

# PRIVACY NOTICE

novae

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This Privacy Notice is intended to describe how **Novae Care & Connect Inc.** (“Novae Care” or “we” or “us”) collects, uses, and shares Personal Data that you submit to us and that we collect through our website <http://www.wearenovae.com> the My Rewards mobile applications available through the Apple Store and Google Play, and related online services (collectively, the “Services”). The notice also gives you choices about the collection and use of your information.

This Privacy Notice applies to anyone accessing our Services (collectively, “you” or “users”), including visitors to our website or apps (“Visitors”) as well as customers who create an account through the Services for loyalty and rewards program management and related services (“Registered Users”).

**Please read this notice carefully before you use our Services.** By using the Services, you represent and warrant that you are of legal age to form a binding contract with us, meet any eligibility requirements in the Terms & Conditions, and agree to be bound and abide by the Terms & Conditions and this notice. If you do not agree to the Terms & Conditions and this notice, or if you violate them in any way, your right to access or use the Services is terminated. We may revise and update this notice from time to time at our sole discretion. Where appropriate, we may provide advance notice of an update. You agree that we may provide notice of updates by posting a new notice on the Services and that your subsequent use of the Services constitutes agreement to the updated policy.



## 1. PERSONAL DATA WE COLLECT

As described in this Privacy Notice, we may collect certain Personal Data from or about you in connection with your use of, or your submissions to, the Services. You are not required to provide all Personal Data identified in this Privacy Notice; however, please be advised that if you do not provide the Personal Data requested, we may be unable to provide some or all of the Services to you.

### 1.1 Personal Data

We may collect information including your name, address, telephone number, email address, and passwords. We may also collect certain information related to your travel and event bookings when you redeem rewards, which may include date of birth, country of residence, nationality, government-issued identification information (e.g., passport country, number and expiration), and details of travel reservations and arrangements used in connection with our Services. We may facilitate or be notified of payment transactions on your behalf but do not store cardholder data, such as credit card numbers.

### 1.2 Special Categories of Personal Data

We generally do not collect or require special categories of Personal Data (e.g. racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, health information, biometric data, or sexual orientation), in order to access our Services. In the event we may need to collect data that would constitute special categories of Personal Data in order to provide a specific service to you, we will obtain your consent as required by law.

### 1.3 Cookies and Similar Technologies

We may collect certain Personal Data using cookies and other technologies, such as web beacons, device IDs, geolocation, HTML5 local storage, Flash cookies, and IP addresses. We specifically use browser cookies for different purposes, including cookies that are strictly necessary for functionality and cookies that are used for personalization, performance/analytics, marketing and advertising. When you visit the Services, our systems may automatically collect additional data about your device, including information about your web browser, IP address, and time zone. Additionally, as you use the Services, we may collect information about the individual web pages or products that you view, what websites or search terms directed you to the Services, and information about how you interact with the Services. The “Use of Cookies and Similar Technologies” section of this Privacy Notice contains more information and options to control or opt-out of certain data collection or uses related to cookies and similar technologies.



## 1.4 Anonymous Data

We may create de-identified or anonymous data from Personal Data by removing data components (such as your name, email address, or linkable tracking ID) that makes the data personally identifiable to you or through obfuscation or through other means. Our use of anonymized data is not subject to this Privacy Notice.

## 2. HOW WE COLLECT PERSONAL DATA

We may collect Personal Data as follows:

### 2.1 Account Creation and Interactions with our Services

We may collect Personal Data, such as your name, email address, username and password and other information you specifically provide to us when you create an account or otherwise use our Services. If you choose to sign up, log into, access, or otherwise connect to the Services through a social media or other third-party account (e.g. Facebook) (“Social Media Network”), we may collect Personal Data that you have provided to that Social Media Network, such as your user ID and/or user name associated with that Social Media Network, and any information or content you have permitted the Social Media Network to share with us, as well as information you have made public in connection with your Social Media Network account. If you want to control or limit sharing data from Social Media Networks, you should adjust the privacy settings on your Social Media Network account.

### 2.2 Communications with us and Submissions to the Services

We collect Personal Data, such as your name, email address, and other contact information, when you communicate with us, including when you email or call us, submit information through the Services, and when you sign up to receive emails or other information or materials.

### 2.3 Online Communities and Forums

We may collect Personal Data when you engage with our online communities, blogs, and forums, including any information you may provide through your interaction with or participation in our social media pages and groups. Please note that online forums may be publicly accessible, and other users may view the information you post in the forums. We encourage you to exercise care in deciding what information and content you wish to disclose on the areas of the Services that are accessible to the general public. Public forums provided by our Services are not permitted for users under 18 years of age.

### 2.4 Program Partners, other Third Parties, and Publicly Available Sources



We may obtain certain data about you from third-party sources, as well as publicly available sources, in order to help us provide and improve the Services and to offer you more personalized Services. For example, we may receive certain data from our featured partners (“Program Partners”) in order to verify your identity and eligibility to participate in certain programs and utilize the Services. We may combine your Personal Data with data we obtain from our Services, other users, or third parties to enhance your experience and improve the Services.

## 2.5 Cookies and Other Tracking Technologies

We may collect certain Personal Data using cookies and other technologies, such as web beacons, device IDs, geolocation, HTML5 local storage, Flash cookies, and IP addresses, as further described in this Privacy Notice. The “Use of Cookies and Similar Technologies” section of this Privacy Notice contains more information and options to control or opt-out of certain data collection or uses.

## 3. USE OF COOKIES AND SIMILAR TECHNOLOGIES

The Services may use cookies and similar technologies to improve user experience, for performance and analytics, and to improve our content and Services. We may also use cookies and similar technologies for purposes of marketing and advertising. Where required by law, we allow users to give explicit permission or to deny the use of certain categories of cookies.

A “cookie” is a small text file that a web server stores in browser software. A browser sends cookies to a server when the browser makes a connection to the server (e.g. when requesting a web page from the same domain that created the cookie). The purpose of cookies is to remember the browser over time and distinguish one browser instance (or user) from all others. Some cookies and other technologies may serve to track Personal Data previously entered by a user on our Services. Most browsers allow you to control cookies, including whether or not to accept them, and how to remove them. Cookies can remember login information, preferences, and similar information.

Cookies, as well as other tracking technologies, such as HTML5 local storage, and Local Shared Objects (e.g. “Flash” cookies), and similar mechanisms, may record information such as a unique identifier, the information you enter in a form, your IP address, and other categories of data.

We may also use web beacons or “pixels,” and in certain circumstances may collect IP address, screen resolution and browser software and operating system types, clickstream patterns, dates and times that our Services is accessed, and other categories of data.



If you wish to block the use and saving of cookies from the Services on to the computer's hard drive, you should take the necessary steps within your web browser's settings to block all cookies from the Services and its external serving vendors, (or use the cookie control system, if provided to you upon your first visit). Please note that if you choose to erase or block your cookies, certain parts of our Services may not function correctly. For information on how to disable cookies, refer to your browser's documentation.

## 4. HOW WE USE THE COLLECTED DATA

We may use Personal Data for a variety of different purposes as set out in further detail in this Privacy Notice. In some cases, we may ask for express consent to process your Personal Data. In certain circumstances, applicable data protection laws may allow us to process Personal Data without needing to obtain consent. Subject to applicable law, the purposes for which we may use and process Personal Data, and the legal basis for such processing, are set forth below.

### 4.1 For the Performance of a Contract

We may use Personal Data to perform our contractual obligations to you, including to fulfill your request for Services, to contact you in relation to any issues with the Services, where we need to provide your Personal Data to our service providers in relation to the Services or to take steps in response to information or inquiries you may submit prior to entering into a contract or agreement with us.

### 4.2 To Comply with Legal Obligations

We may use Personal Data to comply with laws, regulators, court orders, or other legal obligations, or pursuant to legal process.

### 4.3 Legitimate Interests

We may use Personal Data in order to operate and provide the Services, other than in performing our contractual obligations to you, for our "legitimate interests" for the purposes of applicable law, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data. Legitimate interests may include:

- To maintain, provide and improve the Services, including the administration of the rewards programs and to better tailor the features, content, performance, security, and support of our Services and for technical support;



- To communicate with you regarding the Services and to address and respond to your requests, inquiries, and complaints;
- To protect the confidentiality or security of information;
- For our direct marketing purposes and to send surveys in connection with the Services;
- For fraud, loss, and other crime prevention purposes, to assist in the investigation of suspected illegal or wrongful activity, and to protect and defend our rights and property, or the rights or safety of third parties;
- To enforce our Terms & Conditions, this Privacy Notice, or agreements with you or third parties;
- To comply with laws, regulators, court orders, or other legal obligations, or pursuant to legal process; and
- Subject to applicable contractual or legal restrictions, in connection with a contemplated reorganization or an actual reorganization of our organization.

### 4.4 To Protect Data Subjects'

Vital interests.

### 4.5 We May Use Personal Data

Where we believe it is necessary to protect the vital interests of you or another person.

### 4.6 Additional Purposes

In some cases where we are not already authorized to process the Personal Data under this Privacy Notice and applicable law, we may ask for additional consent to process your Personal Data.

## 5. HOW WE MAY DISCLOSE DATA

We may disclose Personal Data as described in this Privacy Notice, including:

### 5.1 Affiliates



We may disclose some or all of your Personal Data to our subsidiaries, joint ventures, and other companies under our common control (collectively, "Affiliates"), for the purposes described in this Privacy Notice. Where we share Personal Data with our Affiliates, we will require our Affiliates to honor this Privacy Notice.

### 5.2 Service Providers and Business Partners

We may engage third parties to perform certain functions on our behalf. To do so, we may disclose Personal Data to our third-party business partners, as well as service providers and vendors, in order to operate, improve, and personalize the Services, including to administer rewards programs. We may also share Personal Data for other technical and processing functions, such as sending e-mails on our behalf or on behalf of our Program Partners, fulfilling orders, technical support, for analytics, and for marketing and advertising purposes. Where we share Personal Data with our Service Providers and Business Partners, we will require them to honor this Privacy Notice.

### 5.3 Program Partners

Where you have agreed to participate in a particular program, or where you have provided or requested information regarding a particular product or service offered by our Program Partners, we may share certain Personal Data with those Program Partners. For example, when you create an account through the Services, we may share certain information with our Program Partners to verify your identity and eligibility to participate in certain rewards programs and utilize the Services. In addition, when you redeem rewards, we may share certain data with Program Partners in order to complete your transaction.

### 5.4 Pursuant to Legal Process

We may also disclose Personal Data to comply with applicable laws and regulations, to respond to a subpoena, a search warrant, or other lawful request for information we receive, or as otherwise pursuant to legal process.

### 5.5 Protection of Rights and Interests

We may also use and disclose Personal Data to establish or exercise our legal rights, to enforce our Terms & Conditions, this Privacy Notice, or agreements with you or third parties, to assert and defend against legal claims, or if we believe such disclosure is necessary to investigate, prevent, or take other action regarding actual or suspected illegal or fraudulent activities or potential threats to the physical safety or well-being of any person.

### 5.6 Business Transactions

Subject to applicable law, we reserve the right to transfer some or all Personal Data in our possession to a successor organization in the event of a merger, acquisition, bankruptcy or





other sale or transfer of all or a portion of our assets, including for the purpose of permitting the due diligence required to decide whether to proceed with a transaction. If any such transaction occurs, the purchaser will be entitled to use and disclose the Personal Data collected by us in the same manner that we are able to, and the purchaser will assume the rights and obligations regarding Personal Data as described in this Privacy Notice.

## 6. DO-NOT-TRACK

Some browsers support the configuration of a Do-Not-Track (DNT) signal that a user may activate to notify websites that the user does not wish to be “tracked” by third parties in connection with the web browsing activities. We do not support the use of DNT signals and handle all Personal Data consistent with our Terms & Conditions and this Privacy Notice.

## 7. SOCIAL NETWORK WIDGETS

Our Services may include social network sharing widgets that may provide information to their associated social networks or third parties about your interactions with our web pages that you visit, even if you do not click on or otherwise interact with the plug-in or widget. Information may be transmitted from your browser or device and may include an identifier assigned by the social network or third party, information about your browser type, operating system, device type, IP address, and the URL of the web page where widget appears. If you use social network tools or visit social networking sites, we encourage you to read their privacy disclosures, to learn what information they collect, use, and share.

## 8. LINKS TO OTHER SITES

Our Services may contain links or otherwise provide access to another website, mobile application, or Internet location (collectively “Third-Party Sites”). For example, when you redeem your rewards to make a travel reservation or booking, you are providing information (including Personal Data) directly to third parties to complete the reservation. Please note that we have no control over and are not responsible for Third-Party Sites, their content, or any goods or services available through the Third-Party Sites. Our Privacy Notice does not apply to Third-Party Sites. We encourage you to read the privacy policies of any Third-Party Site with which you choose to interact, including any Third-Party Sites utilized for event registration or travel bookings.





## 9. DATA SUBJECT RIGHTS

Users in various states or countries (e.g. California, European Economic Area (“EEA”)) have certain rights under applicable data protection law, including the right to make certain requests about the Personal Data we maintain about them, and who we disclose it to.

### 9.1 Request Access

You may have the right under applicable law to request a copy of your Personal Data including: (1) The categories of Personal Data we collected about you; (2) The categories of sources from which the Personal Data is collected; (3) The business or commercial purpose for collecting or selling the Personal Data; (4) The categories of third parties with whom we share Personal Data; and (5) The specific pieces of Personal Data we have collected about you. We may be required to provide a portable copy of your data, where practical, so it can be transmitted to another service provider.

### 9.2 Request Modification or Rectification, or Deletion

You may have the right to request access to, modification of, or deletion of your Personal Data we maintain (subject to certain exceptions). Registered Users may be able to make certain changes to their Personal Data by logging into their account and updating their profile information.

### 9.3 Request Restriction of Processing

You may have the right to request that we restrict the processing of your Personal Data in certain circumstances, such as where you believe that the Personal Data we hold about you is inaccurate or our processing is unlawful. 9.3 Object to Processing In certain circumstances, you may have the right to request that we stop processing your Personal Data, such as a request to stop sending you direct marketing communications. To opt-out of direct marketing communications, please see the instructions in the “Withdrawing Your Consent” section of this Privacy Notice.

### 9.4 Lodge a Complaint

You may have the right to lodge a complaint with a supervisory authority. To exercise your rights, you may contact us at [privacy@wearenovae.com](mailto:privacy@wearenovae.com). We will respond as required by applicable law and as otherwise deemed appropriate in our reasonable discretion under the circumstances. Where permissible, we may charge reasonable fees to facilitate your request. We do not discriminate against users who exercise such rights, and do not offer financial incentives in connection with the exercise of such rights. To protect your privacy and security, we may take steps to verify your identity in order to respond to your request.



## 10. CALIFORNIA PRIVACY RIGHTS

Under Section 1798.83 of the California Civil Code, residents of California have the right to request from a business, with whom the California resident has an established business relationship, certain information with respect to the types of Personal Data (as defined by California law) the business shares with third parties for those third parties' direct marketing purposes, and the identities of the third parties with whom the business has shared such information during the immediately preceding calendar year. To exercise your rights, you may make one request each year by emailing us at **privacy@wearenovae.com** with "Request for California Privacy Information" in the subject line and in the body of your message. Be sure to provide in the request sufficient information to properly identify you and/or the members of your family.

To the extent we sell or share your Personal Data with third parties (excluding service providers, facilitating transactions, legal purposes and other such circumstances), you may have the right under California or other applicable laws to direct us not to do so. To exercise this right, please contact us at **privacy@wearenovae.com**. We will respond as required by applicable law and as otherwise deemed appropriate in our reasonable discretion under the circumstances.

## 11. GENERAL DATA PROTECTION REGULATION

As part of the policies, it is obliged to comply with every one of the current legal requirements related to the protection of Personal data during the provision of services, which includes the regulations applicable in the place of origin, transfer or treatment of Personal Data, including compliance with the General Data Protection Regulation (GDPR) issued by the European Union, when applicable.

## 12. WITHDRAWING YOUR CONSENT

Users in various states or countries (e.g., European Economic Area ("EEA")) may also be able to withdraw consent to use their Personal Data, and where such consent is the legal basis for processing your Personal Data, you may at any time withdraw your consent by contacting us at **privacy@wearenovae.com**. If you withdraw your consent or otherwise object to processing, or if you choose not to provide certain Personal Data, we may be unable to provide some or all of the Services to you. Also note that in many instances, we need your Personal Data to perform



our contractual obligations to you and for our legitimate interests. We may in some instances be permitted by applicable law to keep or use your Personal Data even where you object, such as where there are compelling legitimate grounds that override your interests and rights, or where processing is necessary to establish, exercise, or defend legal claims.

If you would like to stop receiving marketing or promotional messages, notifications, or updates from us, you may do so by following the unsubscribe instructions that appear in these email communications. Alternatively, you may contact us at [privacy@wearenovae.com](mailto:privacy@wearenovae.com) to opt-out of direct marketing. Registered Users may also be able to manage certain communications preferences by logging into their account and adjusting their account settings. Please be advised that you may not be able to opt-out of receiving certain service or transactional messages from us, including legal notices and certain communications related to the provision of the Services.

### 13. INFORMATION FROM CHILDREN UNDER 18 YEARS OF AGE

We do not knowingly collect or store information received from individuals under the age of 18 years without parental consent. If you become aware that an individual under 18 years of age has provided us with Personal Data without parental consent, please contact us at [privacy@wearenovae.com](mailto:privacy@wearenovae.com). If we become aware that an individual under 18 years has provided us with Personal Data without parental consent, we will take steps to remove the data as permitted and required by law.

**Note: Within our services and in accordance with the provision of the Terms and Conditions, we do not allow underage users to register.**

### 14. INTERNATIONAL CONSIDERATIONS AND DATA TRANSFERS

We have developed data practices designed to assure information is appropriately protected but we cannot always know where Personal Data may be accessed or processed. While our primary data centers are in the United States. In addition, we may employ other companies and individuals to perform functions on our behalf. If we disclose Personal Data to a third party or to our employees outside of the United States, we will seek assurances that any information we may provide to them is safeguarded adequately and in accordance with this Privacy Notice and the requirements of applicable privacy laws. If you are visiting from the European Economic Area or other regions with laws governing data collection and use, please note that you are agreeing to the transfer of your Personal Data, including sensitive data, by us from your region



to countries which do not have data protection laws that provide the same level of protection that exists in countries in the European Economic Area, including the United States. By providing your Personal Data, you consent to any transfer and processing in accordance with this notice.

If you use our Services to make travel arrangements or reservations on your behalf, we will transfer your Personal Data to third parties such as a booking agent, airline, hotel, travel insurance, or car rental service as reasonably necessary to facilitate your travel requests, and those parties may reside in another country. In such cases, your Personal Data will be subject to that entity's own privacy practices.

## 15. DATA RETENTION

We will generally retain your Personal Data for as long as you maintain an account or subscription, for as long as is necessary to provide the Services, or for such longer period as may be required or otherwise permitted by applicable law. We will also retain your Personal Data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We use the following criteria to set our retention periods: (i) the duration of our relationship with you; (ii) the purposes for processing your Personal Data and associated legal bases; (iii) the existence of a legal obligation as to the retention period; (iv) our contractual obligations; and (v) the advisability of retaining the information in light of our legal position (for example, in light of applicable statutes of limitations, litigation, or regulatory investigations).

## 16. SECURITY

We implement technical and organizational security measures designed to secure and protect Personal Data. Please note, however, we cannot fully eliminate security risks associated with the storage and transmission of Personal Data. **Novae Care & Connect Inc.** will comply with due diligence of the following items:

**16.1 Novae Care & Connect Inc.** takes the legal, technical and organizational measures deemed necessary to maintain the security of your personal information, with due compliance of the corresponding obligations and exceptions, according with current legislation.



**16.2 Novae Care & Connect Inc.** protects your personal information during its usage and storage, if the latter is necessary, with encryption methods, among other existing or future techniques that guarantee the security of the information.

**16.3 Novae Care & Connect Inc.** revises its policies for collection, storage, and treatment of your personal data, including physical security measures to block unauthorized or fraudulent tampering, loss, consultation, usage or access of your personal information.

**16.4 Novae Care & Connect Inc.** limits the access of contractors, agents and employees to the personal information that they must process. Only authorized employees of **Novae Care & Connect Inc.**, its affiliates, subsidiaries and service providers will be able to access personal information in order to carry out their job duties. **Novae Care & Connect Inc.** ensures that these follow the strict confidentiality obligations, established in the contract and will hold them subject to contractual and legal consequences that said infringement can generate.

## 17. UPDATES TO THIS PRIVACY NOTICE

We may update this Privacy Notice from time to time. The most recent version of the Privacy Notice is reflected by the version date located at the beginning of this Privacy Notice. We encourage you to review this Privacy Notice often to stay informed of how we may process your information.

## 18. CONTACT US

For more information about our privacy practices, or if you have questions or concerns, please contact us by e-mail at [privacy@wearenovae.com](mailto:privacy@wearenovae.com) or by mail using the details provided below: 601 Brickell Key Dr., Suite 501, Miami, FL 33131.