



Privacy Policy

This Privacy Policy applies only to the web sites owned (however accessed or used, whether via personal computers, mobile devices, or otherwise) or controlled by SkyCoach, LLC (“SkyCoach,” “we,” “our” or “us”) or other interactive features that are accessible or downloadable through the web sites owned or controlled by SkyCoach and that post a link to this Privacy Policy (collectively, the “Sites”). The purpose of this Privacy Policy is to disclose to you what information we may collect on the Sites, how we may collect it, with whom we may share it, and certain other matters related to such information, including the choices you may have regarding our collection, use, and disclosure of such information.

We may receive and store certain types of web site usage information whenever you visit or interact with the Sites. For example, we may collect the page served, the time, the source of the request, the type of browser making the request, the preceding page view, other similar information and your IP address. We also may collect your IP address or some other unique identifier for the particular device you use to access the Internet, as applicable (collectively referred to herein as a “Device Identifier”). A Device Identifier is a number that is automatically assigned to your computer, your cell phone, or other device used to access the Internet, and our computers identify your device by its Device Identifier. We may associate your Device Identifier with the personal information you provide. When analyzed, web site usage information helps us determine how visitors arrive at the Sites, what type of content is most popular, and what type of visitors are interested in particular kinds of content and advertising.

We may also collect the email addresses of those who communicate with us via email, aggregate information on what pages visitors or registered users access or visit, and information volunteered by the visitor or registered user (such as survey information and/or site registrations). The information we collect is used to improve the content of our website pages and the quality of our service, and is not shared with or sold to other organizations for commercial purposes, except to provide products or services you’ve requested, when we have your permission, or under the following circumstances:

- It is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Terms of Use, or as otherwise required by law.
- We transfer information about you if SkyCoach is acquired by or merged with another company. In this event, and to the extent that SkyCoach has your email address, SkyCoach will notify you before information about you is transferred and becomes subject to a different privacy policy.
- We share information with our partners, licensees, agents, representatives, distributors, independent contractors and/or any authorized third party.

1. INFORMATION GATHERING AND USAGE.

When you register for SkyCoach we may ask for information such as your name, contact information and date of birth. SkyCoach uses collected information for the following general purposes: providing products and services, billing, identification and authentication, services improvement, contact and research.

You may also send us an email to request access to, correct or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Our Site is not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Site. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Site or on or through any of its features or register on the Site, make any purchases through the Site, use any of the interactive or public comment features of this Site or provide any information about yourself to us, including your name, address, telephone number, email address or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have information from or about a child under 13, please contact us at the address given below.

2. COOKIES AND WEB BEACONS.

Cookies

A cookie is a small amount of data which often includes an anonymous unique identifier that is sent to your browser from a website's computers and stored on your computer's hard drive.

Cookies are required to use the SkyCoach website. We use cookies to record current session information, but do not use permanent cookies. You are required to login to your SkyCoach member account after a certain period of time has elapsed to protect you against others accidentally accessing your account.

Web Beacons

The Sites and any communications sent by the Sites may contain electronic images (generally, single-pixel ".gif" images) called "web beacons." These web beacons allow SkyCoach and third parties to monitor and collect certain information about the viewer of the web page, web-based document, e-mail message or other communication, such as the type of browser requesting the web beacon, the Device Identifier of the device that the web beacon is sent to and the time the web beacon was viewed. SkyCoach's use of web beacons on its Sites, include, without limitation, the following:

- counting unique users (actually, unique web browsers), visits and page views.
- monitoring traffic and conversion patterns through our various product and service offerings on the Sites. For example, web beacons may be integrated into a merchandise product page as well as the subsequent shopping cart, transaction and verification pages.
- personalizing your experience when you visit the Sites, including any advertising and content you see.
- determining whether or not messages were opened, links were clicked or notifications/offers were acted upon.

3. DATA STORAGE AND SECURITY.

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. The safety and security of your information also depends

on you. Where we have given you (or where you have chosen) a password for access to certain parts our Site, you are responsible for keeping this password confidential and not sharing it with unauthorized users.

SkyCoach may use third party vendors and hosting partners to provide the necessary hardware, software, networking, storage and related technology required to run the website. SkyCoach owns the code, databases and all rights to therein. SkyCoach incorporates reasonable safeguards to help protect and secure your personal information. However, no data transmission over the Internet, or wireless transmission, or electronic storage of information can be guaranteed to be 100% secure. Please note that SkyCoach cannot ensure or warrant the security of any information you transmit to SkyCoach via its Sites, and you do so at your own risk. The Sites are general audience web sites. We cannot guarantee that your information will be stored in the United States.

4. DISCLOSURE.

SkyCoach may disclose personally identifiable information under special circumstances, such as to comply with subpoenas, court orders, legal process or other valid law enforcement measures; to comply with a legal obligation; at the request of governmental authorities conducting an investigation; to verify or enforce compliance with the policies governing the Sites and applicable laws; to protect the legal rights, interests, or safety of the Sites, our users or others; or when your actions violate the SkyCoach's Terms of Use or EULA. Such disclosures may be carried out without notice to you.

California Civil Code Section 1798.83 permits users of our Site that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send write us at SkyCoach, LLC 347 West Bert Kouns Industrial Loop, Shreveport, LA 71106, Attn: Privacy Officer.

5. USE OF THIRD PARTY NETWORK ADVERTISING FEATURES.

Our network advertising partners currently include Facebook, Google, Twitter, and their respective extended advertising networks, but we reserve the right to partner with other third party ad networks in the future. Below you will find vendor-specific information detailing: (1) the product features we have currently implemented; (2) how our advertising partners use cookies and other identifiers; and (3) how you can opt-out of these features. By using the SkyCoach Sites, you consent to the collection and processing of data about you by third party network advertising partners in the manner and for the purposes described below.

Facebook - Terms For Conversion Tracking, Custom Audiences From Your Website, and Custom Audiences From Your Mobile App

Facebook provides certain features and tools (e.g., pixels, SDKs and APIs) that we have added to the Sites to allow us to send data about actions that people take on the Sites or mobile app ("Event Data") to Facebook to track conversions ("Conversion Tracking"), to create custom audiences of people who have visited the Sites ("Custom Audiences from the Sites"), or to create custom audiences of people who have visited our mobile app ("Custom Audience from the Mobile App"). By accessing the Sites you agree to the following:

A. Facebook will use the Event Data received to provide us with insights about the effectiveness of our ads and the use of our website/app or to create our custom audience (as applicable, depending on the specific features we choose to use), and in accordance with Facebook's Data Policy (<https://www.facebook.com/about/privacy/>). Event Data will also enable us to better target ads and to optimize our systems. In connection with such targeting and optimization, Facebook will: (i) use Event Data

collected from the Sites or mobile app for ad optimization only after such Event Data has been aggregated with other data collected from other advertisers or otherwise collected on Facebook and (ii) not allow other advertisers or third parties to target advertising solely on the basis of Event Data collected from our website or mobile app.

B. Event Data will not be disclosed to other advertisers or to third parties, unless Facebook has our permission or is required to do so by law. Facebook will maintain the confidentiality and security of Event Data, including by maintaining technical and physical safeguards that are designed to (a) protect the security and integrity of data while it is within Facebook's systems and (b) guard against the accidental or unauthorized access, use, alteration or disclosure of data within Facebook's systems.

C. You agree that you have received sufficiently prominent notice and hereby consent to the following:

With respect to the Sites' use of Conversion Tracking or Custom you understand that: (1) third parties may use cookies, web beacons, and similar technologies to collect or receive information from the Sites and elsewhere on the internet and use that information to provide measurement services and target ads; (2) you can opt-out of the collection and use of information for ad targeting; and (3) you can access a mechanism for exercising such choice at the following link: www.aboutads.info/choices.

D. We agree not to transfer or disclose any personally identifiable information to Facebook or combine any information obtained in connection with these terms with personally identifiable information. We further agree that we will not share with Facebook information that we know or reasonably should know is from or about children under the age of 13 or that includes health, financial, or other categories of sensitive information.

E. We agree that Facebook may include notice in or around our advertisements explaining that the ad is targeted, and we agree that we will not modify, obscure, or otherwise interfere with these notices, including any technical components that enable users to access additional information or choice mechanisms.

F. Facebook may modify, suspend or terminate access to, or discontinue at any time the availability of Conversion Tracking, Custom Audiences from our Website, or Custom Audiences from our mobile app. We may discontinue our use of the features at any time. We may delete our custom audience from the Facebook system at any time through our account tools.

G. If we are using any of these features on behalf of a third party, we also represent and warrant that we have the authority as agent to such party to use such features on their behalf and bind such party to these terms.

H. These Terms govern our use of Conversion Tracking and Custom Audiences from the Sites. These features are part of "Facebook" under Facebook's Statement of Rights and Responsibilities (<https://www.facebook.com/legal/terms>, the "SRR"), and our use of these features is deemed part of our use of, and actions on, "Facebook." These Terms do not replace any terms applicable to our purchase of advertising inventory from Facebook, and such terms will continue to apply to our ad campaigns for which we are using Conversion Tracking or Custom Audiences. In the event of any conflict between these Terms and such terms or the SRR, these Terms will govern solely with respect to our use of Conversion Tracking and Custom Audiences, and solely to the extent of the conflict. Facebook reserves the right to monitor or audit our compliance with these terms and to update these terms from time to time, and our continued use of these features constitutes acceptance of those changes.

Google - Use of Google Analytics & Google Remarketing

The Sites use Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses cookies to help us analyze how users use the Sites. The information generated by cookies about your use of the Sites (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the Sites, compiling reports on activity for site operators and providing other services relating to Site activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of the Sites. By using the Sites, you consent to the processing of data about you by Google in the manner and for the purposes described above. The Google Analytics tracking code implemented on the Sites supports Display Advertising. Google Analytics for Display Advertising is used on this website in form of Remarketing. Third-party vendors, including Google use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize and serve ads based on your past visits to the Sites. You can opt out of Google Analytics for Display Advertising and customize Google Display ads using the Ads Preferences Manager.

The following Google Analytics features are used on this website: Remarketing with Google Analytics, Google Display Network Impression Reporting, Google Analytics Demographics and Interest Reporting, and Other types of interest-based advertising, including integrated services that require Google Analytics to collect data via advertising cookies and anonymous identifiers

These features may target past visitors across the internet or visitors with specific interest profiles based on their internet usage. We don’t collect personally identifiable information through our cookies, remarketing lists, or any other anonymous identifiers. At any time, you may decline the collection and storage of your data in the future.

You may prevent these cookies from being saved by selecting the appropriate settings on your browser. However, please note that if you do this you may not be able to use the full functionality of the Sites. You can prevent the data generated by the cookie about your use of the Sites (including your IP address) from being collected and processed by Google by clicking the following link to download and install the Google Analytics Opt-out Browser Add-on: <https://tools.google.com/dlpage/gaoptout>.

Twitter - Use of Conversion Tracking and Tailored Audiences Products

The Sites make use of Twitter’s conversion tracking and tailored audiences products. These products collect user data through the Sites for purposes of conversion tracking and serving ads targeted to your interests. Twitter prohibits the creation of tailored audiences or conversion events based on any sensitive information, including: alleged or actual commission of a crime; health; negative financial status or condition; political affiliation or beliefs; race or ethnic origin; religious or philosophical affiliation or beliefs; sex life; and trade union membership. You may opt-out of interest-based advertising through the Do Not Track functionality in your web browser or through such other methods that Twitter may specify from time to time. When you have Do Not Track enabled in your browser, Twitter does not match your account to browser-related information to tailor ads for you.

Heroku

Heroku enables its customers to create Web sites and applications that run natively on the Heroku platform. When Heroku Web sites are posted by Heroku, the Site will link to this Privacy Statement, and this Privacy Statement applies. When Heroku Web sites are posted by third parties, the privacy statement of the third party applies, and this Privacy Statement does not apply.

Heroku also enables its customers to use third-party services (referred to as “add-ons”) as part of running Web applications on our platform. When you share information with these third-party add-on services, the privacy statement of the third party applies. Heroku’s Web sites may contain links to other Web sites. The information practices or content of such other Web sites is governed by the privacy statements of such other Web sites. We encourage you to review the privacy statements of other Web sites to understand their information practices.

New Relic

New Relic collects Application Data when its products are deployed in our applications. “Application Data” means data about the performance of our application, system data (such as version data, names of plug-ins, etc.) about the environment in which our application is operating, data about transactions in our application (“Transaction Data”), stack traces and source code snippets for certain classes of errors, and other similar data related to our application.

Application Data New Relic collects is primarily used to display application performance information back to us. It is also used by New Relic personnel to answer questions that we may have about our account and to develop and improve our products. New Relic may also aggregate Application Data across multiple accounts and use this data to create and publish industry benchmarks or comparative application performance metrics. Individual Transaction Data collected by New Relic is obfuscated by default. We have the option of changing the configuration of New Relic’s products so that individual Transaction Data is not obfuscated. We also have the option of disabling collection of certain types of Application Data collected through our products and services, which we may exercise by following the instructions in the user manual for the applicable Product or service.

Fabric Crashlytics

What information does Crashlytics collect from End Users?

Crashlytics automatically collects certain information that does not personally identify end users who access or use mobile applications that use our services. This information includes, but is not limited to, device state information, unique device identifiers, device hardware and OS information, information relating to how an application functions, and the physical location of a device at the time of a crash.

We may also enable certain features of the Crashlytics Services that collect additional information that does not personally identify End Users who access or use mobile applications that use the Services. This information includes, but is not limited to, information relating to how an End User uses that our application(s).

In addition, we may enable certain features of the Crashlytics Services that will allow Crashlytics to collect some end users’ personally identifiable information, as well as whether the end user installed or used our application and feedback that end users voluntarily provide. For example, (i) we may provide Crashlytics with an end user’s email address so that Crashlytics can invite the end user to test a particular version of our application, and the end user may download that application and submit feedback about it and (ii) we may choose to append custom metadata to crash reports that you send to Crashlytics from our applications; we may choose to include personally identifying information about end users in this metadata, like name or email address, so that we

can, for example, contact such end users to troubleshoot issues with our applications. Crashlytics may also receive a confirmation when we open an email from Crashlytics. Crashlytics captures all of this information on our behalf so that we can understand and improve our applications and communicate with users about their experience with the applications. Crashlytics requires us to use Crashlytics to collect information solely for these purposes, and to observe all applicable laws and regulations.

Crashlytics require that we maintain a privacy policy that fully and accurately discloses the type of information collected, and that the information is shared with third party service providers like Crashlytics.

How does Crashlytics use the information that it collects?

The information Crashlytics collects about end users and their activities is the our property, not of Crashlytics. The information collected by the Crashlytics Services from end users is used to provide us with insight into the functionality of and engagement with our applications, including any problems that occur. Crashlytics' algorithms process and analyze the data separately for each of its customers. However, Crashlytics may aggregate information across its customers in a non-personally identifiable way. Such aggregate and anonymous information is used by Crashlytics to (i) improve its Services, (ii) create analysis of trends or behaviors, and (iii) other similar uses, but always in an aggregate and anonymous way.

Will Crashlytics share information about me with anyone else?

Except for purposes of complying with legal requests, safety, or protection of property, or to address fraud or security or technical issues, Crashlytics will not divulge end user data to anyone other than the developer on whose behalf it collects and analyzes the end user data.

Is there a way that End Users can opt out of collection of information by Crashlytics?

Collection of information is at our discretion, so please review our privacy policy and terms of use. If you are, or have been invited to be, a beta tester, you can turn off email updates for particular applications at any time by clicking the unsubscribe link in the email footer of these updates. If you want to stop using the beta testing service altogether, you can remove from your mobile device of our applications that you are testing, along with the Crashlytics app (on Android) or web clip and certificate (on iOS).

Fabric Answers

The following information is collected by Answers on mobile devices:

- The app's bundle identifier and full version number.
- The device's operating system name and version number.
- User sessions' start and stop events.
- Answers uses a variety of identifiers to provide its services including the Android ID, and the Android Advertising ID, as well as the iOS identifierForAdvertising (IDFA) if your app links against AdSupport.framework.
- Activity tracking for Android apps.

6. THIRD PARTY CONTENT AND LINKS TO OTHER WEB SITES.

When you are on the Sites you may be directed to other sites that are operated and controlled by third parties that are beyond our control. For example, if you click on a banner advertisement, the click may take you away from the Sites to a different web site. This includes links from advertisers, sponsors and partners that may use

the Sites' logo as part of a co-branding agreement. These other web sites may send their own cookies to you, independently collect data or solicit personal information and may or may not have their own published privacy policies. If you visit a web site that is linked from our Sites, you should consult that web site's privacy policy before providing any personal information.

7. CHANGES.

SkyCoach may periodically update this policy in its sole discretion. By using the Sites, you acknowledge your agreement to the terms of this Privacy Policy. We will notify you about significant changes in the way we treat personal information by sending a notice to the email address specified in your SkyCoach membership account or by placing a prominent notice on our site.

8. QUESTIONS AND CONTACT INFORMATION.

Any questions about this Privacy Policy should be addressed to info@myskycoach.com or SkyCoach, LLC, 347 West Bert Kouns Industrial Loop, Shreveport, LA 71106 attn: Privacy Officer.