

PRIVACY POLICY

Last updated August 16, 2026

This Privacy Notice for Maven App, Inc. (doing business as Visit) ("**we**," "**us**," or "**our**"), describes how and why we might access, collect, store, use, and/or share ("**process**") your personal information when you use our services ("**Services**"), including when you:

- Visit our website at <https://visit.app> or any website of ours that links to this Privacy Notice
- Download and use our mobile application (Visit), or any other application of ours that links to this Privacy Notice
- Use Visit. Visit is an app operated by Maven App, Inc. that rewards people for visiting local businesses. Consumers connect a payment card so visits are verified automatically, earning points and rewards such as merchant discounts and gift cards; participating businesses can create offers and view aggregate reporting.
- Engage with us in other related ways, including any marketing or events

Questions or concerns? Reading this Privacy Notice will help you understand your privacy rights and choices. We are responsible for making decisions about how your personal information is processed. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at support@visit.app.

SUMMARY OF KEY POINTS

This summary provides key points from our Privacy Notice, but you can find out more details about any of these topics by using our table of contents below to find the section you are looking for.

What personal information do we process? When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use.

Do we process any sensitive personal information? Some of the information may be considered "special" or "sensitive" in certain jurisdictions, for example your racial or ethnic origins, sexual orientation, and religious beliefs. We may process sensitive personal information when necessary with your consent or as otherwise permitted by applicable law.

Do we collect any information from third parties? With your authorization, we receive transaction information from Plaid, our financial data provider, which we use to verify visits and award rewards. If you sign in using a third-party account, we receive limited profile information from that provider. We do not purchase personal information from data brokers.

How do we process your information? We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so.

In what situations and with which types of parties do we share personal information? We may share information in specific situations and with specific categories of third parties.

How do we keep your information safe? We have adequate organizational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information.

What are your rights? Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information.

How do you exercise your rights? The easiest way to exercise your rights is by submitting a [data subject access request](#), or by contacting us. We will consider and act upon any request in accordance with applicable data protection laws.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In Short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Personal Information Provided by You. The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- names
- email addresses
- contact preferences
- contact or authentication data

Sensitive Information. When necessary, with your consent or as otherwise permitted by applicable law, we process the following categories of sensitive information:

- financial data

Payment Data. If you are a business using our Services, we collect the data necessary to process your payment for the Services. All payment data is handled and stored by Stripe, and we do not receive or store your full payment card number or security code. You may find Stripe's privacy notice here: <https://stripe.com/privacy>. We do not collect payment card data from consumer users; consumers connect an existing account through Plaid as described above.

Social Media Login Data. We may provide you with the option to register using an existing third-party account. If you choose to register in this way, we collect your name, email address, and profile picture from that provider, as described in the section called "HOW DO WE HANDLE YOUR SOCIAL LOGINS?" below.

Application Data. If you use our application(s), we also may collect the following information if you choose to provide us with access or permission:

- *Geolocation Information.* We may request access or permission to track location-based information from your mobile device, either continuously or while you are using our mobile application(s), to provide certain location-based services. If you wish to change our access or permissions, you may do so in your device's settings.
- *Mobile Device Access.* We may request access or permission to certain features from your mobile device, including your social media accounts, if you choose to use them to sign in or to set a profile photo. If you wish to change our access or permissions, you may do so in your device's settings.
- *Mobile Device Data.* We automatically collect device information (such as your mobile device ID, model, and manufacturer), operating system, version information and system configuration information, device and application identification numbers, browser type and version, hardware model Internet service provider and/or mobile carrier, and Internet Protocol (IP) address (or proxy server). If you are using our application(s), we may also collect information about the phone network associated with your mobile device, your mobile device's operating system or platform, the type of mobile device you use, your mobile device's unique device ID, and information about the features of our application(s) you accessed.
- *Push Notifications.* We may request to send you push notifications regarding your account or certain features of the application(s). If you wish to opt out from receiving these types of communications, you may turn them off in your device's settings.

This information is primarily needed to maintain the security and operation of our application(s), for troubleshooting, and for our internal analytics and reporting purposes.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

Information automatically collected

In Short: Some information — such as your Internet Protocol (IP) address and/or browser and device characteristics — is collected automatically when you visit our Services.

We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific

identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services, and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies.

The information we collect includes:

- **Log and Usage Data.** Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Services and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity in the Services (such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called "crash dumps"), and hardware settings).
- **Device Data.** We collect device data such as information about your computer, phone, tablet, or other device you use to access the Services. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system, and system configuration information.
- **Location Data.** We collect location data such as information about your device's location, which can be either precise or imprecise. How much information we collect depends on the type and settings of the device you use to access the Services. For example, we may use GPS and other technologies to collect geolocation data that tells us your current location (based on your IP address). You can opt out of allowing us to collect this information either by refusing access to the information or by disabling your Location setting on your device. However, if you choose to opt out, you may not be able to use certain aspects of the Services.

Google API

Our use of information received from Google APIs will adhere to [Google API Services User Data Policy](#), including the [Limited Use requirements](#).

Information collected from other sources

In Short: We collect transaction information through Plaid when you authorize a connected account, and limited profile information if you sign in using a third-party account.

Financial account and transaction information. With your authorization, we use Plaid Inc. ("Plaid") to connect the payment card or financial account you choose. You enter your credentials directly with Plaid, within Plaid's own interface. We do not receive, see, or store your online banking credentials at any point. Plaid's handling of your information is governed by Plaid's own privacy policy, available at [plaid.com/legal](#), which we encourage you to review.

Once you connect an account, Plaid makes available to us information about transactions on that account. Notwithstanding anything else in this Privacy Notice, we use information obtained through Plaid solely to:

- verify that a visit to a business has occurred, including whether it qualifies for rewards;
- build and show you a history of the places you have visited, including businesses that do not participate in our program;
- calculate and award points, rewards, and progress toward rewards you have earned;
- identify offers from participating businesses that may be relevant to you;
- send you notifications about the program, including rewards you have earned and offers available to you;
- investigate discrepancies, errors, or suspected fraud in visits or reward redemptions; and
- report to participating businesses, in aggregate form, on the performance of their offers.

We use Plaid's Transactions product only. We do not receive your account number, routing number, or card number. We do not sell information obtained through Plaid, and we do not disclose it to third parties for advertising purposes.

What we retain. For each transaction we receive, we create and retain a visit record identifying the business, the date, and whether the visit qualified for rewards. We retain records for all transactions, not only those at participating businesses, because your visit history is a feature of the Services and because we need a complete record to audit reward eligibility, resolve disputes about points, and detect fraud. Your visit history is visible to you in the app. It is not visible to other users, and it is not shared with participating businesses in identifiable form.

Disconnecting. You may disconnect a connected account at any time in the app under Settings, then Account, then Connected Accounts. Disconnecting stops any further collection of transaction information from that account. Records already created from that account are retained so that we can continue to administer rewards you have already earned and meet our audit and legal obligations, unless you ask us to delete them or delete your account. To delete this information, delete your account in the app under Settings, then Account, then Delete Account, or contact us as described below.

Other than the information described above, we do not purchase or obtain personal information about you from data brokers, public databases, or joint marketing partners.

If you choose to sign in using a third-party account, we receive your name, email address, and profile picture from that provider, as described in the section "HOW DO WE HANDLE YOUR SOCIAL LOGINS?" below. Please note that the provider's own use of your information is not governed by this Privacy Notice.

2. HOW DO WE PROCESS YOUR INFORMATION?

***In Short:** We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.*

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

- **To facilitate account creation and authentication and otherwise manage user accounts.** We may process your information so you can create and log in to your account, as well as keep your account in working order.
- **To deliver and facilitate delivery of services to the user.** We may process your information to provide you with the requested service.
- **To respond to user inquiries/offer support to users.** We may process your information to respond to your inquiries and solve any potential issues you might have with the requested service.
- **To send administrative information to you.** We may process your information to send you details about our products and services, changes to our terms and policies, and other similar information.
- **To request feedback.** We may process your information when necessary to request feedback and to contact you about your use of our Services.
- **To select and present offers from participating businesses.** We use information about your verified visits and your location to determine which offers and rewards from participating businesses to show you within our Services. These offers come from businesses participating in our own program. We do not use this information to serve advertising on third-party websites or applications, and we do not disclose it to advertising networks.
- **To send you our own marketing and promotional communications.** We may process the personal information you send to us to send you email about our Services and about participating businesses, if this is in accordance with your marketing preferences. We do not share your information with third parties for their own marketing purposes. You can opt out of our marketing emails at any time. For more information, see "WHAT ARE YOUR PRIVACY RIGHTS?" below.
- **To protect our Services.** We may process your information as part of our efforts to keep our Services safe and secure, including fraud monitoring and prevention.
- **To evaluate and improve our Services, products, marketing, and your experience.** We may process your information when we believe it is necessary to identify usage trends, determine the effectiveness of our promotional campaigns, and to evaluate and improve our Services, products, marketing, and your experience.
- **To identify usage trends.** We may process information about how you use our Services to better understand how they are being used so we can improve them.
- **To determine the effectiveness of our marketing and promotional campaigns.** We may process your information to better understand how to provide marketing and promotional campaigns that are most relevant to you.
- **To comply with our legal obligations.** We may process your information to comply with our legal obligations, respond to legal requests, and exercise, establish, or defend our legal rights.

3. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

***In Short:** We may share information in specific situations described in this section and/or with the following categories of third parties.*

Vendors, Consultants, and Other Third-Party Service Providers. We may share your data with third-party vendors, service providers, contractors, or agents ("**third parties**") who perform services for us or on our behalf and require access to such information to do that work. We have contracts in place with our third parties, which are designed to help safeguard your personal information. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will also not share your personal information with any organization apart from us. They also commit to protect the data they hold on our behalf and to retain it for the period we instruct.

The categories of third parties we may share personal information with are as follows:

- Plaid Inc., our financial data provider
- Retail Business
- Restaurants & Cafes
- Small Local Businesses
- Businesses

Participating businesses. Businesses that participate in our Services can create offers and view reporting on visits and redemptions in aggregate form. They do not receive identifiable individual customer records from us.

Other users. If you participate in leaderboards, other users of the Services may see your display name and profile photo, along with your

ranking. We do not display to other users which specific businesses you have visited or any transaction details.

We also may need to share your personal information in the following situations:

- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **When we use Google Maps Platform APIs.** We use Google Maps Platform APIs (such as the Maps API and Places API) to display maps and business locations and to help identify nearby businesses. Your device location may be shared with these APIs for that purpose. Google Maps uses GPS, Wi-Fi, and cell towers to estimate your location. GPS is accurate to about 20 meters, while Wi-Fi and cell towers help improve accuracy when GPS signals are weak, like indoors. This data helps Google Maps provide directions, but it is not always perfectly precise.

4. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

***In Short:** We may use cookies and other tracking technologies to collect and store your information.*

We may use cookies and similar tracking technologies (like web beacons and pixels) to gather information when you interact with our Services. Some online tracking technologies help us maintain the security of our Services and your account, prevent crashes, fix bugs, save your preferences, and assist with basic site functions.

We do not show advertisements in our Services. The offers you see come from businesses participating in our own program, and are selected by us based on your verified visits and location. They are not advertisements sold to or served by third parties.

We use these technologies for analytics and product improvement only. We do not use advertising pixels or tags, we do not permit advertising networks to place tracking technologies on our Services, and we do not use tracking technologies to serve advertisements to you on other websites or applications. The third-party technologies we use are Microsoft Clarity, Google Analytics, and Google Firebase, each described below.

Our mobile application does not use browser cookies. It stores information locally on your device to keep you signed in and to remember your preferences, and it uses the analytics technologies described below. If you access our Services through a web browser, cookies may be used as described in this section.

We do not believe our use of these technologies constitutes a "sale" or "sharing" of personal information under applicable US state laws. To the extent any use is deemed to be a sale or sharing, you can opt out by submitting a request as described below under section "DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?"

Google Firebase

We use Google Firebase to support core functions of our mobile application, including delivering push notifications and verifying that requests to our Services come from a legitimate installation of our app. Firebase collects device and application identifiers and diagnostic information for these purposes.

Microsoft Clarity

We use Microsoft Clarity to understand how users interact with our Services, including through session replay and heatmaps that record interactions such as taps, scrolls, and screen views. We configure Clarity to mask sensitive fields, including fields that display financial account or transaction information. For more information, see Microsoft's privacy statement.

Google Analytics

We may share your information with Google Analytics to track and analyze the use of the Services. To opt out of being tracked by Google Analytics across the Services, visit <https://tools.google.com/dlpage/gaoptout>. For more information on the privacy practices of Google, please visit the [Google Privacy & Terms page](#).

5. HOW DO WE HANDLE YOUR SOCIAL LOGINS?

***In Short:** If you choose to register or log in to our Services using a social media account, we may have access to certain information about you.*

Our Services offer you the ability to register and log in using a third-party account. Where you choose to do this, we receive limited profile information from that provider, specifically your name, email address, and profile picture. We do not request or receive your contacts, friends list, gender, or other information from your profile on that platform.

We will use the information we receive only for the purposes that are described in this Privacy Notice or that are otherwise made clear to you on the relevant Services. Please note that we do not control, and are not responsible for, other uses of your personal information by your third-party social media provider. We recommend that you review their privacy notice to understand how they collect, use, and share your personal

information, and how you can set your privacy preferences on their sites and apps.

6. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: We keep your information for as long as necessary to fulfill the purposes outlined in this Privacy Notice unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this Privacy Notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). If you are located in the EU or UK, see section "HOW DO WE PROCESS YOUR INFORMATION?" for our retention periods by purpose.

If you delete your account, we will delete your personal information, including derived visit records and leaderboard history, from our active systems. We may retain limited information as necessary to prevent fraud, resolve disputes with participating businesses, and meet tax, accounting, and other legal obligations. Information held in routine backups is purged on our standard backup cycle.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

7. HOW DO WE KEEP YOUR INFORMATION SAFE?

In Short: We aim to protect your personal information through a system of organizational and technical security measures.

Where we store your information. We store your information on servers operated by a third-party infrastructure provider on our behalf. Production data, including information we receive through Plaid and the visit records we derive from it, is stored on servers located in the United States and is encrypted at rest. Backup copies are stored on servers located in the European Union and are likewise encrypted. We do not permit our infrastructure provider or any other third party to access your transaction information.

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Transaction information we receive through Plaid, and the visit records we derive from it, are encrypted at rest. Although we will do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

8. DO WE COLLECT INFORMATION FROM MINORS?

In Short: We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly collect, solicit data from, or market to children under 18 years of age, nor do we knowingly sell such personal information. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at support@visit.app.

9. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: You may review, change, or terminate your account at any time, depending on your country, province, or state of residence.

Withdrawing your consent: If we are relying on your consent to process your personal information, which may be express and/or implied consent depending on the applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us by using the contact details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" below.

However, please note that this will not affect the lawfulness of the processing before its withdrawal nor, when applicable law allows, will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

Opting out of marketing and promotional communications: You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails that we send, or by contacting us using the details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" below. You will then be removed from the marketing lists. However, we may still communicate with you — for example, to send you service-related messages that are necessary for the administration and use of your account, to respond to service requests, or for other non-marketing purposes.

Account Information

If you would at any time like to review or change the information in your account or terminate your account, you can:

- Log in to your account settings and update your user account.
- Delete your account directly in the app under Settings, then Account, then Delete Account.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our legal terms and/or comply with applicable legal requirements.

Cookies and similar technologies: Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Services.

If you have questions or comments about your privacy rights, you may email us at support@visit.app.

10. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Notice.

California law requires us to let you know how we respond to web browser DNT signals. Because there currently is not an industry or legal standard for recognizing or honoring DNT signals, we do not respond to them at this time.

11. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In Short: If you are a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia, you may have the right to request access to and receive details about the personal information we maintain about you and how we have processed it, correct inaccuracies, get a copy of, or delete your personal information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. More information is provided below.

Categories of Personal Information We Collect

The table below shows the categories of personal information we have collected in the past twelve (12) months. The table includes illustrative examples of each category and does not reflect the personal information we collect from you. For a comprehensive inventory of all personal information we process, please refer to the section "WHAT INFORMATION DO WE COLLECT?"

Category	Examples	Collected
A. Identifiers	Contact details, such as real name, alias, postal address, telephone or mobile contact number, unique personal identifier, online identifier, Internet Protocol address, email address, and account name	YES
B. Personal information as defined in the California Customer Records statute	Name, contact information, education, employment, employment history, and financial information	YES
C. Protected classification characteristics under state or federal law	Gender, age, date of birth, race and ethnicity, national origin, marital status, and other demographic data	YES
D. Commercial information	Transaction information, purchase history, financial details, and payment information	YES
E. Biometric information	Fingerprints and voiceprints	NO
F. Internet or other similar network activity	Browsing history, search history, online behavior, interest data, and interactions with our and other websites, applications, systems, and advertisements	NO
G. Geolocation data	Device location	YES
H. Audio, electronic, sensory, or similar information	Images and audio, video or call recordings created in connection with our business activities	NO
I. Professional or employment-related information	Business contact details in order to provide you our Services at a business level or job title, work history, and professional qualifications if you apply for a job with us	YES
J. Education Information	Student records and directory information	NO
K. Inferences drawn from collected	Inferences drawn from any of the collected personal information listed above to create a	YES

personal information	profile or summary about, for example, an individual's preferences and characteristics	
L. Sensitive personal Information	Account login information, precise geolocation, and financial information including account access details	YES

Within Category C, we collect only gender and date of birth. We do not collect race, ethnicity, national origin, or marital status. Within Category I, we collect professional information from business users of our platform, including name, work email address, and job title. We do not collect employment information from consumer users.

We only collect sensitive personal information, as defined by applicable privacy laws or the purposes allowed by law or with your consent. Sensitive personal information may be used, or disclosed to a service provider or contractor, for additional, specified purposes. You may have the right to limit the use or disclosure of your sensitive personal information.

We may also collect other personal information outside of these categories through instances where you interact with us in person, online, or by phone or mail in the context of:

- Receiving help through our customer support channels;
- Participation in customer surveys or contests; and
- Facilitation in the delivery of our Services and to respond to your inquiries.

We will use and retain the collected personal information as needed to provide the Services or for:

- Category A - As long as the user has an account with us
- Category B - As long as the user has an account with us
- Category C - As long as the user has an account with us
- Category D - As long as the user has an account with us
- Category G - As long as the user has an account with us
- Category I - As long as the user has an account with us
- Category K - As long as the user has an account with us
- Category L - As long as the user has an account with us

Sources of Personal Information

Learn more about the sources of personal information we collect in "WHAT INFORMATION DO WE COLLECT?"

How We Use and Share Personal Information

Your personal information may be used in profiling and automated processes that could produce legal or similarly significant effects for you. Learn more about how we use your personal information in the section, "HOW DO WE PROCESS YOUR INFORMATION?"

Will your information be shared with anyone else?

We may disclose your personal information with our service providers pursuant to a written contract between us and each service provider. Learn more about how we disclose personal information in the section, "WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?"

We may use your personal information for our own business purposes, such as for undertaking internal research for technological development and demonstration. This is not considered to be "selling" of your personal information.

We have disclosed the following categories of personal information to third parties for a business or commercial purpose in the preceding twelve (12) months:

The categories of third parties to whom we disclosed personal information for a business or commercial purpose can be found under "WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?"

We have not sold or shared personal information to third parties in the preceding twelve (12) months. If we begin to do so, we will update this Privacy Notice and provide the notice and opt-out mechanisms required by applicable law before that processing begins.

We do not sell personal information, we do not display advertisements in our Services, and we do not process personal information for targeted advertising or cross-context behavioral advertising as those terms are defined under applicable US state laws. Because we do not engage in these activities, there is no sale, sharing, or targeted advertising for you to opt out of.

The precise geolocation and financial account information we collect qualify as sensitive personal information. We use this information only to provide the Services you have requested, specifically to verify visits, award rewards, and show you nearby offers, and we do not use or disclose it for purposes beyond those permitted under applicable law, including Cal. Code Regs. tit. 11 section 7027(m). Accordingly, the right to limit the use of sensitive personal information does not apply.

Verifying visits and awarding rewards through a connected account is the core function of the Services and cannot be turned off separately. If you no longer wish us to process your information for these purposes, you may disconnect your account or delete your Visit account at any time in the app.

Your Rights

You have rights under certain US state data protection laws. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law. These rights include:

- **Right to know** whether or not we are processing your personal data
- **Right to access** your personal data
- **Right to correct** inaccuracies in your personal data
- **Right to request** the deletion of your personal data
- **Right to obtain a copy** of the personal data you previously shared with us
- **Right to non-discrimination** for exercising your rights

Depending upon the state where you live, you may also have the following rights:

- Right to access the categories of personal data being processed (as permitted by applicable law, including the privacy law in Minnesota)
- Right to obtain a list of the categories of third parties to which we have disclosed personal data (as permitted by applicable law, including the privacy law in California, Delaware, and Maryland)
- Right to obtain a list of specific third parties to which we have disclosed personal data (as permitted by applicable law, including the privacy law in Minnesota and Oregon)
- Right to review, understand, question, and depending on where you live, correct how personal data has been profiled (as permitted by applicable law, including the privacy law in Connecticut and Minnesota)

How to Exercise Your Rights

To exercise these rights, you can contact us by submitting a [data subject access request](#), by emailing us at support@visit.app, or by referring to the contact details at the bottom of this document.

Under certain US state data protection laws, you can designate an authorized agent to make a request on your behalf. We may deny a request from an authorized agent that does not submit proof that they have been validly authorized to act on your behalf in accordance with applicable laws.

Request Verification

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. We will only use personal information provided in your request to verify your identity or authority to make the request. However, if we cannot verify your identity from the information already maintained by us, we may request that you provide additional information for the purposes of verifying your identity and for security or fraud-prevention purposes.

If you submit the request through an authorized agent, we may need to collect additional information to verify your identity before processing your request and the agent will need to provide a written and signed permission from you to submit such request on your behalf.

Appeals

Under certain US state data protection laws, if we decline to take action regarding your request, you may appeal our decision by emailing us at support@visit.app. We will inform you in writing of any action taken or not taken in response to the appeal, including a written explanation of the reasons for the decisions. If your appeal is denied, you may submit a complaint to your state attorney general.

Financial Incentives

"Financial incentive" means a program, benefit, or other offering, including payments to consumers as compensation, for the disclosure, deletion, sale, or sharing of personal information.

The law permits financial incentives or a price or service difference if it is reasonably related to the value of the consumer's data. A business must be able to explain how the financial incentive or price or service difference is reasonably related to the value of the consumer's data. The explanation must include:

- a good-faith estimate of the value of the consumer's data that forms the basis for offering the financial incentive or price or service difference; and
- a description of the method the business used to calculate the value of the consumer's data.

We offer a bona fide loyalty program under Colorado law and a financial incentive under California law. When you connect an eligible payment

card through Plaid, we award you a one-time bonus in points. The value of that bonus is currently up to the equivalent of ten United States dollars in points and may vary. Points can be applied toward rewards and discounts offered by participating businesses within our Services. The categories of personal information implicated by this incentive are identifiers and financial information, including the transaction information we receive through Plaid.

In determining the value of your participation, we considered the revenue and other benefits generated from the collection and retention of participants' personal information, less the expenses of operating the program and providing the rewards offered. This value varies by participant depending on how often you visit participating businesses, which businesses you visit, which offers you redeem, and other factors.

Participation is entirely optional. You may withdraw at any time by disconnecting your account in the app or by contacting us at support@visit.app. Withdrawing does not require you to delete your Visit account.

Under California law, the value of your personal information to us is related to the value of the free or discounted products or services, or other benefits that you obtain or that are provided as part of the applicable program, less the expense related to offering those products, services, and benefits to program participants.

If you choose to participate in the financial incentive you can withdraw from the financial incentive at any time by emailing us at support@visit.app or by referring to the contact details at the bottom of this document.

California "Shine The Light" Law

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us by using the contact details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?"

12. DO WE MAKE UPDATES TO THIS NOTICE?

***In Short:** Yes, we will update this notice as necessary to stay compliant with relevant laws.*

We may update this Privacy Notice from time to time. The updated version will be indicated by an updated "Revised" date at the top of this Privacy Notice. If we make material changes to this Privacy Notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this Privacy Notice frequently to be informed of how we are protecting your information.

13. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may email us at support@visit.app or contact us by post at:

Maven App, Inc.
131 Continental Dr, Suite 305
Newark, DE 19702
United States

14. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on the applicable laws of your country or state of residence in the US, you may have the right to request access to the personal information we collect from you, details about how we have processed it, correct inaccuracies, or delete your personal information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. To request to review, update, or delete your personal information, please fill out and submit a [data subject access request](#).