

## Privacy Statement

We at Deem Offers, Inc. (aka "HomeRun") respect your privacy concerns. The goal of this Privacy Statement is to enable you to make informed choices regarding disclosing your personal information to us. The Privacy Statement explains:

- What information we collect from and about you when you visit HomeRun.com, use our applications or interact with us through social media
- How we use and share the information we collect
- How you can access and correct the information we maintain about you
- The choices we offer you in how we use and disclose the information, and how to exercise those choices
- How we safeguard the information
- How you can ask questions about our privacy practices and seek resolution of your concerns regarding our handling of your personal information

Click on one of the links below to jump directly to the listed section:

- [Information We Collect](#)
- [How We Use the Information We Collect](#)
- [Online Advertising](#)
- [Information We Share](#)
- [Your Choices](#)
  - [Email Marketing](#)
  - [Web Analytics](#)
  - [Targeted Advertising](#)
  - [Mobile Device Location](#)
  - [Cookies](#)
  - [California Residents](#)
- [Access and Correction](#)
- [Links to Other Websites](#)
- [Social Networks](#)
- [Data Transfers](#)
- [How We Protect Personal Information](#)
- [Children's Privacy](#)
- [Updates to this Privacy Statement](#)
- [How to Contact Us](#)

### Information We Collect

We may obtain personal information about consumers from various sources, such as:

- HomeRun.com, and HomeRun social media applications and mobile applications
- Social networks through which consumers may access HomeRun.com or interact with us
- Surveys, contests, sweepstakes and other promotions
- Our affiliated companies, service providers, business and marketing partners, and other third parties

The types of personal information we may obtain include:

- Your contact information (such as name, postal and email address and phone number)
- Contact information of individuals whom you would like us to contact, who referred you to us or whom you have referred to us
- Contact information about individuals for whom you have purchased vouchers as gifts or who have bought vouchers as gifts for you
- Information provided to us by social networks or other sites through which you may interact with us
- Usernames and passwords for the account you may establish on HomeRun.com
- Payment details (including payment card number and billing address)
- Demographic information (such as date of birth and gender)
- Shopping behavior and preferences, and a record of your purchases and other transactions on HomeRun.com

In addition, when you visit HomeRun.com or use HomeRun applications, we may collect certain information by automated means, such as cookies and web beacons. A "cookie" is a text 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 in the browser. A "web beacon," also known as an Internet tag, pixel tag or clear GIF, is used to transmit information back to a web server. We also may use third-party website analytics tools (such as Google Analytics) that collect information about visitor traffic on our sites. The information we may collect by automated means includes:

- Information about the devices our visitors use to access the Internet (such as the IP address and the type of the device, its operating system type and web browser)
- URLs that refer visitors to HomeRun.com, including whether you visited the website directly or were referred from another website or link
- URLs of the sites you visit after leaving HomeRun.com
- Dates, times and duration of visits to our site (including whether you are a repeat or first time visitor)
- Information on actions taken on our site (such as page views and site navigation patterns, the pages, links, banners, icons and other parts of the website on which you click or which you access during your visit)
- Search terms that visitors use to reach HomeRun.com
- Location information, such as the real-time geographic location of the device on which you install a HomeRun mobile application

### **How We Use the Information We Collect**

We may use the information we obtain about you to:

- Register you on HomeRun.com and manage and maintain your account
- Provide products or services you request
- Communicate with you about products, services and promotions available locally, based on the geographic location transmitted by your mobile device
- Maintain a record of your purchases and other transactions on HomeRun.com
- Respond to your questions and comments and provide customer support
- Understand your needs and interests and tailor our products and services to suit your personal interests
- Communicate with you through email, websites, applications and social media about our products, services, offers, events and promotions, and offer you products and services we believe may be of interest to you
- Enable you to communicate with us through our blogs, social networks and other interactive media
- Manage your participation in our events, sweepstakes and other promotions
- Operate, evaluate and improve our business and the products and services we offer
- Analyze and enhance our marketing communications and strategies (including by identifying when emails sent to you have been received and read)
- Analyze trends and statistics regarding visitors' use of and transactions conducted on HomeRun.com or HomeRun mobile applications and social media assets
- Protect against and prevent fraud, unauthorized transactions, claims and other liabilities, and manage risk exposure, including by identifying potential hackers and other unauthorized users
- Enforce our website Terms of Use
- Comply with applicable legal requirements and industry standards and our policies

We may combine the information we collect with publicly available information and information we receive from our parent, affiliate or subsidiary companies, business or marketing partners, and other third parties. We may use that combined information to enhance and personalize your shopping experience with us, to communicate with you about products, services and events that may be of interest to you, for promotional purposes, and for other purposes described in this Privacy Statement.

We also may use the information we obtain about you in other ways for which we provide specific notice at the time of collection.

## **Online Advertising**

We may collect information about your online activities on HomeRun.com to provide advertising about products and services tailored to your individual interests. You may see certain ads on this and other sites because we participate in advertising networks. Information we collect by automated means may be shared with advertisers to measure the overall effectiveness of our content and to improve our business and the products and services we offer. Third party advertising companies allow us to target our advertising to users through demographic, behavioral and contextual means. These third party advertising companies track your online activities over time by collecting information through automated means, including through the use of cookies, web server logs, web beacons and other methods. Advertising companies use this information to show you advertisements for our and our business partners' products and services that are tailored to your individual interests. The information third party advertising companies collect includes information about your visits to our sites and other websites tracked by these third parties, such as the pages or advertisements you have viewed, and the actions you take on those sites. This process also helps us track the effectiveness of our marketing efforts. To opt out of receiving marketing communications through the advertising networks of our ad network vendors, please follow the instructions in the "Your Choices" section below..

## **Information We Share**

We do not sell or otherwise disclose personal information about you except as described in this Privacy Statement.

### ***Business-Related Disclosures***

We may share the information we collect with:

- Our parent, affiliate and subsidiary companies
- Merchants whose offers you purchase through HomeRun
- Business and marketing partners, including ad network vendors
- Service providers who perform services on our behalf
- Other third parties, with your specific consent

We share the information only for the purposes described in this Privacy Statement, including to communicate with you about products, services, offers, events and promotions that we believe may be of interest to you. Our service providers are not authorized by us to use or disclose the information we share with them except as necessary to perform services on our behalf or comply with legal requirements.

### ***Required Disclosures***

In certain circumstances, we also may disclose information about you without obtaining your consent or offering you an opportunity to opt out. We may do so (i) if we are required to do so or believe to be required to do so by law, regulation or legal process (such as a court order), (ii) in response to a request by law enforcement authorities, or (iii) when we believe disclosure is necessary or appropriate to prevent or defend against misuse of HomeRun services, violation of our intellectual property rights, breach of any of your or our business customers' obligations to merchants, physical harm or financial loss, or in connection with an investigation of suspected or actual illegal activity.

We also reserve the right to transfer personal information we have about you in the event we sell, merge or transfer all or a portion of our business or assets. Should such a sale, merger or transfer occur, we will use reasonable efforts to direct the transferee to use personal information you have provided to us in a manner that is consistent with our Privacy Statement. Following such a sale, merger or transfer, you should contact the entity to which we transferred your personal information with any inquiries concerning the processing of that information.

## **Your Choices**

We offer you certain choices about what information we collect from you, how we use and disclose the information, and how we communicate with you. Here are the choices we offer.

### ***HomeRun Merchants***

HomeRun's business model requires us to share information about you with various merchants whose vouchers you may purchase on HomeRun.com. These merchants are not our service providers or agents. We inform merchants that they may use information about you only in connection with the merchant's offer you purchase through HomeRun, unless you consent to other uses of your information. Please note, however, that merchants may process the personal information we provide to them in accordance with their own privacy practices and privacy notices, and we are not responsible for merchants' privacy practices. You may choose not to provide your personal information to HomeRun or our merchants by refraining from visiting our site or using our products or services. To deactivate your account, you may email us at [support@homerun.com](mailto:support@homerun.com).

### ***Marketing Emails***

You may choose not to receive marketing email communications from us by clicking on the unsubscribe link in the marketing emails or by adjusting your email preferences using the online account you may establish on HomeRun.com.

### ***Web Analytics***

You may opt out of the aggregation and analysis of data collected about you on our sites by our web analytics vendors as follows:

- To opt out of aggregation and analysis of data collected by Google Analytics, please click: <http://tools.google.com/dlpage/gaoptout?hl=en>
- To opt out of aggregation and analysis of data collected by Omniture, please click: <http://www.omniture.com/en/privacy/product#optout>

### ***Targeted Advertising***

To opt out of receiving marketing communications through the advertising networks of our ad network vendors, please click: [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp), then click "Select all" on the linked site and push the "Submit" button. Please note that this opt-out may not be effective for our ad network vendors that are not members of the Network Advertising Initiative. If you continue to receive targeted advertising from us after opting out, please email [support@homerun.com](mailto:support@homerun.com) so that we may help you adjust your preferences.

### ***Mobile Device Location***

You may be able to adjust the settings on your mobile device to limit the device's transmission of real-time geographic location information. Please follow the device manufacturer's instructions to adjust the appropriate settings.

### ***Cookies***

Most browsers (including mobile browsers) will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to disable existing cookies. Please note, however, that without cookies you may not be able to take full advantage of all of HomeRun.com features. In addition, disabling cookies may cancel opt-outs that rely on cookies, such as web analytics or targeted advertising opt-outs.

### ***Your California Privacy Rights***

If you are a California resident, you may request that we provide to you (i) a list of the categories of personal information about you that HomeRun has disclosed to third parties for the third parties' direct marketing purposes during the calendar year preceding your request, (ii) the names and addresses of such third parties, and (iii) if the nature of the third parties' business cannot reasonably be determined from their names, examples of the products or services marketed, if known to us, that are sufficient to give you a reasonable indication of the nature of the third parties' business. To submit your request, please email [support@homerun.com](mailto:support@homerun.com).

### ***Disclosures to Third Parties***

Subject to applicable law in the country where you are located, you may have the right to direct us not to share your personal information with third parties, except (i) with service providers we have retained to perform services on our behalf or (ii) as indicated in the "Required Disclosures" section of this Privacy Statement. To submit your request, please email [support@homerun.com](mailto:support@homerun.com). In some circumstances, withdrawing your consent to HomeRun's use or disclosure of your personal information will mean that you cannot take advantage of HomeRun products or services.

To update your privacy preferences, ask us to remove your information from our mailing lists or submit a request, please contact us as specified below.

### **Access and Correction**

You may obtain a copy of certain personal information we maintain about you or update or correct inaccuracies in that information by logging into your HomeRun.com account.

### **Links to Other Websites**

HomeRun.com may provide links to third-party websites for your convenience and information. If you access those links, you will leave HomeRun.com. HomeRun does not control those sites or their privacy practices, which may differ from HomeRun's practices. We do not endorse or make any representations about third-party websites. The personal information you choose to provide to or that is collected by these third-party websites is not covered by this Privacy Statement. We encourage you to review the privacy policy of any company before submitting your personal information.

### **Social Networks**

We may provide social media features on HomeRun.com that enable you to share information on HomeRun.com with your social networks and to interact with HomeRun on various social media sites. Your use of these features may result in the collection or sharing of information about you. We encourage you to review the privacy policies and settings on the social media sites with which you interact to help you understand those sites' privacy practices.

If you access HomeRun through social media platforms (such as Facebook), we may access and store information through an interface provided by the platform. We collect this information in accordance with social networks' terms of use or terms of service.

Social networks operate independently from HomeRun, and we are not responsible for social networks' interfaces or privacy or security practices. If you have questions about the security and privacy settings of social networks you use, please refer to their privacy notices or policies.

### **Public Sites**

We may provide areas on our sites where you can publicly post information about yourself, can communicate with others, can review products or services, can share purchase histories, and submit media content. This information may be accessible by other consumers and companies and may appear on other websites or web searches, and therefore this information could be read, collected and used by others. For example, if you post your email address along with a

merchant review, you may receive unsolicited messages. Or if you purchase an offer for a service, you may receive comments or questions about your experience. We have no control over who reads your postings or what other users or businesses may do with the information you voluntarily post.

### **Data Transfers**

HomeRun.com is a U.S. website governed by applicable U.S. law. When you provide personal information on HomeRun.com, we may process the information outside of the country in which you are located, including in the U.S.

### **How We Protect Personal Information**

We use commercially reasonable efforts to safeguard the confidentiality of your personal information, including the use of encryption, firewalls and Secure Socket Layers. To help safeguard personal information against loss and unauthorized access, we employ many different security techniques, including, for example, regulating the physical and virtual access to our databases, servers, back-ups, encryption keys or other network and security-related infrastructure components. In addition, we encrypt certain information, such as password and credit card numbers, in storage.

Please note that no electronic transmission of information can be entirely secure. We cannot guarantee that the security measures we have in place to safeguard personal information will never be defeated or fail, or that those measures will always be sufficient or effective. We make no guarantee of confidentiality or privacy of any communication or information transmitted to or from HomeRun.com.

### **Children's Privacy**

HomeRun does not knowingly collect information from children under the age of 13 and does not target its websites to children under 13. If we learn that a user is under 13 years of age, we will promptly delete any personal information that the individual has provided to us. We encourage parents and guardians to take an active role in their children's online activities and interests.

### **Updates to this Privacy Statement**

This Privacy Statement may be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will post a notice on our websites to notify you of any significant changes to our Privacy Statement and indicate at the top of the notice when it was most recently updated.

### **How to Contact Us**

If you have any questions or comments about this Privacy Statement, or if you would like us to update the information we have about you or your preferences, please contact us by email at [support@homerun.com](mailto:support@homerun.com). You also may write to us at:

#### **Deem Offers, Inc.**

Attn: Privacy Rights  
1051 E. Hillsdale Blvd., Sixth Floor  
Foster City, CA 94404