

## GENERAL INFORMATION:

PLEASE READ THIS PRIVACY STATEMENT AND NOTICE OF PRIVACY PRACTICES CAREFULLY.

The purpose of this Privacy Statement and Notice of the Privacy Practices for Asurion's Mobile Applications ("Privacy Policy") is to inform you, the user ("you" or "your") of the privacy practices of Asurion Solutio Europe Limited and/or its subsidiaries and affiliates (collectively "Asurion") related to the access, collection, use and disclosure of certain technical information from your mobile device ("Technical Data") along with your personally identifiable information ("Personally Identifiable Information" or PII) through your downloading, activation and use of Asurion's mobile applications which forms part of your Mobile Rescue service.

## DESCRIPTION OF APPLICATIONS FOR WHICH THIS PRIVACY POLICY APPLIES:

This Privacy Policy applies to your use of the following mobile applications and services:

### **Mobile Rescue Application and service**

These above named applications and services shall for the purposes of this Privacy Policy be referred to as the "Applications" and the functionality and services to provide to you, which are supported by such applications collectively may be referred to as the "Services"). For more details regarding the specific Services available through your downloading and use of these individual Applications and Service offerings you may click [here](#):

## CHANGES AND UPDATES TO THIS PRIVACY POLICY:

Asurion reserves the right to revise or update this Privacy Policy. Asurion also reserves the right at any time to add new or removing existing Applications and Services. Asurion will notify you of any changes to the Privacy Policy.

In the event we materially change the way in which we use your Technical Data or your PII, we will provide you with notice and ask you to accept the changes to a new Privacy Policy. If you do not agree to the terms and conditions of this Privacy Policy, do not provide us with your information. If you do not agree to any terms of this Privacy Policy, you cannot use or cannot continue to use the Applications or Services.

This Privacy Policy does not apply to any of our Applications or Services that do not display or link to this Privacy Policy or that do not display their own individual Privacy Policy or to information we collect from you or about you in other ways beyond your use of the Application or Services. You further affirm your consent to this Privacy Policy when you download and use our Applications or Services. This Privacy Policy is incorporated as part of the Terms of Use that apply with respect to your use of the applicable individual Application and Service.

## CONTACT AND ELECTRONIC COMMUNICATION:

By downloading our Applications, using our Services, allowing us to access to your Technical Data through your mobile device or providing us with your PII, you agree that we can communicate with you

electronically regarding legal, technical, regulatory, security, privacy and any administrative or consumer notification obligations relating to your use of the Applications and Services.

If you have any questions about this Privacy Policy or about our Applications or Services, you can contact Asurion by e-mail at [privacy@Asurion.com](mailto:privacy@Asurion.com)

You may also contact us at:

Asurion

Attn: Senior Director Legal & Compliance

Chiswick Place, 272 Gunnersbury Avenue, Chiswick, London W4 5QB

## SUMMARY OF PRIVACY POLICY:

This Privacy Policy notifies you of:

- } The types of information collected from you when you download and use our Applications or the Services;
- } How your information is used by Asurion;
- } For which purposes your information is used by Asurion
- } With whom the information may be shared;
- } What choices are available to you regarding collection, use and distribution of your information; and
- } The kind of procedures Asurion employs in an effort to prevent the unauthorized access, deletion, alteration, use or disclosure of information you provide to Asurion or by using our Applications or the Services.

## INFORMATION COLLECTED BY THE APPLICATIONS:

When you choose to download and use the Applications and the Services, Asurion may access, collect, use or disclose the following types of information from you:

### ***Personally Identifiable Information:***

(PII) includes without limitation as follows: your full name, mailing address, email address and mobile phone number and generally information that may identify you as an individual.

### ***Technical Data:***

Asurion automatically collects Technical Data about your mobile device on a daily basis and in some instances as frequently as three times per day. Depending on which operating system your mobile device utilises some Technical Data may be gathered more or less frequently or not at all.

This Technical Data includes: Electronic Serial Number ("ESN") or International Mobile Equipment Identity ("IMEI") data; telephony data, i.e. your network type, network operator name, subscriber identity module ("SIM") operator name, SIM country; your mobile device number, device serial number and media access control ("MAC") address; carrier name; operating system version; device model; performance and data usage, i.e. data storage amount, Central Processing Unit ("CPU") and memory consumption other usage logs; battery status and battery usage patterns and power consumptions; lists of other installed applications; listing of types ( i.e. Gmail, yahoo, etc.) of other e-mail accounts configured to your device; device information related to your choice of settings for your device such as Wi-Fi, Global Positioning System ("GPS") settings, Bluetooth setting; mobile device settings; screen brightness and roaming data; the names of email accounts configured to your device; and other technical information Asurion may need

to perform the Services. Technical Data may also include your aggregated anonymous non-public information.

Asurion may also use your PII to provide you with information about Applications, the Services, other offers that may be of interest to you, to seek follow-up from you about your experiences with Asurion or as otherwise disclosed to you during the process of downloading the Application. Where legally required, Asurion will seek your express consent to send such messages, including when sent by email or other type of commercial electronic message. This consent is sought by Asurion Solutio Europe Limited ("Asurion"), registered in England and Wales with registered number 10163748 at Chiswick Place, 272 Gunnersbury Avenue, Chiswick, London W4 5QB. You may withdraw your consent by using the "unsubscribe" link located at the bottom of such messages you receive from Asurion, or by contacting Asurion at the phone number listed in the applicable Terms of Service for the Application.

Asurion may share your PII and Technical Data with its affiliates, subsidiaries and partners and with other third parties for the same purposes as described in this Privacy Policy. Additionally, to the extent permitted or required by applicable law, Asurion may provide your Technical Data and/or PII to others.

## RETENTION AND STORAGE OF PII and TECHNICAL DATA:

Asurion will retain your PII and/or your Technical Data for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws.

## PURPOSES OF USE OF PII AND YOUR TECHNICAL DATA:

Asurion may use your PII and the Technical Data collected through your use of the Applications or the Services for the following such purposes as:

- ◆ Helping to establish and verify your identity;
- ◆ Activating and maintaining your account;
- ◆ To the extent that your mobile network provider does not provide such services, billing and resolving billing disputes;
- ◆ Monitoring and maintaining the performance and functionality of the device consistent with your choices where applicable through the device settings;  
Providing you with technical support and consulting services and click to chat functionality with Asurion representatives to resolve device issues and answer questions about device usage;
- ◆ Auditing, research and analysis in order to provide, maintain, protect and improve our Services;
- ◆ Contacting you to offer Applications or Services updates and notices, promotional notices and other information about Applications and Services available from Asurion or its affiliates (you may choose not to allow Asurion to use or disclose your PII or Technical Data for marketing and promotional purposes by contacting Asurion as outlined as outlined in the Contact and Electronic Communications section of this Privacy Policy);
- ◆ Providing you with products or services or carrying out the transaction(s) you have requested or authorized;
- ◆ Responding to your questions, inquiries, comments and instructions;

- ◆ Improving the Applications by solving technical problems, calculating overall usage statistics, internal marketing and promotional purposes, product development and content improvement;
- ◆ Taking good faith steps to enforce the applicable Terms of Service; and
- ↳ Maintaining the security and integrity of the Applications, the Services and Asurion's systems.
- ◆ Assisting you with solving your technical queries remotely
- ◆ Providing you with a personalised support which is specifically tailored to your needs and usage patterns
- ◆ Sending you personalised proactive notifications & messages to help you prevent technical problems before they arise, help you optimize your phone usage and educate you about subjects relevant for you

## SHARING AND DISCLOSURE OF PII AND TECHNICAL DATA:

- ◆ Except as explained and set forth in this Privacy Policy, Asurion will not use or disclose your PII or Technical Data to nonaffiliated third parties for any other purpose.
- ◆ Asurion may transfer or license your PII to trusted nonaffiliated service companies to assist Asurion in providing, maintaining and operating its technical support services, data back-up service and location based services or for other reasons necessary to provide, maintain and/or continue the operation of its own business or marketing. Asurion requires these service-related companies to comply with the principles set out in this Privacy Policy, and require them to use such information only for the purposes for which it was provided to them;
- ◆ You understand and agree that Asurion reserves the right to disclose and/or transfer PII or Technical Data to a third party in the event of a proposed or actual purchase, sale (including a liquidation, realization, foreclosure or repossession), lease, merger, amalgamation or any other type of acquisition, disposal, transfer, conveyance or financing of all or any portion of its business or of any of assets or shares of business or a division thereof in order for you to continue to receive the same or similar products and services from the third party. In such an event, we shall provide notice of any material change to this Privacy Policy, or our Services, in the manner described in this Privacy Policy;
- ◆ Asurion may disclosure your PII or Technical Data to comply with the law and/or legal process where a formal request has been made (e.g. request from any regulator, civil court suit, court order or judicial or administrative proceeding);
- ◆ Protect or defend our rights and/or property or the rights and property of others;
- ◆ Enforce our Terms of Use and/or this Privacy Policy;
- ◆ Respond to claims that the content(s) of a communication violates the rights of another.
- ◆ In these circumstances, PII or Technical Data may be shared with the actual or prospective purchasers or assignees, or with the newly acquired business.

## ACCESS TO AND ABILITY TO CORRECT OR DELETE YOUR INFORMATION:

Upon request via post, e-mail, or telephone, Asurion will provide you a copy of your PII and the Technical Data retained by Asurion. You may modify, correct, change, or request Asurion to delete or update any PII that Asurion has collected through the Applications by contacting Asurion via postal mail, e-mail, or telephone, as provided in the Contact and Electronic Communication section of this Privacy Policy. You may also request specific information regarding the types of Technical Data collected and retained by Asurion as described in this Privacy Policy. Asurion may charge you an administration fee of £10 to provide you with a copy of your PII and the Technical Data retained by Asurion.

## APPLICATION AND MOBILE DEVICE SECURITY

Asurion has implemented measures to help protect against the unauthorised access, loss, misuse and alteration of the Technical Data and your PII. Asurion utilises security measures and encryption technology to help protect the integrity of the Technical Data and your PII. After the Application is installed, the Technical Data and your PII generally is encrypted before being transmitted over the Internet to Asurion. The Technical Data and your PII will be encrypted by your phone before it is transferred to Asurion storage systems. Notwithstanding the foregoing, technology limitations may prevent encryption in some instances. Once Asurion receives the Technical Data and your PII, it is authenticated and protected by a firewall and/or encryption. In addition, the following data security measures will be taken with respect to your archived Data and your PII and Asurion will:

- } Restrict access to your archived Technical Data and your PII within the company to people on a need-to-know basis.
- } Restrict physical access to your Technical Data and your PII.
- } Track and monitor access to network resources and your Technical Data and your PII.
- } Regularly test its security system.

Asurion uses commercially reasonable physical, managerial, and technical safeguards against loss, theft, misuse, disclosure, alteration and destruction of or unauthorized access to your PII. Asurion cannot, however, ensure or warrant the security of any information that Asurion receives on your behalf to operate the Services or that you transmit to Asurion, including your PII and you do so at your own risk. Asurion also cannot guarantee that such information will not be accessed, disclosed, altered, or destroyed by breach of any of Asurion's physical, technical, or managerial safeguards.

While Asurion uses commercially reasonable data encryption, Asurion cannot ensure or warrant the security of any of your Technical Data or your PII while in transit from your mobile device to our servers. Asurion will notify you of any confirmed security breach of your Technical Data or PII to the extent required by and in accordance with applicable laws. Asurion may attempt to notify you so that you can take appropriate protective steps or Asurion may post notification on [www.Asurion.com](http://www.Asurion.com) if a security breach has been confirmed by Asurion. Depending on where you live, you may have a legal right to receive notice of a security breach in writing in which case Asurion will notify you in writing of such security breach.

Your mobile device may contain other third party software or third party applications which collect and transmit PII or other Technical Data. Asurion is not responsible for any PII or other information which may be stored or transmitted by any such third party software. In addition, Asurion is not responsible for any PII or other information that you display publicly or that becomes publicly known as a result of your actions.

## THIRD PARTY APPLICATIONS AND WEBSITES:

The Applications may contain embedded links to other third party websites or to applications operated by non-affiliated or independent third parties. Please be aware that those applications and websites may collect PII or Technical Data from you about your visit. These website and applications have not necessarily been reviewed by Asurion and are maintained by third parties over which Asurion exercises no control. Accordingly, Asurion expressly disclaims any responsibility for the privacy policies, information collection practices, content, accuracy of the information, and/or quality of products or services provided by or advertised on these third-party applications and websites. Moreover, these links do not imply an endorsement with respect to any third party, websites or the applications or services provided by any third party. You should review the privacy policies for any websites or applications that you use, before using the application or website and providing your PII or allowing access to your Technical Data. Asurion is not responsible for the privacy policies or practices of any third party applications or websites that may be mentioned on, or accessible from, the Applications or through the Services.

## CHILDREN UNDER 18

The Application and Services provided by Asurion are not directed to persons under 18. Asurion does not knowingly collect PII from children under 18. If you become aware that your child is accessing the Applications or Services and providing PII without your consent, please contact us by using the information provided in the Contact and Electronic Communications section of this Privacy Policy. Asurion will take steps to remove PII from Asurion Storage Systems and terminate the account should Asurion determine that a child under 18 has accessed the Services.

## SOCIAL MEDIA:

Any information, communications, or material of any type or nature that you submit to a social media platform or website such as Facebook, Instagram or Twitter through your use of the Applications or the Services by email, posting, messaging, uploading, downloading, or otherwise (collectively, a "Submission"), is done at your own risk and Asurion is therefore not responsible for any content or Submissions contained on such sites and platforms. In the event that Asurion offers functionality through the Applications or Services that permits the posting of your information on message boards or any other interactive or social-type feature, please be aware that these areas may allow you to publicly post, and share with other users, certain messages, content, or other information (e.g. stories, pictures, ingredients, tips, etc.). Asurion encourages you to be wary of giving out any PII that may appear in such public forums. The information you post can be collected and used by people you don't know. Asurion cannot guarantee the privacy and safety of these areas and is therefore not responsible for any information you choose to post. Your use of these features is fully at your own risk.

## INTERNATIONAL USERS:

We may transfer information that we collect about you, including your Technical Data and your PII, to subsidiary and affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world, including outside of the European Union. By providing your information to us you consent to: the transfer of information about you, including your Technical Data and PII, outside of the European Union and the use and disclosure of information about you, including your Technical Data and your PII, as described in this Privacy Policy.