

Privacy Policy

Last modified: June 12, 2014

Introduction

Cale America Inc. (“**Company**” or “**We**”) respect your privacy and are committed to protecting it through our compliance with this policy. This policy describes:

- The types of information we may collect from you or that you may provide when you visit the website <http://www.waytopark.com> (our “**Website**”).
- The types of information we may collect or that you may provide when you download, install, register with, access or use the WayToPark application on the Apple, Android, Windows Mobile or any mobile platform (the “**Application**”).
- Our practices for collecting, using, maintaining, protecting and disclosing the foregoing information.

This policy applies to information we collect:

- On this Website and/or the Application.
- In e-mail, text and other electronic messages between you and this Website and/or the Application.

This policy does not apply to information collected by:

- us offline or through any other means, including on any other website or application operated by Company or any third party (including our affiliates and subsidiaries); or
- any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from the Website and/or the Application.

Our websites and apps and these third parties may have their own privacy policies, which we encourage you to read before providing information on or through them.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not download, register with or use our Website and/or the Application (as applicable). By downloading, registering with, accessing or using this Website and/or the

Application, you agree to this privacy policy. This policy may change from time to time (see [Changes to Our Privacy Policy](#)). Your continued use of this Website and/or the Application after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Children under the Age of 13

Neither our Website nor the Application is intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Website or the Application. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website, the Application or on or through any of its features. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at waytopark@caleamerica.com.

Information We Collect and How We Collect It

We collect several types of information from and about users of our Website and the Application, including information:

- by which you may be personally identified, such as name, e-mail address, telephone number or any other identifier by which you may be contacted online or offline] (“**personal information**”);
- that is about you but individually does not identify you, such as geographic location, parking habits (such as date, time, location and duration of parking); and/or
- about your internet connection, the equipment you use to access our Website and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Website and/or when you use the Application. Information collected automatically may include usage details, IP addresses and information collected through cookies, web beacons and other tracking technologies.
- From third parties, for example, our business partners.

Information You Provide to Us. The information we collect on or through our Website and the Application may include:

- Information that you provide by filling in forms on our Website and/or Application. This includes information provided at the time of registering

to use our Website and/or the Application. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website and/or the Application.

- Records and copies of your correspondence (including e-mail addresses and phone numbers), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through our Website and/or the Application and credit card information or other valid form of electronic payment permitted by the Website and/or the Application.
- Your search queries on the Website and/or the Application.

You may provide information to be published or displayed (hereinafter, “**posted**”) on public areas of the Website or websites you access through the Application (collectively, “**User Contributions**”). Your User Contributions are posted and transmitted to others at your own risk. Please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of third parties with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

Information We Collect Through Automatic Data Collection Technologies.

As you navigate through and interact with our Website and/or download, access and use the App, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs and other communication data and the resources that you access and use on or through the Website or the Application.
- Information about your computer and/or mobile device and internet connection, including the device’s unique device identifier, your IP address, operating system, browser type, mobile network information and/or the device’s telephone number (as applicable).
- The Application also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts and address book information.
- This App may collect real-time information about the location of your device if GPS functionality is enabled.

The information we collect automatically is statistical data and does not include personal information. We may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and/or the Application and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website and/or the Application according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website and/or use the Application.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser/mobile cookies).** A cookie is a small file placed on the hard drive of your computer and/or smartphone. You may refuse to accept browser/mobile cookies by activating the appropriate setting on your browser/smartphone. However, if you select this setting you may be unable to access certain parts of our Website/the Application. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website/access the Application.
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see [Your Choices about Our Collection, Use and Disclosure of Your Information](#).
- **Web Beacons.** Pages of our Website, the Application and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an e-mail and for other related website and/or application statistics (for example, recording the popularity of certain website and/or application content and verifying system and server integrity).

Third-party Use of Cookies and Other Tracking Technologies.

When you use the Website, the Application or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include: advertisers, ad networks and servers, content providers and application providers, analytics companies, your mobile device

manufacturer and your mobile service provider. These third parties may use tracking technologies to collect information about you when you use our Website and/or the Application. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, applications and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can manage targeted advertising from many providers, see [Your Choices about Our Collection, Use and Disclosure of Your Information](#).

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information, to:

- Present our Website and/or the Application and its contents to you.
- Provide you with information, products or services that you request from us.
- Fulfill any other purpose for which you provide it.
- Give you notices about your account, including expiration and renewal notices.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you about changes to our Website, when Application updates are available and of changes to any products or services we offer or provide through the Website and/or the Application.
- To allow you to participate in interactive features on our Website and/or the Application.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.
- To determine the utilization rates and parking revenues of parking spaces or zones.

We may use the information we collect to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

We may disclose personal information that we collect or you provide:

- To our subsidiaries and affiliates.
- To contractors, service providers and other third parties we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by the Company about our Website or Application users is among the assets transferred.
- To third parties to market their products or services to you if you have not opted out of these disclosures. For more information, see [Your Choices about Our Collection, Use and Disclosure of Your Information](#).
- To fulfill the purpose for which you provide it. [For example, if you give us an e-mail address or use a share feature of our Website, we may transmit the contents of that e-mail or share request and your e-mail address to the recipients.]
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To any 3rd-party credit card gateway provider under contract with the Company for secure payment processing.

We may also disclose your personal information:

- To comply with any court order, law or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the Application End User License Agreement, our Terms of Use (located at <http://termsofservice.caleamerica.com>), and for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Your Choices about Our Collection, Use and Disclosure of Your Information

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of your information.

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. You can choose whether or not to allow the Application to collect information through other tracking technologies by checking the relevant box located on the registration form, adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an e-mail stating your request to waytopark@caleamerica.com. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for promotional purposes, you may be able to opt-out by checking the relevant box located on the registration form, adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an e-mail stating your request to waytopark@caleamerica.com.
- **Location Information.** You can choose to manually enter or select your parking location or zone, or enable GPS functionality to locate nearby parking zones or spaces which accept payment through WayToPark.
- **Promotional Offers from the Company.** If you do not wish to have your e-mail address/contact information used by the Company to promote our own or third parties' products or services, you may be able to opt-out by checking the relevant box located on the registration form, adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an e-mail stating your request to waytopark@caleamerica.com. If we have sent you a promotional e-mail, you may send us a return e-mail asking to be omitted from future e-mail distributions.
- **Targeted Advertising by the Company.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you may be able to opt-out by checking the relevant box located on the registration form, adjusting your user preferences in your account profile

by checking or unchecking the relevant boxes or by sending us an e-mail stating your request to waytopark@caleamerica.com.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You may be able to opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

Short Message Service

We may make available a service through which you can receive messages on your wireless device via short message service ("**SMS Service**"). If you subscribe to one of our SMS Services, you thereby agree to receive SMS Service messages at the address you provide for such purposes from the Company.

Your wireless carrier's standard rates apply to these messages, and you may change your mind at any time by following the instructions on the Website, the Application or in the message you receive. You represent that you are the owner or authorized user of the wireless device you use to sign up for the SMS Service, and that you are authorized to approve the applicable charges. To use the SMS Service, you must be 18 years of age or older and reside in the United States. You must first register and provide all required personal information, which may include, for example, your name, SMS address, wireless carrier and, if fees are applicable to the SMS Service you subscribe to, billing information (either your credit card information or mobile service carrier information if applicable fees will be billed through your carrier). We may also obtain the date, time and content of your messages in the course of your use of the SMS Service. We will use the information we obtain in connection with our SMS Service in accordance with this privacy policy. If fees are charged to your wireless account invoice, we may provide your carrier with your applicable information in connection therewith. Your wireless carrier and other service providers may also collect data about your wireless device usage, and their practices are governed by their own policies.

You acknowledge and agree that the SMS Service is provided via wireless systems which use radios (and other means) to transmit communications over complex networks. We do not guarantee that your use of the SMS Service will be private or secure, and we are not liable to you for any lack of privacy or security you may experience. You are fully responsible for taking precautions and providing security measures best suited for your situation and intended use of the SMS Service. We may also access the content of your account and/or wireless account with your carrier for the purpose of identifying and resolving technical problems and/or service-related complaints.

Accessing and Correcting Your Personal Information

You can review and change your personal information by logging into the Website and/or the Application and visiting your account profile page.

You may also send us an e-mail at waytopark@caleamerica.com to request access to, correct or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from the Website and/or the Application, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Website and/or the Application users. Proper access and use of information provided on the Website and/or the Application, including User Contributions, is governed by our Terms of Use (located at <http://termsofservice.caleamerica.com>).

Your California Privacy Rights

California Civil Code Section § 1798.83 permits users of our Website and/or the Application that are California residents to request certain information regarding our disclosure of personal information in the prior calendar year, if any, to third parties for their direct marketing purposes. To make such a request, please send an e-mail to waytopark@caleamerica.com or write us at: Cale America Inc, 13808 Monroes Business Park, Tampa, FL 33635 and include your name and the address to which you would like us to respond.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted using PCI-compliant methods, technology and/or 3rd-party credit card gateway vendors.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website and/or the Application, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Website and/or the Application like message boards. The information you share in public areas may be viewed by any user of the Website and/or the Application.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website and/or through the Application. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

Changes to Our Privacy Policy

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal information, we will post the new privacy policy on this page with a notice that the privacy policy has been updated and notify you by e-mail to the primary e-mail address specified in your account and/or an in-Application alert the first time you use the Application after we make the change.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable e-mail address for you, and for periodically visiting this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

Cale America Inc, 13803 Monroes Business Park, Tampa, FL 33635

waytopark@caleamerica.com