

PRIVACY STATEMENT

Last Updated: September 28, 2016

This Privacy Statement (“Privacy Statement”) explains how AXP Technology, Inc. (“AXP,” “us,” “our,” and “we”) uses your information and applies to all who use our website, mobile applications, electronic services, social networking sites, contact us, or any individual, business partner-specific, merchant-specific, city-specific, or other area-specific websites we offer that link to or reference this Privacy Statement (collectively, the “Site”).

1. Acceptance of the Privacy Statement and Amendments to the Privacy Statement

By using the Site, you agree to the terms of this Privacy Statement. If you do not agree with the practices described in this Privacy Statement, please do not provide us with your personal information or interact with the Site.

We will routinely update this Privacy Statement to clarify our practices and to reflect new or different privacy practices, such as when we add new services, functionality or features to the Site. If we make any material changes to the Privacy Statement, we will notify you via the Site by updating the Privacy Statement. You can determine when this Privacy Statement was last revised by referring to the date it was “Last Updated” above.

2. Types of Information We Collect

We will collect information, including Personal Information and Non-Identifying Information, when you interact with us and the Site, for example when you:

- access or use the Site;
- register, subscribe, or create an account with AXP Technology;
- send us emails;
- open or respond to our e-mails;
- provide information to enroll or participate in programs provided on behalf of, or together with any organization or Merchants;
- visit any page online that displays our ads or content;
- purchase products or services on or through the Site;
- connect or link to any Site via social networking sites;
- post comments to the Site or Online Communities; and
- provide information to our Vendors.

This Privacy Statement does not apply to the collection of information in any way other than as listed above.

For the purposes of this Privacy Statement, the following definitions are provided.

Personal Information means information about you that specifically identifies you or, when combined with other information we have, can be used to identify you. This includes the following types of information:

- **Contact Information:** your name, postal addresses, email addresses, social networking website user account names, telephone numbers, or other addresses at which you are able to receive communications;
- **Relationship Information:** information you provide that enables us to determine lifestyle, interests, and activities, including location information related to your state/province, city, or neighborhood; and areas of interest, the types of deals that interest you, information collected through your interactions with social networks, demographic information (e.g., birth date, age, gender);
- **Transaction Information:** information you provide when you interact with us and the Site, Merchants you are interested in purchasing from; email and other communications; and how you interact with Merchants and our Vendors; and
- **Financial Information:** information collected from you as needed to process payments for AXP products or services that you buy, or as provided by you to administer your participation in optional services and programs, such as your payment card number, expiration date, and card verification number.

Non-Identifying Information means information that alone cannot identify you, including data from cookies, pixel tags and web beacons, and device data. Non-Identifying Information may be derived from Personal Information.

Online Communities mean any social networking pages or accounts, forums, bulletin boards, discussion groups, chat rooms or other methods of communication that may be offered on or linked through the Site.

Merchants mean third parties with whom we conduct business, such as merchants, co-marketers, distributors, and resellers.

Vendors mean third parties that perform business operations on behalf of AXP, such as transaction processing, billing, mailing, communications services (e-mail, direct mail, etc.), marketing, data processing and analytics, servicing, collections, or ad management.

3. Your Choices

You may limit the information you provide to AXP, and you can limit the communications that AXP sends to you.

You can also manage your email and notice preferences by logging into your account through the AXP website, and changing those preferences accordingly. You may update your preferences at any time. Please note that even if you unsubscribe from promotional email messages, we may still need to contact you with important transactional information related to your account and your purchases. For example, even if you have unsubscribed from our promotional email messages, we will still send you confirmations when you make purchases on the Site.

You may also manage the sharing of certain Personal Information with us when you connect with us through social networking platforms or applications. Please refer to the privacy policy

and settings of the social networking website or application to determine how you may adjust our permissions and manage the interactivity between AXP and your social networking account or your mobile device.

If you wish to opt out of receiving offers directly from participating Merchants, you can follow the opt-out instructions in the emails that they send you.

4. How AXP Vgej pqmji { Uses Information

We (or our Vendors on our behalf), use information collected as described in this Privacy Statement to:

- operate, maintain and improve the Site and our services;
- provide you with personalized ads and offers for products and services from us and participating Merchants;
- facilitate and fulfill orders placed on the Site;
- evaluate your eligibility for certain types of offers, products or services that may be of interest to you, and analyze advertising effectiveness;
- answer your questions and respond to your requests;
- perform analytics and conduct customer research;
- communicate and provide additional information that may be of interest to you about AXP and participating Merchants, sometimes by combining your information with information from Other Sources, meaning sources of information that legally provide AXP with your information, and which are outside the scope of this Privacy Statement at the time of collection;
- send you reminders, technical notices, updates, security alerts, support and administrative messages, service bulletins, marketing messages, and requested information, including on behalf of Merchants;
- administer rewards, surveys, sweepstakes, contests, or other promotional activities or events sponsored by us or participating Merchants;
- manage our everyday business needs, such as administration of the Site, forum management, fulfillment, analytics, fraud prevention, and enforcement of our corporate reporting obligations and Terms of Use, or to comply with the law;
- allow sign up for special offers from Merchants or third parties through the Site; and
- enhance other information we have about you directly or from Other Sources to help us better understand you and determine your interests.

We also may use information collected as described in this Privacy Statement with your consent or as otherwise required or permitted by law.

5. When and Why AXP Vgej pqmji { Discloses Information

We (or our Vendors on our behalf) may share your Personal Information as required or permitted by law:

- with any AXP Technology affiliate who may only use the Personal Information for the purposes described in this Privacy Statement;

- with our Vendors to provide services for us and who are required to protect the Personal Information;
- to report or collect on debts owed to us or participating Merchants;
 - with relevant Merchants;
 - with whom we jointly offer products and services;
 - to facilitate a direct relationship with you, including in connection with any program we administer on behalf of the Merchant;
 - to enable electronic communications with you as part of purchase, a sponsored reward, offer, contest, program, or other activity in which you have elected to participate;
 - to the extent you have purchased or redeemed goods or services offered by a Merchant or participated in an offer, rewards, contest or other activity or program sponsored or offered through AXP on behalf of that Merchant;
- with a purchase of AXP products or services;
- to comply with legal orders and government requests, or as needed to support auditing, compliance, and corporate governance functions;
- to combat fraud or criminal activity, and to protect our rights or those of our affiliates, users, and Merchants, or as part of legal proceedings affecting AXP;
- in response to a subpoena, or similar legal process, including to law enforcement agencies, regulators, and courts in the United States and other countries where we operate; or
- with your consent.

We encourage Merchants to adopt and post privacy policies. However, their use of Personal Information obtained through AXP is governed by their privacy policies and is not subject to our control.

We may also disclose Non-Identifiable Information:

- for the same reasons we might share Personal Information;
- with Merchants for their own analysis and research;
- to facilitate targeted content and ads; or
- with Third-Party Ad-Servers to place our ads and/or ads of merchants or participating Merchants on the Site and on third-party sites, and to analyze the effectiveness of those ads; Third-Party Ad-Servers means Vendors and other third parties that provide the technology to place ads on websites and track ad performance.

We do not share Personal Information with Third-Party Ad-Servers; however, Third-Party Ad-Servers may automatically collect Non-Identifying Information about your visit to the Site and other websites, your device address, your Internet Service Provider and the browser you use to visit the Site. They do this by using cookies, clear gifs and other technologies. Information collected may be used, among other things, to deliver advertising targeted to your interests and to better understand the usage and visits to the Site and the other websites tracked by these third parties. This Privacy Statement does not cover the collection methods or use of the information collected by Third-Party Ad-Servers, and AXP is not responsible for cookies or clear gifs in third party ads. We encourage you to review the privacy policies or statements of these

third party advertising companies to learn more about their use of cookies and other technologies.

6. How AXP Technology Collects Information

You provide us with your Personal Information when you register, subscribe, create an account, purchase or redeem AXP products or services, or otherwise when you provide us with your Personal Information during your interaction with the Site. We also collect Personal Information when you contact us online for customer service and other support using self-help tools, such as email, text, or by posting to the Site or an Online Community.

We also receive Personal Information and other online and offline information from Other Sources. AXP will use such information in accordance with applicable laws. Such information, when combined with Personal Information collected as provided in this Privacy Statement, will also be handled in accordance with this Privacy Statement. We also may use cookies, tags, web beacons, local shared objects, files, tools and programs to keep records, store your preferences, improve our advertising, and collect Non-Identifying Information, including Device Data and your interaction with the Site and participating Merchants' websites. Device Data means information concerning a device you use to access, use, or interact with the Site, such as operating system type or mobile device model, browser type, domain, and other system settings, the language your system uses and the country and time zone of your device, geo-location, unique device identifier or other device identifier, mobile phone carrier identification, and device software platform and firmware information.

We use cookies that contain serial numbers that allow us to connect your Site activity with other information we store about you in your profile or as related to your interactions with the Site. We use session cookies on a temporary basis, such as to manage your view of pages on the Site. We use persistent cookies for a number of purposes, such as retrieving certain information you have previously provided (for example, your user id if you asked to be remembered), and storing your preferences. Information from cookies also tells us about the website you were visiting before you came to the Site and the website you visit after you leave the Site.

When you access these pages or open email messages, we use pixel tags and web beacons to generate a notice of that action to us, or our Vendors; these tools allow us to measure response to our communications and improve the Site's pages and promotions.

Device Data may be collected when your device interacts with the Site and AXP, even if you are not logged into the Site using your device. If you have questions about the security and privacy settings of your mobile device, please refer to instructions from your mobile service provider or the manufacturer of your device to learn how to adjust your settings.

7. Security of Personal Information

We take reasonable measures to protect the information that we collect from or about you (including your Financial Information) from unauthorized access, use or disclosure. Please be aware, however, that no method of transmitting information over the Internet or storing

information is completely secure. Accordingly, we cannot guarantee the absolute security of any information.

We will make any legally required disclosures of any breach of the security, confidentiality, or integrity of your unencrypted electronically stored “personal data” (as defined in applicable state statutes on security breach notification), and we may make those disclosures to you via email or conspicuous posting on this Site.

8. Accessing and Correcting Personal Information

You can access, update and delete your Financial Information and other information you provide to us in your profile by logging into your account and accessing the relevant section of your account to amend such information. Keeping your Personal Information current helps ensure that we, our affiliates and Merchants offer you the offers that are most relevant to you.

If you want to close your AXP Technology account or have other questions or requests, please contact us. While we are ready to assist you in managing your subscriptions, closing your account, and removing your active profile, we cannot always delete records of past interactions and transactions. For example, we are required to retain records relating to previous purchases on the Site for financial reporting and compliance reasons.

We may retain your Personal Information for as long as your account is active or as needed to provide you services and to maintain a record of your transactions for financial reporting purposes. If you wish to cancel your account or request that we no longer use your Personal Information to provide you services contact us at our correspondence address or email, as provided on the Site. We will retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

9. Social Networks

Social Community Areas

The Site may be accessible through or contain connections to areas where you may be able to publicly post information, communicate with others such as discussion boards or blogs, review products and Merchants, and submit media content. Prior to posting in these areas, please read our Terms of Use carefully. All the information you post may be accessible to anyone with Internet access, and any Personal Information you include in your posting may be read, collected, and used by others. For example, if you post your email address along with a public restaurant review, you may receive unsolicited messages from other parties. You should avoid publicly posting Personal Information or identifying information about third parties.

10. Privacy Practices of Third Parties

This Privacy Statement only addresses the use and disclosure of information by AXP Technology through your interaction with the Site. Other websites that may be accessible through links from the Site may have their own privacy statements and personal information collection, use, and

disclosure practices. Participating Merchants may also have their own privacy statements. We encourage you to familiarize yourself with the privacy statements provided by these other parties prior to providing them with information or taking advantage of a sponsored offer or promotion.

11. Children's Privacy

AXP Technology does not intend that any portion of the Site will be accessed or used by children under the age of thirteen, and such use is prohibited. The Site is designed and intended for adults. By using AXP, you represent that you are at least eighteen years old and understand that you must be at least eighteen years old in order to create an account and/or purchase the goods or services advertised through the Site. We will promptly delete information associated with any account if we obtain knowledge or have any suspicions that the account is associated with a registered user who is not at least eighteen years old.

12. Contact Us; and California Privacy Rights

Please contact us if you have any questions or comments about our privacy practices or this Privacy Statement. You can reach us via postal mail at our correspondence address or via email to our email address, as provided on the Site.