

# YOUR KNOWLEDGE REPORT

You requested details about the personal information SCVNGR, Inc., doing business as LevelUp has collected about you in the last 12 months. Included in this report are:

1. The categories of personal information we collect
2. The categories of sources from which personal information is collected
3. The business or commercial purpose for collecting your personal information
4. The categories of personal information disclosed for a business purpose, the third parties to whom we have disclosed your personal information and for what business purposes
5. The categories of personal information “sold” and the third parties to whom we have “sold” your personal information, and for what commercial purpose

LevelUp develops and supports branded mobile applications and websites that enable Restaurants to provide services to their app and web Users, including, without limitation, mobile payment, ordering, loyalty programs, and customer support services. Accordingly, this Knowledge Report relates to the specific branded Restaurant mobile application or website from which you are making the request. You will need to make a separate request for each LevelUp-powered branded Restaurant app or website.

Please also note that this Knowledge Report applies only to the personal information we collect and process through the LevelUp-powered Services. Our response to your request may not address the personal information practices of the Restaurant, which are independent businesses that may maintain their own business practices and policies outside of their relationship with LevelUp, and their use of the LevelUp Services. You may wish to make a separate request directly with the applicable Restaurants.

For additional information about our privacy practices and the terms used in the attached Knowledge Report, please visit our CA Notice available at <https://www.thelevelup.com/ca-notice>.

## **1 & 2: We have collected the following categories of personal information about you from the following sources:**

**User Account Profile Data** - We have stored the following categories of personal information as part of your User Account profile.

- First and Last Name
- Gender
- Date of Birth
- Phone Number
- Account Password
- Account Creation Date
- First and Last Order Date

- Account Status (if the Account has been paused/suspended)
- Email Address and associated data (e.g. Email Opt Out Status)
- Saved Addresses and associated data (e.g. latitude and longitude)
- Unique User ID (a LevelUp-generated identification number unique to your account)
- Device ID
- Facebook Login Data (e.g. Facebook User ID)
- Credit Card Data (e.g. Type, Last Four Digits, and Expiration Month and Year)
- QR Code Data
- Apple Wallet Pass Data (e.g. Device ID and Creation Date)
- Gift Card Unique ID and Type
- Account Reload Amount and Reload Threshold Amount (for users that use Preload/Reload)
- Total Lifetime Number of Orders
- Total Value of All Orders (\$)
- Total Value of Restaurant or User Credits Used (\$)
- Total Value of Tips (\$)
- Feedback Data (e.g. Feedback Question and Feedback Rating)
- Favorited Order Data (e.g. Order ID and Nickname)
- Other Optional Profile Information (e.g. dietary restrictions or preferences)

We have obtained this account profile data:

- Directly from you when you use and interact with our Services (for example, when you create an Account),
- Automatically, either generated or collected during your use of our Services (for example, from your browser or device),
- From third-party sites from which you connect to our Services (for example, we may obtain information when you login through a third-party social network or authentication service, such as Facebook or Google), and
- From third parties (for example, if a Restaurant supports a corporate ordering account, we may receive your information from the Restaurant for the purpose of setting up your User Accounts or for billing purposes).

**User Account Order Data** - For each order you place with us, we have stored the following categories of personal information.

- Order Recipient Name
- Order Creation Date
- Order Special Instructions
- Order Ready Time
- Order Status (e.g. cancelled or completed)
- IP Address
- Restaurant Latitude and Longitude
- Restaurant or User Credits Applied (\$)

We have obtained this Account order data:

- Directly from you when you use and interact with our Services (for example, when you place an order),
- Automatically, either generated or collected during your use of our Services (for example, from your browser or device), and
- From third parties (for example, point of sale providers that connect to our Services).

As stated in our Privacy Policy, we may collect other personal information from or about you, but we do not store such personal information with your Account profile or your order history. For example, if you interact with our customer support services we may retain a record of those interactions for quality control and training purposes, but we do not store that information with your Account profile. Similarly, we may collect information automatically from the browser or device you use to access the Platform (such as links clicked, referral and exit pages, etc.) which we do not store with your Account profile.

### **3: We have collected your personal information for the following business or commercial purposes:**

- To provide Services to the Restaurants and to you (for example, to create LevelUp Accounts, accept orders, process payments, and operate loyalty programs for Restaurants)
- To provide, maintain, improve and develop the Apps and Services (for example, to provide the Services, to perform analytics, and to develop new features and functionality)
- To maintain the safety, stability and security of our Services (for example, to detect or prevent fraud or diagnose and fix technology problems)
- To communicate with you to provide support and other important messages (for example, to address customer support requests and send you updates to our Terms of Use or Privacy Policy)
- To advertise and market to you (for example, to inform you of promotions and offers you have requested or we believe may be of interest to you)
- To engage in legal proceedings and comply with requirements, and otherwise to enforce our rights; and
- For other purposes we have disclosed at the time of collection

Please see our Privacy Policy (available at <https://www.thelevelup.com/privacy-policy>) for more information.

**4: We disclosed the following categories of your personal information for a business purpose to the following categories of third parties for the following purposes:**

The following chart contains information about the categories of personal information about you disclosed for a business purpose, the categories of recipients of that personal information and the purposes for which the personal information was disclosed in the 12 months preceding your request.

<p align="center"><b>Disclosures to Third Parties for a Business Purpose</b> In the 12 months preceding your request</p>		
<p align="center"><b>Category of Third Parties</b></p>	<p align="center"><b>Categories of Personal Information Disclosed</b></p>	<p align="center"><b>Business Purpose for Disclosure</b></p>
<p>Restaurants clients on whose behalf we provide the Services</p>	<ul style="list-style-type: none"> <li>● All personal information we collect, except for your full payment information (e.g. full credit card or debit card information)</li> </ul>	<ul style="list-style-type: none"> <li>● To complete your order</li> <li>● To facilitate the Loyalty Programs</li> <li>● For operational purposes, such as fraud detection and security monitoring</li> <li>● To generate and perform analytics</li> <li>● For the Restaurant's other purposes. Please contact the Restaurant or review the Restaurant's privacy policy to learn more.</li> </ul>
<p>Third Parties at the Restaurant's Request</p>	<p>Same as above</p>	<p>Same as above</p>

<p>Payment Processors</p>	<ul style="list-style-type: none"> <li>● Personal Identifiers (payment card expiration date, payment card number, payment card CVV, payment card postal code, and payment token)</li> </ul>	<ul style="list-style-type: none"> <li>● To process your payments and complete your order</li> </ul>
<p>Online Ordering Providers</p>	<ul style="list-style-type: none"> <li>● Personal Identifiers (name, email address, delivery address, and phone number)</li> <li>● CA Customer Records (name and phone number)</li> <li>● Commercial information (order-specific information)</li> </ul>	<ul style="list-style-type: none"> <li>● To complete your order</li> </ul>
<p>Point of Sale Providers</p>	<ul style="list-style-type: none"> <li>● Commercial information (order totals, discounted amounts and other order-specific information)</li> </ul>	<ul style="list-style-type: none"> <li>● To complete your order</li> </ul>
<p>Service Providers and Contractors</p>	<ul style="list-style-type: none"> <li>● All personal information we collect</li> </ul>	<ul style="list-style-type: none"> <li>● For operational purposes, such as web hosting and infrastructure support; customer service; fraud detection; security monitoring; email delivery; IT services; and recordkeeping.</li> <li>● To generate and perform analytics</li> <li>● To help improve and develop our Services</li> </ul>
<p>Analytics Providers</p>	<ul style="list-style-type: none"> <li>● Personal Identifiers (location identifier)</li> <li>● Commercial information (ordered items, order total and taxes, and site usage data)</li> <li>● Internet/Network information (browsing and search history, information regarding your interaction with the Services)</li> </ul>	<ul style="list-style-type: none"> <li>● To generate and perform analytics</li> <li>● To help improve and develop our Services</li> </ul>

	<ul style="list-style-type: none"> <li>● Inferences</li> </ul>	
Third Parties or the Public at your direction or request	<ul style="list-style-type: none"> <li>● Personal Identifiers (social media profile information)</li> <li>● Commercial Information (order information, such as, ordered items)</li> </ul>	<ul style="list-style-type: none"> <li>● To participate in Loyalty Programs</li> </ul>

\*Please also review the Third-Party Tracking and Online Advertising section of the Privacy Policy (accessible at <https://www.thelevelup.com/privacy-policy>) for more information about how third parties collect information automatically on our websites and on other online services and the choices you may have in relation to those practices.

**5: We “sold” the following categories of your personal information to the following categories of third parties for the following purposes:**

We do not sell your personal information to third parties.

When directed to do so by a Restaurant, we permit third-party advertising networks, social media companies and other third-party businesses to collect and disclose your personal information (including Internet / Network Information, Geolocation Data, Commercial Information, and Inferences) directly from your browser or device through cookies or tracking technologies when you visit or interact with such Restaurant Apps. Please review the Third-Party Tracking and Online Advertising section of the Privacy Policy (available at <https://www.thelevelup.com/privacy-policy>) for more information about how third parties collect information automatically on our websites and other online services and the choices you may have in relation to those practices.