron", "us", "we" or "our") may provide our Users ("user" "you or "your") with access to varied user-generated and other content and interactive and informational resources (collectively, "Services"). This document sets forth our practices in respect to information including personally identifiable data ("Personal Data") and other information that is collected from you when using the Services. The Privacy Policy is incorporated into, and is subject to our Terms & Conditions ("Terms"). At any time, the then-current version of the Terms can be found at <https://trackrunnerimages.blob.core.windows.net/images/TandC.pdf>.

## Information We Collect

We respect your privacy and integrity and strive to take the best care when we collect, store, use and protect your Personal Data according to the Terms and this Privacy Policy.

The use of our Services may result in collection of Personal Data and other information from you, as further described below:

### Personal Data You Provide Us with

The use of our Services does not require registration in principle. You may be prompted to provide certain Personal Data in connection with your participation in certain programs or use of certain features of our Services. Personal Data like your height, weight, and gender as used to provide you with more accurate statistics is only stored in your mobile device and not accessible to us. We only collect Personal Data from you when you voluntarily choose to provide us with such information, for example when contacting us with inquiries, responding to a survey, offering feedback via the in-app feedback function, or using certain Services and participating in certain programs in relation with our Services. Wherever we collect Personal Data we make an effort to provide a link to this Privacy Policy. By voluntarily providing us with Personal Data, you are consenting to our use of such data in accordance with this Privacy Policy, including the transfer of such Personal Data from your current location to our offices and servers or those of our affiliates or contractors located in the United States and other countries.

### Location Data

The Services include various location-based features, such as mapping outdoor fitness activities. To provide these location-based features, The App Cauldron and our partners may collect, use and share precise location data, including the real-time geographic location of your mobile device. For some third-party partners, such as Here or Google, this information will be shared automatically. For others, such as Facebook or Twitter, this information will only be shared with your explicit permission or if you choose to share it.

## Other Information

*Non-Identifiable Data:* When you use our Services, we may receive certain personally non-identifiable information about such use. This information, which cannot presently be used to personally identify you, may be collected passively by various technologies, or via submission of data by your mobile device as part of using our Services. We may store such information ourselves or it may be included in databases owned and maintained by our affiliates, agents or service providers. We may use such information and pool it with other information to track, for example, the total number of users of the Services, the frequency of use of our Services etc.. No Personal Data is available or used in this process.

## Aggregated Personal Data

We may conduct research on our Users' demographics, interests and behavior based on the Personal Data and other information provided to us. This research may be compiled and analyzed on an aggregate basis ("Aggregated Data"). We may share Aggregated Data publicly and with our affiliates, agents and business partners, e.g. advertisers, universities, media or connected sites. We may also disclose aggregated user statistics as deemed necessary for the cooperation with current business partners and introduction of our Services to prospective business partners, and to other third parties for other lawful purposes. However, you will never be personally identifiable from such Aggregated Data.

## Our Use of Your Personal Data and Other Information

Our use of the Personal Data you provide shall at all times be consistent with this Privacy Policy. If you provide Personal Data for a certain reason, we may use the Personal Data in connection with the reason for which it was provided. For instance, if you provide us with your email address via our in-app feedback function, we will use the Personal Data you provide to answer your question or resolve your problem. We may also use your Personal Data and other personally non-identifiable information collected through the Services to help us improve the content and functionality of the Services, to better understand our users and to improve the Services.

## Our Disclosure of Your Personal Data and Other Information

There are certain circumstances in which we may share your Personal Data with certain third parties without further notice to you, including as set forth below:

### Business Transfers

Your personal information may be transferred if The App Cauldron or Track Runner is involved in a merger, acquisition or asset sale in whole or in part. However, apart from the transfer of data as a necessary measure of such ownership transfer, we will continue to ensure the confidentiality of any personal information.

## Service Providers, Agents and Related Third Parties

We may entrust other companies to perform certain business-related functions, for instance maintaining databases and processing payments, which may require providing them with access to certain Personal Data. However, we only provide them with the information that they need to perform their specific function, and these third party service providers will only use your Personal Data to perform the services requested by us.

## Legal Requirements

We may also disclose your Personal Data if required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, (ii) protect and defend our rights or property, (iii) act in urgent circumstances to protect the personal safety of users of the Services or the public, or (iv) protect against legal liability.

## Exclusions

This Privacy Policy shall not apply to any unsolicited information you provide to us. This includes, but is not limited to any ideas for new products or modifications to existing Services, and other unsolicited submissions (collectively, "Unsolicited Information"). Such Unsolicited Information is deemed non-confidential and we are free to reproduce, use, disclose, and distribute such Unsolicited Information to others without limitation or attribution.

## Children

We do not knowingly collect Personal Data from children under the age of thirteen (13). If you are under thirteen, please do not submit any Personal Data through the Services. We encourage parents and legal guardians to monitor their children's internet usage and to instruct their children to never provide Personal Data through any of our Services without their permission. If you have reason to believe that a child under the age of thirteen has provided Personal Data to us, please contact us, and we will endeavor to delete that information from our databases.

## Security

We take reasonable steps to protect the Personal Data provided via the Services from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. These steps include internal reviews of our data collection, storage and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store Personal Data. However, no internet or email transmission is ever fully secure or error free. In particular, e-mail sent to or from the Services may not be secure. Therefore, you should take special care in deciding what information you send to us via email.

We restrict access to Personal Data to our employees, contractors and agents who need to know that information in order to operate, develop or improve our Services. These individuals are bound by confidentiality obligations and may be subject to discipline if they fail to meet those obligations.

## Changes to Our Privacy Policy

The Services we offer may change from time to time. As a result, at times it may be necessary for us to make changes to this Privacy Policy. Accordingly, we reserve the right to update or modify this Privacy Policy at any time and from time to time without prior notice. We advise you review this policy periodically, and especially before providing any Personal Data. This Privacy Policy was last updated on the date indicated above. Your continued use of the Services after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of such revised Privacy Policy.

## Contacting Us

We actively monitor our compliance with this Privacy Policy. Please feel free to contact us if you have questions or concerns regarding this Policy, our treatment of Personal Data, or our information practices, please feel free to contact us at any time at [support@theappcauldron.com](mailto:support@theappcauldron.com).