

LAST UPDATED: _____.

PRIVACY POLICY

In General

Purple Wave, Inc. (DBA "HeavyWorth", and referred to as "HeavyWorth", "we" or "us" herein) values our customers and respects their privacy. This privacy policy ("Privacy Policy") governs our collection and use of data in connection with this application or with any website associated with us (the "App") and the products we offer (the "Products").

This Privacy Policy sets forth the nature, purpose, use and sharing of any information that identifies or can be used to identify you, the visitors to our websites and users of our Apps and Products ("Personal Information"). This Privacy Policy does not govern privacy practices associated with offline activities, websites other than ours, or practices of third parties that we do not own or control, such as our partners, third party service providers featured on the App or in our Products or advertisers. If you have objections to the Privacy Policy, you should immediately discontinue use of the App or Products and follow the procedure described in the section entitled "Opting-Out or Updating Your Personal Information and Privacy Preferences."

The App and our Products are intended for adult audiences only, and we do not knowingly collect any Personal Information from anyone under 13 years of age. If you are under age 13, please do not attempt to register for the App or Product or provide any Personal Information about yourself to us. If we learn that we have collected Personal Information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any Personal Information from a child under the age of 13, please contact us immediately.

Changes in Privacy Policy

Any Personal Information that we collect and maintain will be subject to this Privacy Policy, as amended from time to time. Purple Wave, DBA "HeavyWorth" may change the Privacy Policy at its sole discretion. However, if at any time we make material changes to the Privacy Policy, we will notify you of those changes on our websites and through the publishing of an updated Privacy Policy. If as the result of such changes you want to alter the ways in which HeavyWorth is allowed to use your Personal Information, you can do so by following the procedure described in the section entitled "Opting-Out or Updating Your Personal Information and Privacy Preferences."

Collection of Information

- We collect the Personal Information you give us when you register with our website, our App or purchase our Products, including email, name, and information about your equipment. We automatically collect certain kinds of non-personal information from you when you use our App or Products, including device, browser type, operating system, CPU speed, referring or exit webpages, click patterns, Session ID, and your computer's IP address.
- We may on occasion supplement or correct the Personal Information you submit to us and your IP address with information in our other databases or information from third-party sources in order to reduce errors in our database, authenticate our users, prevent fraud and prevent abuse of our Site, as well as to provide more consistent, relevant experiences to our users.
- We may collect general information about use of the App or Products, such as what pages visitors access, the number of visits, average time spent on the App and other similar factors, products ordered, information input. This information is generally collected in aggregate form, without identifying any user individually, although IP addresses and Session ID in relation to downloads may be tracked as part of our fraud prevention efforts.

How Your Information is Used

Except as provided herein, HeavyWorth collects and uses your personal and non-personal information for internal purposes only or for gather aggregate and anonymized data. We may use your information in the following ways:

- To conduct routine business operations such as billing, identification, authentication, contact purposes and general research. As part of our routine business operations, we may transfer your Personal Information to certain third parties with whom we contract for the limited purpose of providing services such as web hosting, and email. These service providers are obligated to protect your information, and they do not use your

Personal Information for their own commercial purposes.

- To employ internal marketing techniques such as tracking customer preferences to provide a customized Site experience and communicating with you about Products, special offers, and other services.
- To enhance the Products we offer.
- To gather generic product, location and other contributed information to make reports based on aggregate anonymized data, which we may use internally, or which we may sell to others.
- To troubleshoot and provide technical support

Tracking, Use of Cookies, Web Beacons and Similar Devices

In order to improve our Products and the App and provide more convenient, relevant experiences to our customers, we and our agents may use “cookies,” “web beacons,” and similar devices to track your activities. A cookie is a small amount of data that is transferred to your browser by a web server and can only be read by the server that gave it to you. It functions as your identification card and enables HeavyWorth to record your passwords and preferences. It cannot be executed as code or deliver viruses. A web beacon is a small transparent .gif image that is embedded in an HTML page or email used to track when the page or email has been viewed. Most browsers are initially set to accept cookies, and most services that include similar devices are typically initially activated to collect data. You can set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it.

Protecting Your Information

- We use a variety of security measures, including SSL, encryption, and authentication tools to help protect your information.
- We do not retain your Personal Information for longer than is necessary for our business purposes. When we no longer need your Personal Information, we dispose of it safely.

Disclosure to Third Parties

We will not share your Personal Information with third parties without your express consent, except in the limited circumstances described below:

- We may share your Personal Information with our third party service providers for the limited purposes described in the section entitled “How Your Information is Used.”
- We will share your Personal Information when required by law, regulation, or litigation, and as necessary for purposes of national security, law enforcement, or other issues of public importance.
- If HeavyWorth sells assets or is acquired by or merged with another entity, we may provide such entity customer information without obtaining your further consent. We may provide notice of such asset sales, acquisitions, or mergers on this Site.

Your Choices

- If at any time you are uncomfortable with our use of your Personal Information for internal marketing purposes and for the purpose of creating aggregate reports, you may opt-out by email as described in “Opting-Out or Updating Your Personal Information and Privacy Preferences.” Note that if you opt not to provide us with certain mandatory information, then our Products and services may be unavailable to you.
- You may similarly opt out of receiving communications from us, although we may find it necessary to continue to communicate with you regarding your use of the App.
- For our websites, you may set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this Site may then be inaccessible or not function properly.

Governing Law

The terms of this Privacy Policy are governed by and in accordance with the laws of the state of Kansas. You should not provide us with any Personal Information unless you consent to the application of United States law and, where applicable, Kansas law, and to the use and disclosure of your information in accordance with the terms of this Privacy Policy.

Opting-Out or Updating Your Personal Information and Privacy Preferences

You have the right to access, correct and delete inaccuracies in your Personal Information and privacy preferences on the App at any time by signing into your account and editing your Personal Information in your account profile. You may also do so by contacting us via telephone, postal mail, or email.

If at any time you wish to opt-out of our use of your information for internal marketing purposes or for compiling aggregate risk reports, you may do so by telephone, postal mail, or email:

HeavyWorth Site Administrator
13502 S 33rd Bellevue, NE 68123
info@heavyworth.com

Privacy Complaints

HeavyWorth takes its users' privacy concerns seriously. If you believe that HeavyWorth has not complied with this Privacy Policy with respect to your Personal Information, you may write to HeavyWorth at the address noted above.

Also, please note that HeavyWorth is not responsible for the content or privacy practices of non-HeavyWorth websites or integrated products to which the App, any Products or any other HeavyWorth website or products may link. You should review the privacy policies of such sites before using the Apps or Products.

The App and Products are intended for users in the United States and those not governed by privacy policies of other countries. Users outside the United States are advised not to disclose Personal Information to HeavyWorth. You should not provide us with any Personal Information unless you consent to the application of United States law and, where applicable, Kansas law, and to the use and disclosure of your information in accordance with the terms of this Privacy Policy.