

# PRIVACY POLICIES

Last updated: September 28, 2016

Private Sentinel Ltd. respects your privacy. These Privacy Policies constitute a fully binding agreement between you and Private Sentinel Ltd. (hereinafter: "Private Sentinel"). Please read the Privacy Policies carefully.

## COLLECTION AND PROVISION OF CONFIDENTIAL INFORMATION

Purchase of the Service means you have agreed to all of the Privacy Policies. If you do not agree to all of these Privacy Policies you may not purchase and/or use the Service. See [Terms and Conditions of Use](#). Capitalized terms used but not defined herein have the meanings assigned to them in the [Terms and Conditions of Use](#).

Private Sentinel's Privacy Policies explain how we treat your personal data and protect your privacy when you use our Services. The data controller in respect of your data in respect of the Services shall be Private Sentinel. The purpose of the data controlling is the provision of the Services. The duration of data controlling shall correspond to the provision of the Services, but Private Sentinel reserves the right to continue controlling certain data for its legitimate interests and to comply with the provisions of applicable law. Private Sentinel shall not use any data processors.

By using our Services, you agree that Private Sentinel can use your personal information and data in accordance with our Privacy Policies and [Terms and Conditions of Use](#) as promulgated by Private Sentinel from time-to-time. For our Privacy Policies the term "personal information" means any and all information, confidential or not, collected by us or provided to us by you, that may be used to identify you and your location, which may include, but not be limited to, first and last name, home address, email address, your cellular telephone number, your notification contacts information, information to and from your social media content, your current location and route information, audio and image recordings by the Service when an emergency is activated by you and other information collected in communications between us. The information collected by and provided to Private Sentinel will generally be treated as confidential and visible only to us until such time as you have an emergency and use the Service. We will then use the personal information to assist you by sending SMS, emails or other communications to the contacts selected by you at registration and listed on your device and posting to the social media selected by you and listed on your device. There should be no expectation or belief that your personal information that we share through our Service to respective parties will thereafter be confidential.

You agree that in the event you use the Service we can disclose and disseminate to those notification contacts and social media sites you selected, and other Private Sentinel Service users in your current location, your personal information as required to assist you in response to your emergency including, but not limited to, your name, location and contact information. You also agree that we can collect your personal information (i) for aggregated and/or anonymous data (where such data does not enable the identification of a specific user), (ii) to conduct surveys and questionnaires, (iii) to enforce these Privacy Policies and the [Terms and Conditions of Use](#), (iv) to comply with

any applicable law, any lawful legal order and to assist law enforcement agencies under any applicable law in use of the Service or when Private Sentinel has a good faith belief that its' cooperation with the authorities and law enforcement agencies is legally mandated or meets the applicable legal standards and procedures as determined by Private Sentinel, (v) to prevent fraud, misappropriation, infringements, identity theft and other illegal activities and misuse of the Services, (vi) to handle breakdowns and malfunctions, and (vi) to take any action in any case of dispute, or legal proceeding of any kind between you and the Service, or between you and other users or third parties with respect to, or in relation with the Service.

Private Sentinel uses your location and route information to create a detailed location history of all of your travels when using the Service. Private Sentinel uses this history to offer the Service to you, to improve the quality of the Service it offers to you and to all of its users, and to improve the accuracy of its mapping and navigation data. This history is associated with your membership account and username. This history is retained by Private Sentinel for a limited period of time in the exclusive discretion of Private Sentinel. Private Sentinel will link all of your personal information with your membership account and a unique identifier generated by Private Sentinel in accordance with our internal practices. Your personal information may be confidential to you but by using the Service you agree that we may use your information, disclose and disseminate your personal information to public and private sources for the purposes of our Service and to assist you more efficiently in case of an emergency. The information we may collect, includes, but not limited to both the contact notifications information and social media information on the sites you selected, detailed location and route information, in the form of GPS signals and other information sent by your mobile telephone or mobile device on which the Service is installed and activated.

We reserve the right to make changes to our site, the Privacy Policies and our [Terms and Conditions of Use](#) at any time. For example, we may change them to reflect changes to a law, rule or regulation or make other changes to our Service. You should look at the [Terms and Conditions of Use](#) and these Privacy Policies regularly for any changes. We will update the modified Privacy Policies in this application and on [www.privatesentinel.com](http://www.privatesentinel.com). Changes will not apply retroactively but will become effective no sooner than three calendar days after they are updated. However, changes addressing new functions for a Service or changes made for legal reasons will be effective immediately. If there is a conflict between these Privacy Policies and any of the subsequently modified Privacy Policies, the subsequently modified Privacy Policies will control for that conflict. If you do not agree to the subsequently modified Privacy Policies, you should discontinue your use of our Service.

If you use the Service, you also have the responsibility to keep your personal information correct, up to date and confidential. For example, you alone are responsible for (i) maintaining the confidentiality of your membership account and password and your mobile telephone and mobile devices and other personal information data storage passwords, (ii) the initial personal information and timely updating your personal information, including, but not limited to, your mobile telephone number, your email address, your contacts for notification, and (iii) enabling all GPS location settings/services on your mobile telephone and mobile devices. [See the Terms and Conditions of Use](#) for all of your duties and obligations.

When you use our Service, you may also be using the services of one or more third parties, such as a cellular provider or a mobile device platform provider. Your use of these third party services may be subject to the separate privacy policies, terms of use, and fees of these third parties. Such

parties may also be collecting information about you and you should review their respective privacy policies regarding your information. Private Sentinel is not responsible for third party privacy policies and actions.

## **ELECTRONIC COMMUNICATIONS**

When you use the Service, we are communicating with each other electronically. You consent to sending and receiving communications electronically. We will communicate with you by email, text or by posting notices on this site or through the Services. You agree that all agreements, notices, disclosures and other communications that we provide to you electronically in any electronic method satisfy any legal requirement that such communications be in writing.

If you believe that your privacy has been compromised by any person in the course of using the Services, you wish to exercise your subject access rights or have any privacy-related questions, then please immediately contact Private Sentinel at [privacy@privatesentinel.com](mailto:privacy@privatesentinel.com).