

PRIVACY POLICY

Your Privacy Rights

Effective Date: September 24, 2020

This Privacy Policy describes the types of information gathered by Dowit Inc. (“Dowit”, “us” or “we”) in the process of providing <http://www.dowit.co> (the “Site”) data, services, information, tools, functionality, updates and similar materials (collectively, the “Service”), how we use it, with whom the information may be shared, what choices are available to you regarding collection, use and distribution of information and our efforts to protect the information you provide to us through the Service.

By using the Service, you hereby consent to allow us to process your personal information, or that of your child(ren), in accordance with this Privacy Policy. Please also refer to our Terms of Service – <https://www.dowit.co/terms-of-service>, which are incorporated as if fully recited herein. Terms defined in the Terms of Service that are not defined herein shall have the same definition as in the Terms of Service.

This policy is subject to change. If our information retention or usage practices change, we will let you know by posting the Privacy Policy changes on the Service and/or otherwise making you aware of the changes. Your continued use of the Service following our notice of changes to this Privacy Policy means you accept such changes. Please refer to the “Effective Date” above to see when this Policy was last updated.

Territoriality

Regardless of where our servers are located, your personal data may be processed by us in the United States, where data protection and privacy regulations may or may not be to the same level of protection as in other parts of the world. BY VISITING THE SITE AND USING THE SERVICE, YOU UNEQUIVOCALLY AND UNAMBIGUOUSLY CONSENT TO THE COLLECTION AND PROCESSING IN THE UNITED STATES OF ANY INFORMATION COLLECTED OR OBTAINED BY US THROUGH VOLUNTARY SUBMISSIONS, AND, TO THE EXTENT POSSIBLE, THAT U.S. LAW GOVERNS ANY SUCH COLLECTION AND PROCESSING.

1. Who Collects Your Information On Our Service?

We do. We collect personal information (“Personal Information” or “PII”) from you on the Service, and we are responsible for the protection of your information. We collect three types of information about persons who use the Service: voluntarily provided personal information; information collected from third-party sources; and automatically collected information. Any information that you post in a publicly available area of the Service, such as your profile page, blog, our social media pages, and our Site, may be available to the public at large, and we cannot guarantee the security of such information once you post it in such public forums. Please also note that you are not required to post your PII in any public forum in order to use the Service.

2. What Information Does Dowit Collect?

A. Personal Information. We collect certain Personal Information about you, which may be supplied when you sign-up for the Service, when you complete a survey, when you create or update an account, when you use the Service, when you request services, when you link your account on the Service to your social media account(s) via our integration, third-parties, or otherwise when you submit such information. The types of personal information we collect and save include:

- Name, email address; street address; phone number; credit card number; image/likeness; username; and message read receipts;
- Technical information collected in our logs. Such information may include standard web log entries that contain your IP address; device identifiers; cookies (first party, third party, session, and persistent); web beacons; page URL and timestamp.

You may provide us with information when you interact with us through email, read an email from us, online chat, messaging functions within the Service, or otherwise. We may retain such information in order to provide you with services, and you agree that we may share this information as needed to provide the Service.

Although it may appear as though we collect your financial information, we actually use a third-party payment processor, Wix.com Ltd., (“Payment Processor”), which collects your financial PII and process payments for the Service. The Payment Processor may collect information such as banking information or credit card number, name, CVV code or date of expiration, from you on the Service.

- B. Non-personal Information. Non-Personal Information is non-personally identifiable or anonymous information about you, including but not limited to links and materials posted, enrollment history, purchase history, geo-fencing, the type of device you used and its operating system, browser information, the pages accessed most frequently, how pages are used, when and how you use the App, applications downloaded, search terms entered, and similar non-personal data.

Automatically tracking Internet Protocol (IP) addresses is one method of automatically collecting information about your activities online and information volunteered by you. An IP address is a number that is automatically assigned to your device whenever you surf the internet. Further, the Service may utilize web beacons, pixel tags, cookies, embedded links, and other commonly used information-gathering tools. Through collecting your IP address, we may be able to approximate your geographic location, however, unless and until this information is paired with your Personal Information, it cannot be used to identify you. If non-personal information is paired to any of your Personal Information, we will treat the non-personal information as if it was Personal Information too.

Although it may be possible to turn off the collection of cookies through your device, that may interfere with your use of the Service.

Part of the purpose of the Service is to share materials you make available. Anything you publicly post will not be considered Personal Information.

- C. Aggregate Information. We may also collect anonymous, non-identifying and aggregate information, the date and time of any request, language preference, referring website, the website you go to after visiting our Site, and the domain name of your Internet service provider.

3. Why Is My Information Being Collected?

We accept and gather information in an effort to provide the Service to you. We need to collect your personal information so that we can respond to your requests for information or to be added to our email lists, to integrate with social media platforms, and to process your payment for the Service. We also collect aggregate information to help us better design the Service. We collect log information for monitoring purposes to help us to diagnose problems with our servers, administer the Service, calculate usage levels, and otherwise provide services to you.

4. How Do We Use the Information We Collect?

A. We use the personal information you provide for the purposes for which you have submitted it including:

- Internal Uses.

We may use your PII to respond to your inquiries, to fulfill your requests for information, track usage trends, conduct experiments, send you push notifications, develop and improve the Service and other offerings, and perform research and analytics.

- Creating and Maintaining Your Account.

We use your PII to create and maintain an account for you to allow you to purchase and use the Service.

- Paying For the Service.

Our Payment Processor will use your PII to process your payment for the Service, to verify that your device is recording a sale, and to confirm your identity when a sale is placed.

- Communicating With You About Our Services.

We may use your PII to send you information about new services and other items that may be of interest to you.

- Social Media Integration.

We may use your PII to integrate your social media accounts with the Service, and to provide to you the social media features of the Service.

- Sending Administrative and Promotional Emails.

We may use your PII to send you emails to: (a) confirm your account information and your other PII; (b) process your transactions to purchase our Service; (c) provide you with information regarding the Service; (d) inform you of changes to this Privacy Policy, our Terms of Service, or our other terms, conditions, or policies; or (e) provide you with information on our other services and products, or promotions related to the Service or our other services and products.

B. We may use anonymous information that we collect to improve the design and content of our Service, and to enable us to personalize your internet experience. We also may use this information in the aggregate to analyze how our Site is used, as well as to offer you programs or services. We may use any anonymous, aggregate information, of which your information may be a part of or the basis of, without restriction.

5. Do We Share Your Personal Information?

We will not share your personal information except: (a) for the purposes for which you provided it; (b) with your consent, such as other users of the Service; (c) as may be required by law or as we think necessary to protect our organization or others from injury (e.g., in response to a court order or subpoena, in response to a law enforcement agency request, or when we believe that someone is causing, or is about to cause, injury to or interference with the rights or property of another); or (d) with persons or organizations with whom we contract to carry out the Service, internal operations, or business activities, for example, we may transfer your PII to a successor in interest after a merger with, or an asset sale to, another company. We may also share aggregate information with others, including affiliated and non-affiliated organizations.

6. How Can You Access And Control Your Information?

After becoming a user of the Service, you may revise or edit your information by sending an email hello@dowit.co or through your personal profile. For instructions on how you can further access your personal information that we have collected, or how to correct errors in such information, please send an e-mail to hello@dowit.co. We will also promptly stop using your information and remove it from our servers and database at any time upon your e-mail request. Furthermore, you may opt out of our sharing of your PII with third parties (you will also be able to opt in to this sharing), our use of your information other than for your primary purpose for using the Service, being including in an online directory, and promotional emails by sending an email hello@dowit.co with "Opt Out" in the subject line. To protect your privacy and security, we will take reasonable steps to help verify your identity before granting access, making corrections or removing your information.

7. How Do We Store and Protect Your Information?

- A. After receiving your personal information, we will store it on our servers for future use. We have physical, electronic, and managerial procedures in place to safeguard and help prevent unauthorized access, maintain data security, and correctly use the information we collect. Unfortunately, no data transmission over the internet or data storage solution can ever be completely secure. As a result, although we take industry-standard steps to protect your information (e.g., strong encryption), we

cannot ensure or warrant the security of any information you transmit to or receive from us or that we store on our or our service providers' systems.

- B. If you are visiting the Site from outside of the USA, you understand that your connection will be through and to servers located in the USA, and the information you provide will be securely stored in our servers and internal systems located within the USA.
- C. Retention. We store your personal information until you request us to remove it from our servers. We store our logs and other technical records indefinitely.

8. How Do We Use Cookies And Other Network Technologies?

- A. To enhance your online experience with us, our web pages may presently or in the future use "cookies." Cookies are text files that our web server may place on your hard disk to store your preferences. Cookies, by themselves, do not tell us your e-mail address or other PII unless you choose to provide this information to us. Once you choose to provide PII, however, this information may be linked to the data stored in the cookie. Although it may be possible to turn off the collection of cookies through your device or browser, certain features of the Services may not function properly without the aid of cookies.

- B. Our Service uses Google Analytics, provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043 ("Google"). Google Analytics uses cookies and similar technologies to collect and analyze information about use of the Services and report on activities and trends. This service may collect information regarding the use of other websites, apps and online resources. For more information on how Google uses data when you use our Site or Service, please follow this link:<https://policies.google.com/technologies/partner-sites>. You may be able to opt-out of some or all of Google Analytics features by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>. For more information about interest-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit <http://optout.aboutads.info>.

D. Dowit or its service providers may also use "pixel tags," "web beacons," "clear GIFs" or similar means (collectively, "Pixel Tags") in connection with some of our Site pages and HTML-formatted email messages for purposes of, among other things, compiling aggregate statistics about website usage and response rates. A Pixel Tag is an electronic image, often a single pixel (1x1), that is ordinarily not visible to website visitors and may be associated with cookies on visitors' hard drives. Pixel Tags allow us and our service providers to count users who have visited certain pages of our Site, to deliver customized services, and to help determine the effectiveness of promotional or advertising campaigns. When used in HTML-formatted email messages, Pixel Tags can inform the sender of the email whether and when the email has been opened.

E. As you use the internet, you leave a trail of electronic information at each website you visit. This information, which is sometimes referred to as "clickstream data", can be collected and stored by a website's server. Clickstream data can reveal the type of computer and browsing software you use and the address of the website from which you linked to our Site. We may use clickstream data as a form of non-personally identifiable information to determine how much time visitors spend on each page of our Site, how visitors navigate through the Site, and how we may tailor our web pages to better meet the needs of visitors. We will only use this information to improve our site.

F. Do Not Track. At present, the Site does not specifically respond to browser do-not-track signals.

9. Collection of Information by Others

Our Terms of Service document identifies certain third party websites to which we may provide links, and that you may click on our Site or in our Service. Please check the privacy policies of these other websites to learn how they collect, use, store and share information that you may submit to them or that they collect.

10. Children and Young People's Information.

Our Service is designed to comply with the Children's Online Privacy Protection Act ("COPPA"), and associated Federal Trade Commission ("FTC") rules for collecting personal information of/from minors. Under COPPA, Dowit is an "operator" and as such subject to certain obligations under COPPA with regard to personal information pertaining to children under the age of 13. We endeavor to not collect, use,

or disclose the Personal Information of a child under the age of 13 without the verified consent of their parent.

Once verified parental consent is received, and we have collected, used and disclosed the Personal Information of your child as described above in this Privacy Policy, we shall employ the same measures to protect its confidentiality as we do any other PII. Our Site will not knowingly accept Personal Information from anyone under 13 years old in violation of applicable laws, without verifiable consent of a parent. In the event that we discover that a child under the age of 13 has provided PII to us, we will make efforts to delete the child's information in accordance with the COPPA.

Notwithstanding anything to the contrary herein, we shall not retain the Personal Information of any child under the age of 13 longer than is reasonably necessary to fulfill the Service requested, to allow the child to participate in the Service, to ensure the security of our users and our Services, or as otherwise required by applicable law.

A parent may review, edit, object to additional processing, or request the deletion of their child's Personal Information by emailing us hello@dowit.co. To protect the child's privacy and security, we shall take reasonable steps to verify the identity of the parent before giving them access to such PII. We shall also delete a child's personal information in the event that we find it is collected, used, or disclosed in a manner that is inconsistent of COPPA's requirements, or immediately seek the parent's consent for the same. If you believe that your child under 13 has gained access to our Site without your permission, please contact us hello@dowit.co.

Please see the FTC's website (www.ftc.gov) for more information on COPPA.

11. California Privacy Rights

California law allows California residents to request information regarding our disclosures in the prior calendar year, if any, of their personally identifiable information to third parties. To make such a request, please contact us hello@dowit.co with "Request for Privacy Information" in the subject line. Please include enough detail for us to locate your file; at a minimum, your name, email, and username, if any. We will attempt to provide you with the requested information within thirty (30) days of receipt. We reserve our right not to respond to requests sent more than once in a calendar year, or requests submitted to an

address other than the one posted in this notice. Please note that this law does not cover all information sharing. Our disclosure only includes information covered by the law.

12. Contact Information

If you have any questions or suggestions regarding our Privacy Policy, please contact us via e-mail hello@dowit.co.

Copyright © Dowit Inc. All rights reserved. The Service is the property of Dowit, and is protected by United States and international copyright, trademark, and other applicable laws. This includes the content, appearance, and design of the Service, as well as the trademarks, product names, graphics, logos, service names, slogans, colors, and designs.