

Created: July 12, 2024

R2U Connect, LLC
Privacy Notice

At R2U Connect ("**R2U Connect**", "**Company**", "**we**", "**our**" or "**us**"), we value your trust. R2U Connect realizes that when you access R2U Connect's services, you are entrusting R2U Connect with your Personal Information. We are committed to acting responsibly when we collect, use and protect your Personal Information.

We believe in being clear and open about how we collect data related to you when you visit our website at www.R2UConnect.com, (the "**Site**")/ ("**Website**"); download, access and /or use the mobile application named R2U Connect ("**App**"); subscribe to/ purchase and use our services via our technology platform that facilitates the arrangement of ride-sharing between drivers and riders across Northwest Indiana and Chicagoland, connecting community members, students and families with professional, convenient and secure transportation; subscribe to our newsletter; interact with us; participate in online advertisements or marketing emails; opt-in to receive SMS mobile messages, opt-in for in-App push notifications, or engage with any other websites, pages, features, or content we own, operate and/or provide (collectively with the Website and App the "**Services**").

This Privacy Notice specifically applies to:

- "**Passengers**": individuals who request or receive transportation and related services via their R2U Connect account.
- "**Drivers**": individuals who provide transportation to Passengers or Guest Users individually or through R2U Connect's partner transportation companies.
- "**Account Holders**": individuals with an active R2U Connect account, subscription, our partners including universities and business entities, or individuals or partners with any other account or subscription that may be offered by R2U Connect now or in the future.
- "**Guest Users**": individuals who receive ride services ordered by other R2U Connect Account Holders, including businesses, universities, friends, family members or other Account Holders.

All individuals who are subject to this Privacy Notice may be referred to jointly as "**Users**" or "**you**" in this Privacy Notice. Users include Passengers, Drivers, Guest Users and other Account Holders who request or complete trips via R2U Connect's partner websites or applications or arranged by other Account Holders.

Federal and state laws say that we must tell you how we collect, share and protect your personal information. This Privacy Notice ("**Privacy Notice**") is designed to help you understand how we collect, use, share and safeguard the information you provide to us and to assist you in making informed decisions when using our Services. Please read this Privacy Notice very carefully.

By accessing and using the Services, you consent to our collection, storage, use and disclosure of your Personal Information as described in this Privacy Notice. The Services are intended for users located in the United States only, and you hereby expressly acknowledge and agree that if you are accessing and/or using the Services that you reside in the United States and will only access and/or use the Services in the United States. The use of the Services is subject to the terms of service depending on the type of user, please access the Driver Terms of Service at [R2U Connect Driver TOS](#) and the User Terms at [R2U Connect User TOS](#).

In this Privacy Notice, you will find information about:

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1. Types of Data We Collect

We collect "Non-Personal Information" and "Personal Information" and the information we collect from you depends on how you use the Services. **"Non-Personal Information"** includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. **"Personal Information"** means data that allows someone to identify or contact you, including, for example, your name, address, telephone number, email address, as well as any other non-public information about you that is associated with or linked to any of the foregoing data. This includes:

Context	Types of Data that we may process	Primary Purpose for Collection and Use Data
Website Visitor Information	We collect your first and last name, email address and anything you share with us in your message if you contact us. Please do not include any sensitive information in the message.	We have a legitimate interest in contacting our customers and communicating with them in relation to the Services.
Passenger's Account Information	We collect your first and last name, date of birth, mailing address, phone number and email address if you download	Your account information is needed for legal and contractual obligations. We also have a legitimate interest in contacting our customers and communicating with them in relation to the Services and

	and set up an account through the Services. Our payment processor, Stripe, will collect your payment information directly. In the event you direct us to collect it or choose to enter it manually, we will collect the payment and relevant billing information.	enabling Passengers and Guest Users to communicate with each other and R2U Connect via our App and Website. The Driver will only have access to the Passenger's or Guest User's phone number until the ride is completed. Personal Information may also be necessary for emergency purposes as further described below in Section 7 of this Privacy Notice. If you opt-in to receive text messages from us, we may send you a text message that contains promotional information that may be of interest to you. You can opt-out of receiving future text messages by replying "STOP." Your name and email address may be used to send you information about R2U Connect, product updates, special offers, and newsletters that may be of interest to you. You may select the "unsubscribe" button at the bottom of the email to stop receiving these emails. If you unsubscribe from the promotional emails described above, you will still receive emails with trip booking confirmations.
Driver's Application and Account Information	If you download and set up an account through the Services, our service provider, Stripe, will collect your first and last name, social security number, mailing address, phone number, email address, driver's license information, recent photograph, vehicle and insurance information, and any other information that may be required by a particular state for compliance purposes. This Personal Information is used to complete criminal and sexual offender background	Your application and account information is needed for legal and contractual obligations. We also have a legitimate interest in contacting our Drivers and communicating with them in relation to the Services.

	checks and for identity verification of Drivers. This may include but is not limited to: • Driver history or criminal record (where permitted by law); • Driver license status; • Driver known aliases; • Driver prior addresses; and • right to work. This Personal Information may also be collected by a R2U Connect authorized vendor(s) on R2U Connect's behalf.	
Account Holder Information	We collect your company name, title, first and last name, mailing address, company phone number and email address if you download and set up an account through the Services.	Your account information is needed for legal and contractual obligations. We also have a legitimate interest in contacting our customers and communicating with them in relation to the Services and enabling Passengers and Guest Users to communicate with each other and R2U Connect via our App and Website. Personal Information may also be necessary for emergency purposes as further described below in Section 6 of this Privacy Notice. If you opt-in to receive text messages from us, we may send you a text message that contains promotional information that may be of interest to you. You can opt-out of receiving future text messages by replying "STOP." Your name and email address may be used to send you information about R2U Connect, product updates, special offers, and newsletters that may be of interest to you. You may select the "unsubscribe" button at the bottom of the email to stop receiving these emails. If you unsubscribe from the promotional emails described above, you will

		still receive emails with trip booking confirmations.
Guest Users	We collect the name and phone number of Guest Users.	This legal basis for processing of this information is consent but we also have a legitimate interest in contacting our customers and communicating with them in relation to the Services and enabling Passengers and Guest Users to communicate with each other and R2U Connect via our App and Website. The Driver will only have access to the Guest User's phone number until the ride is completed. Personal Information may also be necessary for emergency purposes as further described below in Section 6 of this Privacy Notice.
Student Ambassadors	We collect first and last name, name of school that the student ambassador attends, email address and phone number.	We have a legitimate interest in understanding our Student Ambassadors' interests, contacting them and communicating with them in relation to the Services.
Cookies and first party tracking	We use Cookies and clear GIFs. "Cookies" are small pieces of information that a website sends to a computer's hard drive while a website is viewed.	We use first party Cookies to make the Services operate efficiently and to analyze Website performance for the purpose of improvement. You can enable, disable or delete Cookies via your browser settings. To do this, follow the instructions provided by your browser, usually located within the "Help", "Tools" or "Edit" settings of your browser. Please be aware that if you set disable Cookies on your browser, you may not be able to access secure areas of the Services and parts of the Services may also not work properly (e.g., referral links, preferences, etc.). The following links are provided for your convenience. Click on the relevant link below to access detailed information regarding Cookie settings. Should your browser not be listed here, you should review the help pages for your specific browser to see what features are offered for adjusting your Cookie settings:

		• Microsoft Internet Explorer • Google Chrome • Safari • Firefox If you use a different browser than those listed above, please refer to your specific browser's documentation or check out http://www.allaboutcookies.org/browsers/index.html to learn more about different browsers. You can also find out more information about how to change your browser Cookie settings at www.allaboutcookies.org. Note that if you disable, limit or delete cookies, the Services may not function properly, and this may prevent you from using our Services.
Cookies and Third Party Tracking	We participate in behavior-based advertising, this means that a third party uses technology (i.e.: a cookie, pixel or 'LAL') to collect information about your use of the Service so that they can provide advertising about products and services tailored to your interests. We use Google Analytics, which is an analytics service provided by Google LLC. (US).: https://support.google.com/analytics/answer/7318509?hl=en https://policies.google.com/technologies/partner-sites https://support.google.com/analytics/answer/6004245 You may opt-out of Google Analytics for display advertising or customize Google display network ads by managing your privacy controls on Google's website.	We have a legitimate interest in engaging in behavior-based advertising, capturing Website analytics and engaging third parties to assist with providing Services to you. Any Cookies that are placed on your browsing device by a third party can be managed through your browser (as described above) or by checking the third party's website for more information about cookie management and how to "opt-out" of receiving cookies from them. You can learn more at the following third-party websites: • AllAboutCookies: http://www.allaboutcookies.org/ • Network Advertising Initiative: http://www.networkadvertising.org/ • Wikipedia: https://en.wikipedia.org/wiki/HTTP_cookie

Feedback/Support	We collect Personal Information from you contained in any inquiry you submit to us regarding the Services, such as: • completing our online forms; • calling or emailing for the purposes of general inquiries; • support requests, or to report an issue; • feedback, photographs or other recordings collected by you, including audio or video recordings from dashcams or other sources submitted by you in connection with customer support; • metadata relating to the method(s) you utilize to communicate with us. Our App has a chat function, and we will collect any information that you and the Driver provide while using it.	We have a legitimate interest in receiving, and acting upon, your feedback, issues, or inquiries.
Mobile Devices	We collect information from your mobile device such as unique identifying information broadcast from your device when using the Services R2U Connect collects this data from time a trip is requested until the trip is completed (such data collection may be indicated via an icon or notification on the User's or Guest User's mobile device's operating system) and at any time that R2U Connect's application is running in the foreground (i.e., the R2U Connect application is open and	We have a legitimate interest in identifying unique visitors, and in understanding how users interact with us on their mobile devices.

	on screen) of the User's or Guest User's mobile device.	
Website & Application Interactions	We use technology to monitor how you interact with the Services. This may include: IP addresses, preferences, web pages you visited prior to using the Services, information about your browser, network or device (such as browser type and version, operating system, internet service provider, preference settings, unique device IDs and language and other regional settings), information about how you interact with the Services (such as timestamps, clicks, scrolling, browsing times, searches, transactions, referral pages, load times, and problems you may encounter, such as loading errors).	We have a legitimate interest in understanding how you interact with the Services to better improve the Services, and to understand your preferences and interests and to select offerings that you might find most useful. We also have a legitimate interest in detecting and preventing fraud.
Logs	We collect information, including your browser type, operating system, Internet Protocol ("IP") address (a number that is automatically assigned to a computer when the Internet is used), domain name, click-activity, referring website, and/or a date/time stamp for visitors.	We have a legitimate interest in monitoring networks and the visitors to our Website and App and access and use of the Services to provide the Services and enhance the Services.
Employment	If you apply for a job posting, or become a W-9 employee, R2U Connect or our service provider, will collect information necessary to process your application or to retain you as an employee. This may include, among other things, your social security number. Providing this information is required for employment.	We use information about current employees to perform our contract of employment, or the anticipation of a contract of employment. In some contexts, we are also required by law to collect information about our employees. We also have a legitimate interest in using your information to have efficient staffing and workforce operations and provide the Services to our customers.

Demographic Information	We collect Personal Information, such as your age or location.	We have a legitimate interest in understanding our users and providing tailored Services and some information, such as age, may be legally required for use of the Services.
Transactional Information	We collect transactional information, including: • products and services you purchase or download or about which you make an inquiry, • the type of services required or provided, • trip details, • payment transaction information including the amount charged, distance traveled, and the payment method.	We have a legitimate interest in our customers' transactional information to fulfil contractual and legal obligations related to Services. We also have a legitimate interest in understanding your preferences and interests so we could select offerings that you might find most useful.
Geolocation Information	When you use our Website, App and Services we collect your location from the GPS, Wi-Fi, and/or cellular technology in your device to determine your location to better serve you. The precise geo-location is automatically enabled when a Driver starts the trip to pick up a Passenger or Guest User.	We have a legitimate interest in understanding our users and providing tailored Services. In some contexts, our use is also based upon your consent to provide us with geo- location information. We also collect geolocation data for purposes of receipt generation, customer support, fraud detection, insurance, litigation, or other communications, including the date and time of these communications and the content of these communications. R2U Connect may also use this data for customer support services, including to resolve disputes with or between Users; for safety and security purposes; to improve R2U Connect's Services and features; and for analytic purposes.
Surveys	When you participate in a survey, we or our Student Ambassador will collect information that you provide through the survey. If the survey is provided by a	We have a legitimate interest in understanding your opinions and collecting information relevant to our organization and the Services.

	third-party service provider, such as Survey Monkey , the third party's privacy policy applies to the collection, use, and disclosure of your information.	
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2. Children's Online Privacy Protection Act ("COPPA")

Our Services are not designed for children under 13, and we do not intentionally or knowingly collect Personal Information from users who are under the age of 13 or from other websites or services directed at children. If we discover that a child under 13 has provided us with Personal Information, we will delete such information. For all Account Holders, Passengers and Guest Users between the ages of 13-17, parental authorization for all rides will be required.

3. Information You Provide to Us

- We collect Personal Information from you as described in Section 1 above when you contact us or set up an account through the Services.
- When you engage us to provide Services, our payment processor, Stripe, will collect all information necessary to complete the transaction, including your name.
- We may also collect your name, email address, and any information in connection with Driver and Student Ambassador referral programs in order to deliver rewards we may provide.
- If you provide us feedback or contact us via email, we may collect your name, if stated, and email address, as well as any other content included in the email, in order to send you a reply.
- R2U Connect may use photographs submitted by Drivers, Passengers or Guest Users to verify their identities when such photographs are voluntarily submitted or are legally required. Drivers may have dash cams installed in their vehicles and may share footage from such dash cams with us. Drivers may have disclosures and notices regarding their use of dash cam as required by applicable laws. We do not require or control Driver's use of dashcams.
- When you participate in one of our surveys, we may collect additional information that you knowingly provide.
- We will maintain the information you send via email in accordance with applicable federal law.
- In compliance with the CAN-SPAM Act, all emails sent from our organization will clearly state who the email is from and provide clear information on how to contact the sender. In addition, all email messages will also contain concise information on how to remove yourself from our mailing list so that you receive no further e-mail communication from us.

4. Collected via Technology

- In an effort to improve the quality of the Services, we reserve the right to track information provided to us by your browser or by our software application when you view or use the

Services, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Services, the time and date of access, and other information that does not personally identify you. We track this information using Cookies. Cookies are sent to a user’s browser from our servers and are stored on the user’s computer hard drive or mobile device. Sending a Cookie to a user’s browser enables us to collect Non-Personal information about that user and keep a record of the user’s preferences when utilizing our Services, both on an individual and aggregate basis.

- We may also use third party analytics services such as Google Analytics to collect information about how you use and interact with our Services. Such third-party analytics services may use Cookies to gather information such as the pages you visited, your IP address, a date/time stamp for your visit and which website referred you to the Website or App.
- As explained in Section 1 above, the location data collected by a Driver during a trip will be linked to the Passenger’s account, even if the Passenger has not enabled location data to be collected from the Passenger’s mobile device.
- Our Website and App use social media connectors. They are social media buttons, such as Facebook, Yelp, LinkedIn, Twitter and Instagram you see on our Website and App that allow you to connect and learn more about us and interact with us, our users and marketing partners. We reserve the right to use technological equivalents of Cookies, including social media pixels. These pixels allow social media sites to track visitors to outside websites so as to tailor advertising messages users see while visiting that social media website. We reserve the right to use these pixels in compliance with the policies of the various social media sites.

These social media third-party providers may combine your information with other information they have about you. The Personal Information that is shared with them will be governed by the third-party provider’s privacy policy and will apply to any Personal Information R2U Connect may access through the third-party provider. If you tag R2U Connect in one of your posts, R2U Connect will have access to the information that you elect to share when tagging other users on social media platforms.

- Some content or applications on the Services are served by third parties, including advertisers, ad networks, servers, content providers, and application providers. These third parties may use Cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Services. The information they collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties’ tracking technologies or how they may be used and we are not liable for any third party providers, acts or omissions. If you have any questions about an advertisement or other targeted content, you should contact the third-party provider directly.
- We do not control interest-based advertising Cookies on the Services. However, many advertising companies that collect information for interest-based advertising are members of the Digital Advertising Alliance (“DAA”) or the Network Advertising Initiative (“NAI”), both of which maintain websites where people can opt out of interest-based advertising from their members.

To opt-out of website interest-based advertising provided by each organization's respective participating companies, visit the DAA's opt-out portal available at <http://optout.aboutads.info/> or visit the NAI's opt-out portal available at <http://optout.networkadvertising.org/?c=1>.

5. Information We Obtain From Other Sources

- Indirectly from you. For example, from observing your actions and interactions with the Services.
- Other sources. We may also collect information about you from: R2U Connect's insurance providers, our partners through which Users create or access their R2U Connect account, affiliates, authorized vendors, data analytics providers, advertising networks or data re-sellers whose data R2U Connect uses for marketing or research purposes, internet service providers, publicly available sources, operating systems and platforms, social networks, or applications or websites using R2U Connect API or whose API are used by R2U Connect, law enforcement officials, public health officials and other governmental entities and authorities. For example, if you submit a job application, or become a driver or an employee, we may conduct a background check.

6. Use of Your Personal Information

In general, Personal Information you submit to us is used either to respond to requests that you make, or to aid us in serving you better. We use your Personal Information in the following ways:

- to facilitate the creation of and secure your account;
- to provide you Services as you requested;
- to establish an account on the Website and/or App;
- to enable trip services, such as using location data to facilitate a pick up; features that involve data sharing, such as fare sharing, estimated arrival time sharing, ratings, comments, accessibility features to facilitate the use of R2U Connect Services to Passengers and Guest Users with disabilities and/or service animals;
- to process payments;
- to track and share the progress of trips;
- create R2U Connect travel itineraries such as trips to airports, rideshares, etc.;
- to personalize User's accounts;
- to facilitate insurance, vehicles(s), invoicing or financing solutions;
- to send you rewards if you participate in our referral program;
- to identify you as a User in our system;
- to provide improved administration of the Services;
- to perform necessary operations to maintain R2U Connect Services, including troubleshooting software bugs and any operational problems that may arise;
- to improve the quality of experience when you interact with the Services;
- to send you administrative email notifications, such as security or support and maintenance advisories;
- to respond to your inquiries related to employment opportunities or other requests;
- to periodically send newsletters, surveys, offers, and other promotional materials related to our Services and for other marketing purposes including those of third parties;

- to perform marketing, conduct data analysis, testing, research and to monitor and analyze usage and activity trends;
- to respond to Users claims or disputes;
- to comply with legal obligations, as part of our general business operations, and for other business administration purposes;
- for safety and security purposes to assist R2U Connect in maintaining the safety, security, and integrity of R2U Connect's Services and R2U Connect's Users. This includes:
 - to verify Drivers identity and eligibility to provide trips to Passengers and Guest Users, including through the review of background checks, where permitted by law, to help prevent use of R2U Connect's Services by unsafe Drivers and/or Passengers or Guest Users;
 - using device, location, user profile, usage and other data to prevent, detect and combat fraud, including but not limited to identifying fraudulent accounts or uses of R2U Connect's Services, preventing the use of R2U Connect's Services by unauthorized Drivers; verifying Passenger and Guest User identities in connection with certain payment methods and preventing and combating unauthorized access to Passengers' and Guest Users' accounts;
 - using User rating, reported incidents, comments, and other feedback to encourage compliance with R2U Connect's Terms of Service and/or other R2U Connect policies and/or guidelines and as grounds to deactivate Users' account with low ratings or who otherwise violate R2U Connect's Terms of Service and/or other R2U Connect policies and/or guidelines;
 - sharing information regarding serious Driver safety incidents or compliance with local, state and federal statutes and regulations with third parties, including other companies who enable Users to request or provide Trips, or intermediaries who collect and report such information for multiple companies, in order to prevent Drivers who may pose a safety risk to R2U Connect's platform or R2U Connect's Users from using R2U Connect's or those other companies' services. R2U Connect may also share with third parties, including those affected by such aforementioned incidents, whether the incident(s) result in account deactivation; and
 - using ratings, usage and other data to prevent matching of Passengers or Guest Users with Drivers for whom there is a higher risk of conflict (example: if one User previously gave the other User a one (1) star rating).
- in very limited circumstances where we believe necessary to investigate, prevent or act regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of this Privacy Notice.

7. Use of Non-Personal Information

In general, we use Non-Personal Information to help us improve the Services and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns on the Services. This Privacy Notice does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

8. How We Share Your Personal Information

As a general rule, we do not sell, rent, lease or otherwise transfer any information collected either automatically or through your voluntary action. We may disclose your Personal Information as described below and as described elsewhere in this Privacy Notice.

- **Third Party Service Providers.** We may share your Personal Information with third party service providers to provide you with the Services that we offer you; to host our Website and App; to conduct quality assurance testing; to perform marketing; to run data analysis; to send you surveys; to facilitate creation of accounts; to provide technical support; and/or to provide future services to you.
- **Integrations and Third-Party Services.** We integrate third-party Application Programming Interface (“API”) in connection with the Services that we offer you. The information collected by R2U Connect when using the API, is processed in compliance with this Privacy Notice. Information collected by third-party API partners is governed by their privacy policies and R2U Connect does not own or control those third parties. Our third-party partners include but are not limited to:
 - .Bubble is a platform for creating digital products and we use it for data transfers. .Bubble’s privacy policy can be accessed here: <https://bubble.io/privacy?ref=footer>
 - Google Maps Platform for map services. Google’s privacy policy can be accessed here: <https://policies.google.com/privacy>
 - Firebase is a mobile and web app development platform that we use. Firebase’s privacy policy can be accessed here: [Privacy and Security in Firebase \(google.com\)](https://firebase.google.com/support/privacy)
 - Flutter is an open-source user interface software development kit created by Google that we use to build our App. Google’s privacy policy can be accessed here: <https://policies.google.com/privacy>
- **Process Payments.** Our payment processor, Stripe, will process your payment directly. We do not process any of your payment information. To learn more about the payment processor we use and its policies related to privacy, learn more at: Stripe - [Privacy Policy \(stripe.com\)](https://stripe.com/privacy).
- **Business Transfers.** If (i) R2U Connect is acquired by, merges with, or receives investment from another company or (ii) if any of the R2U Connect’s assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may transfer the information we have collected from you to the other company. As part of the business transfer process, we may share certain of your Personal Information with lenders, auditors, attorneys and consultants.
- **Other Disclosures.** Regardless of any choices you make regarding your Personal Information (as described below), we may disclose Personal Information if it believes in good faith that such disclosure is necessary (a) in connection with any legal investigation; (b) to comply with relevant laws or to respond to subpoenas or warrants served on us; (c) to protect or defend our rights or property, or the rights or property of users of the Services; (d) to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person and/or (e) to investigate or assist in preventing any violation or potential violation of the law, this Privacy Notice, or any agreements you may have with us, as applicable.

9. Links to Third Party Websites and Third Party Providers

As part of the Services, we may provide links to or compatibility with other websites or applications; however, we are not responsible for the privacy practices employed by those websites or the information or content they contain nor are we liable for third party products, services, acts and/or omissions. This Privacy Notice applies solely to information collected by us in relation to the Services and your use of the Services. Therefore, this Privacy Notice does not apply to your use of a third-party website accessed by selecting a link on our Website or App or via the Services. To the extent that you access or use the Services through or on another website or application, then the privacy policy of that other website or application will apply to such access and/or use. We encourage our users to read the privacy statements of other websites before proceeding to use them.

10. Your Rights Regarding the Use of Your Personal Information

We may send periodic promotional emails to you. You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional email. If applicable, you can also indicate that you do not wish to receive marketing communications from us in the “Notifications” section of your Account. Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out in the Notification section of your Account, we may continue to send you administrative emails including, for example, periodic updates to our Privacy Notice. You may unsubscribe to promotional emails by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process unsubscribe requests. If you unsubscribe from receiving promotional emails, we may still send you emails about the Services.

11. Your Rights and Choices

If applicable privacy laws allow, you may have rights over your Personal Information. This includes, but is not limited to:

- **Right to Know.** You have the right to request disclosure about our Personal Information collection practices during the prior 12 months, including the categories of Personal Information we collected, the sources of the information, our business purposes for collecting or sharing the information and the categories of third parties with whom we shared such information. You may request a copy of the specific pieces of Personal Information we may have collected about you in the last 12 months.
- **Right to Delete.** You may request that we delete (and direct our service providers to delete) your Personal Information, subject to certain exceptions.
- **Right to Opt-Out.** You have the right to opt-out of any ‘sales’ of your Personal Information, if a business is selling your information. For clarity, we do not sell your Personal Information.
- **Non-Discrimination.** You have the right to not be discriminated against for exercising these rights.

You can make the following choices regarding your Personal Information:

1. **Access To Your Personal Information.** You may request access to your Personal Information by contacting us at the address below. If required by law, upon request, we will grant you reasonable access to the Personal Information that we have about you. We will provide this information in a portable format, if required. Note that California

residents may be entitled to ask us for a notice describing what categories of Personal Information (if any) we share with third parties or affiliates for direct marketing.

2. **Changes To Your Personal Information.** We rely on you to update and correct your Personal Information. Please contact us at the address below immediately if there are any changes to your Personal Information. Note that we may keep historical information in our backup files as permitted by law.
3. **Deletion Of Your Personal Information.** Typically, we retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Notice, unless a longer retention period is required or permitted by law, or as otherwise described in this Privacy Notice. You may, however, request information about how long we keep a specific type of information, or request that we delete your Personal Information by contacting us at the address below. If required by law we will grant a request to delete information, but you should note that in many situations we must keep your Personal Information to comply with our legal obligations, resolve disputes, enforce our agreements, or for another one of our business purposes.

If you decide to delete your in-App account, you may do so by selecting “Delete My Account” on your profile page. Deleting your R2U Connect account in-App will:

1. Sign you out immediately
2. Remove or anonymize any identifiable user information
3. Remove your email from our mailing lists.

You will receive an email when account deletion is completed.

4. **Objection to Certain Processing.** You may object to our use or disclosure of your Personal Information by contacting us at the address below.
1. **Online Tracking.** We do not currently recognize automated browser signals regarding tracking mechanisms, which may include ‘Do Not Track’ instructions. You may select “Ask App Not to Track” on your iPhone or Android device.
5. **Promotional Emails.** You may choose to provide us with your email address for the purpose of allowing us to send free newsletters, surveys, offers, and other promotional materials to you, as well as targeted offers from third parties. You can stop receiving promotional emails by following the unsubscribe instructions in e-mails that you receive. If you decide not to receive promotional emails, we may still send you communications related to your use of the Services and administrative purposes for reasons such as providing you with updates to this Privacy Notice.
6. **Revocation Of Consent.** If you revoke your consent for the processing of Personal Information, then we may no longer be able to provide you Services/ you should not access the Services. In some cases, we may limit or deny your request to revoke consent if the law permits or requires us to do so, or if we are unable to adequately verify your identity. You may revoke consent to processing (where such processing is based upon consent) by contacting us at the address below.

12. Security of Your Personal Information

We implement security measures designed to protect your information from unauthorized access, alteration, disclosure and/or destruction. Because the internet is not a completely secure environment, we cannot warrant the security of any information a user transmits to us or guarantee that information on the Services may not be accessed, disclosed, altered, and/or destroyed by breach of any of our physical, technical and/or managerial safeguards. Any account you have on our Website or App is protected by your account password and we urge you to take steps to keep your Personal Information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures; however, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. While we use reasonable efforts to protect your Personal Information, we cannot guarantee the Services are absolutely secure.

Scams, phishing, and identity theft can occur when Users and Guest Users are tricked into giving up their R2U Connect account information (e-mail, telephone number, verification code, and password). Scams, phishing attempts and attempts at identity theft are often made through the use of an unsolicited e-mail or text to Users and Guest Users that contains a link or attachment which takes the User or Guest user to a fake R2U Connect login page. R2U Connect will never contact Users and Guest Users via either email or telephone and request the Users' or Guest Users' R2U Connect account information including the Users' or Guest Users' password or email address.

If Users or Guest Users are prompted to enter their R2U Connect account email, username or password, be certain that the URL in the address bar of the Users' or Guest Users' browser displays the correct URL for R2U Connect or the correct R2U Connect Website address. If a User or Guest User receives a message claiming to be from R2U Connect and asking the User or Guest User to go to an external link that isn't the correct link for R2U Connect, do not click the link and do not respond with any other information. Report the message to R2U Connect.

Messages or offers from R2U Connect will only be sent through the R2U Connect platform application or an SMS text message with R2U Connect as the sender or an e-mail with the correct R2U Connect address.

Do not share your User or Guest User telephone number with any Driver before, during or after the completion of a Trip. All contact with the Driver should be done through R2U Connect's platform application where the User's or Guest User's telephone number stays anonymous.

Do not share your User or Guest User password verification code or User or Guest User R2U Connect personal account information with anyone. R2U Connect will never ask Users or Guest Users for this information.

The authentication code required to log into your User account should never be shared with anyone. R2U Connect will not ask for this code.

Before interacting with social media accounts, be certain to check that the accounts are verified by checking R2U Connect's platform application.

Should a User or Guest User notice any suspicious or questionable activity on their R2U Connect account, this information should be reported to R2U Connect.

Users are responsible for maintaining the confidentiality of any User ID and/or password used to access R2U Connect's platform, applications, website, Services, or mobile application. Users are solely responsible for all activities that occur under the User ID and/or password and Users agree to notify R2U Connect immediately of any unauthorized use of their User ID and/or password or any other breach of security related to R2U Connect's platform, applications, website, Services, or mobile applications. R2U Connect will not be liable for any loss or damage arising from User's failure to safeguard User's ID and/or password or to comply with this section. Although R2U Connect is not responsible for any loss or damage suffered by Users or Guest Users due to fraudulent activity, R2U Connect will assist Users or Guest Users who have suffered loss or damage due to fraudulent activity whenever and however is legally possible.

13. How we Retain Your Personal Information

We will retain your Personal Information for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. The precise periods for which we keep your Personal Information vary depending on the nature of the information and why we need it. To determine the appropriate retention period for Personal Information, we consider the amount, nature, and sensitivity of the Personal Information, the potential risk of harm from unauthorized use and/or disclosure of your Personal Information, the purposes for which we process your Personal Information and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymize your Personal Information (so that it can no longer be associated with a user) for research or statistical purposes in which case we may use this information indefinitely without further notice. We may retain information (including without limitation your personally identifiable information) for a commercially reasonable time for backup, archival, audit purposes, and/or to comply with legal obligations, resolve disputes and enforce agreements. In some cases, if you choose not to provide us with requested information, you may not be able to use the Services. You can request further details of retention periods for different aspects of your Personal Information by contacting us.

Please note that in the course of providing the Services, we collect and maintain aggregated, anonymized, or de-personalized information which we may retain indefinitely.

14. Accessibility

If you are visually impaired, you may access this Privacy Notice through your browser's audio reader.

15. Changes to This Privacy Notice

We reserve the right to change this Privacy Notice or any agreement you entered into with R2U Connect from time to time. We may notify you of significant changes to this Privacy Notice by sending a notice to the primary email address specified by you or by placing a prominent notice on the Website and App. Significant changes will go into effect thirty (30) days following such notification. Non-material changes

or clarifications will take effect immediately. You should periodically check the Website, App and this Privacy Notice for updates.

16. Other Jurisdictions

R2U Connect is located in the United States. The Services are hosted in, provided from the United States, and intended for those that reside in the United States. Personal information that you submit through the Services may be transferred outside of the jurisdiction in which you live. We also store Personal Information locally on the devices you use to access the Services. Your Personal Information may be transferred to other jurisdictions that do not have the same data protection laws as the jurisdiction in which you initially provided the information. The following provisions may apply to you depending on where you are located.

California. At this time, California Privacy laws (California Consumer Privacy Act, California Privacy Rights Act) do not apply to us, but we will still protect your Personal Information as outlined in this Privacy Notice. If you feel this is incorrect, please contact us at customerservice@R2U Connect.com.

17. Contact Information

If you have any questions, comments, or complaints concerning our privacy practices, please contact us by sending an email to customerservice@R2U Connect.com or send correspondence via mail to:

R2U Connect LLC
26581 Gaited Horse Trail
South Bend IN 46619

We will attempt to respond to your request and to provide you with additional privacy-related information.