

Last revised on April 15, 2013

Alert Privacy Policy

We at **MicroStrategy Enterprises, Inc.** ("we" or the "Company") respect your privacy and value the relationship we have with you. This Privacy Policy is designed to show you what information about you we collect through the web-based Alert application (the "Web Application"), the related mobile device software application (the "Mobile Application"), the Alert-powered Brand Applications developed by Alert Brands ("Brand Applications") and the Alert website at alert.com (the "Site" and together with the Web Application, the Mobile Application and the Brand Applications, the "Service"), and how we use and share that information.

Information We Collect About You

The Service enables you to receive personalized and exclusive content and offers from those people, companies and other organizations that have agreed to participate in the Service ("Alert Brands") and that you "Like" on Facebook and/or whose Brand Application you have installed. The Service also gives you access to a collective intelligence feature that enables you, all other users of the Service and all Alert Brands to perform powerful and interesting analyses of the Service's entire user base (the "Collective Intelligence Feature"). In order to facilitate these processes, the Service may collect certain personal information from you. This information includes:

Facebook Information

"Facebook Information" consists of information that is provided by you or other users to Facebook or is associated by Facebook with a particular user. When you use the Service, you may elect to allow us to collect any Facebook Information you have made visible to "Everyone" on Facebook as well as the information Facebook designates as your publicly available information. This includes your:

- name
- profile picture
- gender
- current city
- networks
- friend list
- pages

When first using the Service or when electing to connect a Brand Application to the Alert Network, you may also elect to grant the Service access to additional Facebook Information that you are allowed to share under Facebook's policies. Currently, we ask that you share the following information:

- your contact information, including your email address, phone number and mailing address

- items you have "liked"
- your profile information, including your birthday, hometown and current city
- posts in your newsfeed
- photos and videos you have uploaded to Facebook
- your calendar of events
- your custom friend lists
- your online presence
- your "check-ins" and friends' "check-ins"
- information about your friends

Even if you have not explicitly allowed us access to any of your Facebook Information, we may collect information about you when your friends on Facebook allow access to and use the Service, subject to your Facebook settings. We may also send you emails and post on your Facebook Wall in connection with your use of the Service. Your use of Facebook in general and your relationship with Facebook are subject to Facebook's own Privacy Policy and Facebook's other terms and policies, which we strongly recommend that you review before you start using the Service. We do not control and are not responsible for Facebook's processing of your information.

Alert Account Information

If you choose to use the Service without sharing your Facebook Information, we will request that you provide us with certain "Alert Account Information" in order to establish your account and to enable the Service to provide you with personalized and exclusive content and offers. Alert Account Information will include, without limitation:

- your name
- your email address
- your zip code
- your date of birth
- your gender

Service Information: We may also collect information other than Facebook Information based upon your use of the Service ("Service Information"). Service Information may include information we receive from you in connection with your requests for customer support, your user feedback or other communications you direct to us. Service Information may also include information related to your use of the Service, including from which Alert Brands you choose to receive content, how you use such content, what items you purchase using the Service and how you pay for your purchases made through the Service.

Information We Collect When You Access the Service on a Mobile Device: When you use the Mobile Application on your mobile telephone or other mobile device, we may collect your unique device identifier, Mac address, IP address and location ("Mobile Information" and together with Alert Account Information, Facebook Information and Service Information "User Information").

Contacts: When you use the Service, you will have the option to grant the Service access to the contacts on your mobile device for purposes of sending them gifts or other offers (“Contact Information”).

Cookies

In addition, when you visit the Site, we may collect certain information by automated means, such as cookies. A "cookie" is a file that websites send to a visitor's computer or other Internet-connected device to uniquely identify the visitor's browser or to store information or settings on the device. The information we collect in this manner enables us to better serve you when you return to the Site. We also use cookies to track responses to our marketing materials, such as emails and online advertisements. Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. For more information about MicroStrategy's own cookies, please see [“How to Work with Cookies.”](#)

The Site may also feature cookies associated with certain unaffiliated companies. For example, we may partner with other companies to provide you with connections to certain social networks, such as Facebook and Twitter, and to provide you with additional features such as YouTube. When you engage with such other companies' sites, such companies may place session or persistent cookies on your device. The use of these cookies is subject to such companies' own cookie policies, which MicroStrategy strongly recommends you review before you connect with such companies' networks or use features provided by such companies on the Site.

Web Analytics and Interest-Based Advertising

We may use web analytics services on the Site, such as those of Google Analytics. The service providers that administer these services use technologies such as cookies to help us analyze how visitors use the Site. The information collected through these means (including IP address) is disclosed to or collected directly by these service providers, who use the information to evaluate use of the Site or for advertising purposes, as described below.

Some of our online advertising takes place through Google Display Advertising. As part of this program, we use Google Analytics features such as Retargeting. In connection with that feature and others offered by ad networks, we and the operators of ad networks, including Google, may use third-party cookies (such as the DoubleClick cookie) – and in some cases first-party cookies (such as the Google Analytics cookie) – to inform, optimize, and serve ads across the internet based on a user's past visits to the Site.

You can opt out of Google Analytics for Display Advertising or customize Google Display Network ads using the Google [Ads Preferences Manager](#). To disable Google Analytics in general, please download the browser add-on for the deactivation of Google Analytics provided by Google at <http://tools.google.com/dlpage/gaoptout>. To learn more about other ad networks, including how to opt out, [click here](#).

Information Collected by Third Parties

Certain information that you are prompted to provide in connection with your usage of the Service will not be collected by us, but by third parties. Such data will not be subject to this Privacy Policy but will instead be subject to the privacy policies of the applicable third party, which we strongly recommend that you review. Examples of personal data that you may provide to other parties in connection with your use of the Service include:

- **Mobile Log-In Information:** To log into the Mobile Software, you must input your email address and Facebook password. This Facebook login information is collected directly by Facebook as part of the login process and does not pass through our servers.
- **Alert Brand Information:** The Service may give you the option of connecting with the loyalty program of an Alert Brand. Additionally, an Alert Brand may collect information from you through its website or Brand Application. Any such information that you agree to provide to an Alert Brand will be subject to such Alert Brand's privacy policies and we do not control and are not responsible for any Alert Brand's processing of such information.
- **Information Collected by Third Party Providers of Payment Services:** If you make a purchase through the Service, you may be directed to a third party provider of payment services (e.g. PayPal) that requests certain payment-related personal information from you, such as your credit card number. This personal information is collected directly by the third party service provider and does not pass through our servers. We do not control and are not responsible for such service provider's processing of your information.
- **Information That May Be Collected by Other Third Party Sites:** The Service may provide you with links to other web sites, Facebook pages or applications ("Third Party Sites"). We do not control and are not responsible for the processing of your information by any Third Party Sites.

How We Use Your User Information

The Company will only use your User Information for the following purposes:

- to enable those Alert Brands that you "Like" on Facebook at the present time or in the future or whose Brand Applications you have presently installed or install in the future to provide you with personalized and exclusive news, offers and other content
- to enable you to send gifts and other offers to your contacts
- to enable other users of the Service and Alert Brands to use the Collective Intelligence Feature to analyze the User Information for the Service's entire user base, provided that your User Information will only be accessible through the Collective Intelligence Feature in aggregate form, anonymized form, or after removing your and your Facebook friends' names, photos, videos and contact information
- to post on your Wall or to send you emails regarding your use of the Service
- to provide technical support and to respond to your inquiries

- to communicate about new features or promotions of the Service
- to prevent fraud or potentially illegal activities and to enforce our Terms of Use
- to solicit your feedback to improve the Service and your experience using it
- to administer and improve the Service
- to comply with legal requirements and prevent harm or loss
- to keep track of your activity levels and location in order to improve the level of service you receive from the Service (we may use your Mobile Information for this purpose)
- to enable third parties to deliver targeted advertising
- to promote the Service and other products and services of ours and our affiliates, including in private and publicly available product demonstrations and in communications with social media partners, media outlets and other third parties, provided that your User Information will only be used in such promotions in aggregate form, anonymized form, or after removing your and your Facebook friends' names, photos, videos and contact information
- as described in the "Cookies" and "Web Analytics and Interest-Based Advertising" sections above

How We Share Your User Information

We may share your User Information in the following cases:

- With Alert Brands that You "Like" or Whose Brand Application You Install: Your User Information may be shared with those Alert Brands whose Facebook pages you "Like" now or in the future or whose Brand Applications you have presently installed or install in the future, provided that your Facebook Information will only be accessible to Alert Brands in aggregate form, anonymized form, or after removing your and your Facebook friends' names, photos, videos and contact information. You will have the ability to stop the sharing of your User Information with any or all Alert Brands at any time by going to the "Account" section of the Service and opting out of the applicable Alert Brands, by "Unliking" the applicable Alert Brands on Facebook or by uninstalling the Service.
- With Affiliates and Third-Party Service Providers: We may disclose your User Information to our affiliates and third-party service providers, provided that we will only share your Facebook Information with such parties to the extent permitted by Facebook. Except as otherwise set forth in this section, we will only share your User Information with any such parties in connection with the administration of the Service or for the purpose of improving your experience with the Service. Third party service providers are not authorized by us to use or disclose your User Information except as necessary to perform services on our behalf or comply with legal requirements.
- With Advertisers: We may disclose your User Information to advertisers in aggregated and anonymous form in order to deliver targeted advertising, including information regarding your use of the Site as described in the section entitled "Web Analytics and Interest-Based Advertising."
- With Alert Brands and Users of the Service through the Collective Intelligence Feature: We may share your User Information with all Alert Brands and all other users of the

Service through the Collective Intelligence Feature to enable them to analyze the aggregate User Information of the Service's entire user base, provided that your User Information will only be accessible through the Collective Intelligence Feature in aggregate form, anonymized form, or after removing your and your Facebook friends' names, photos, videos and contact information.

- In Connection with Promotions: We may share your User Information in order to promote the Service and other products and services of ours and our affiliates, including in private and publicly available product demonstrations and in communications with social media partners, media outlets and other third parties, provided that we will only share your User Information in such promotional efforts in aggregate form, anonymized form, or after removing your and your Facebook friends' names, photos, videos and contact information.
- With Your Consent: We may share your User Information with other third parties with your consent.
- As Required by Law: We may disclose any User Information we deem necessary, in our sole discretion, to comply with any applicable law, regulation, legal process or governmental request.
- To Prevent Harm or Loss: We may disclose User Information when we believe, in our sole discretion, disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with suspected or actual illegal activity.
- In Connection With a Sale of Our Business: We also reserve the right to transfer User Information in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use the User Information in a manner that is consistent with this Privacy Policy. Following such a sale or transfer, you may contact the entity to which we transferred the User Information with any inquiries concerning the processing of that information.

We do not control and are not responsible for Facebook's own use of content and information it collects in relation to this Service.

How We Protect Your User Information

We maintain administrative, technical and physical safeguards designed to protect the User Information that we collect about you against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. While we cannot guarantee that no accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use of your information will occur, we try to prevent such occurrences.

Transfers of User Information to Other Countries

The Company uses databases located in different jurisdictions. We may transfer User Information we collect about you to our databases outside your country of residence. Even if the

laws in the country to which the information is transferred do not require us to provide adequate protection for your data, we will nevertheless seek to ensure that information transferred to such country is adequately protected.

Your Privacy Rights and Choices

You can adjust your communications and sharing preferences, including which Alert Brands have access to your personal information, by following the instructions under the “Settings” tab. Subject to applicable law, we provide you with access to the User Information we have retained about you and the ability to review, correct, update, block or delete the information where it is inaccurate. Subject to applicable law, we may limit or deny access to your User Information where providing such access is unreasonably burdensome or expensive under the circumstances. Please submit your request to the address specified in the "How to Contact Us" section below.

You may stop the Service from using your User Information at any time by uninstalling, as applicable, the Web Application, Mobile Application and/or Brand Applications that you have installed and setting your Facebook privacy settings to prevent the Service from accessing your Facebook Information through your friends. You may also stop the Service from using your Facebook Information at any time by deleting your Facebook account.

Following your de-installation of all applicable application(s), certain of your information may still be preserved in a non-personally identifiable form as part of aggregate historical data reports used by the Company.

Updates to This Privacy Policy

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our information processing practices or for any other purpose. We will post a notice in the Info section of the Service’s profile to notify you of any significant changes to the Privacy Policy and indicate there and at the top of the Privacy Policy when it was most recently updated.

How to Contact Us

If you have any questions or comments about this Privacy Policy, please contact us by email at support@alert.com or telephone at 703-744-6529. You also may write to us at MicroStrategy Enterprises, Inc., 1850 Towers Crescent Plaza, Vienna, Virginia 22182, Attn: Office of the General Counsel. Questions or comments submitted through other means, such as Wall posts, may not be received or addressed.