

Wherible GPS, Inc. Privacy Policy

This Privacy Policy explains our practices regarding the collection, use and disclosure of your location and personal information. As we update and expand our services, this policy may change, so please refer back to it periodically. By accessing our website or app or using our services, you consent to our information practices; provided that, in the event that the Customer End User Service and License Agreement between us and you contains any specifically designated restrictive language with respect to our use of your data that is inconsistent with this Privacy Policy, then the terms of such Customer End User Service and License Agreement shall control.

If you contracted directly with an authorized dealer to receive our service, some functions related to that service may be performed by your dealer (for example, processing your payments). In that case, the privacy policy of the dealer, instead of this Wherible GPS Privacy Policy, will be applicable with respect to that function.

Collection and Use of Information

Personal information means information that can be used to identify or contact a person, such as a name, postal delivery address, e-mail address, payment method (e.g., credit card or debit card) or telephone number, as well as other information when such information is combined with personal information. Personal information and location information might concern the relatively precise location of you, your employees, your children or other persons carrying our device, and could indicate a person's location in the past or at present. Personal information also may include the current location of an end-user's device (or the last known location of the device before the battery is charged), whether the device is being charged, whether the device is connected to the cellular network and whether the device is communicating with global positioning satellites.

We collect and use personal information about our customers and the end-users of our devices in order to provide and improve our services and offerings, market and advertise our products and services, to protect our property and legal rights, and for other business purposes. When you register at our website or use our mobile app, we ask you to supply us with personal information so we can provide, enhance and personalize our services and marketing efforts. We use this personal information to process your registration, your orders and your payments, and to communicate with you on these and other topics. We may also use your e-mail address to send you newsletters, as well as messages about our special offers, promotional announcements and consumer surveys. Occasionally, we may send these materials to you via postal mail, using the shipping address provided. Please note that you cannot unsubscribe from certain correspondence from us, including messages relating to your account transactions. Personal information, including device details, may be used by our customer service agents when assisting you.

We keep track of your interactions with us, including but not limited to, your site activity, payment history (if we collect payments directly) and correspondence as well as any instant location viewing and related activity. We use this information for such purposes as providing recommendations, personalizing the site to better reflect particular interests, helping us to quickly and efficiently respond to inquiries and requests and otherwise enhancing our service offering for our customers. We might disclose and otherwise use commentary, reviews and other non-personal information about our customer's experience.

While using our service and website, you may have opportunities to post reviews or other personal information in public forums. Please understand that when you post such information, it is made public and is not subject to this policy.

Links to Other Sites

Our website may contain links to sites operated by third parties whose practices regarding the handling of personal information may significantly differ from ours. While we endeavor to associate with reputable sites, we cannot be responsible for the information handling practices of these other sites especially when you select such third party sites.

Children

You must be 18 years of age or older to subscribe to our service. While individuals under the age of 18 may utilize the service, they may do so only with the prior express consent of a parent or legal guardian. We do not knowingly collect personal information from individuals 13 years of age or younger, nor do we direct any online offering to children.

Viewing and Updating Your Information on Wherible GPS

You are responsible for updating and maintaining the truth and accuracy of the personal information you provide to us relating to your account, as well as for safeguarding your username and password. If you want to update your contact information, make changes to your account preferences or email preferences, you may do so by logging on your account on our website.

Cookies and Other Technology

As you browse our site or when you use our app, cookies are placed on your device's hard drive. Cookies are small pieces of data that are sent to your browser from a Web server and stored on your hard drive. In general, cookies can make the Web or a mobile app more useful by storing information about your preferences. Cookies in and of themselves do not personally identify users.

In addition to cookies, we use other technologies, including pixel tags, to gather information on how our users interact with our site and to otherwise help us efficiently operate and monitor our site and service. These technologies show us, for example, popular pages, conversion rates, click-through and other information that can be used to improve, operate and monitor our site and our service. Third parties, including potentially online advertisers, could also use this technology to perform similar services for us as well as to assess their own advertising or services.

Disclosure of Personal Information including Location Information

We make location information about an end-user of our device available to you by your Customer End User Service and License Agreement with us to provide you with our service. In order to provide you our service, we access, use, store and display the location information of end users of our device and service, as well as other personal information about end users that you make available to us. In connection with providing you our service, we will not disclose, sell or lease location or personal information to any third party except as required by law; provided that, we may allow access to end user or asset location with our directors, employees and independent contractors, originating distributors or dealers, affiliates, and third party vendors necessary to provide to you our service. For example, we may partner with other companies to personalize and optimize our Web pages, process credit card transactions, collect debts, analyze and enhance data, including customers' interaction with our website, and process customer surveys. We also may provide postal addresses to the U.S. Post Office or courier services such as UPS or Federal Express for delivery purposes. In the course of providing such services, these other companies may have access to certain of your personal information.

The location information will include the relatively precise location, past or present, of the end user carrying each device, or equipment, goods and assets to which the device is attached, including, without limitation, your employees, vehicles and equipment. Our location information provided to you may include raw GPS data, street address information, speed, time, direction and other processed information appearing on maps, reports and alerts.

From time to time, we may partner with companies whose products we believe will interest our users. In conjunction with these partners, we may send promotional announcements and/or serve web-based advertisements to our customers. Our customers can go to the Email Subscriptions page under the Your Account feature and request to be excluded from these mailings for our marketing partners. In addition, we may offer joint promotions or programs that, in order for participation, will require personal information be shared with third parties. In such instances, you will be provided with notice in order to exclude any sharing prior to your decision to, or not to, participate.

We also reserve the right to retain or disclose personal information when we reasonably believe disclosure is required by law, if we reasonably believe disclosure is necessary to establish or exercise our property or legal rights, or in situations involving potential threats to physical safety. In the event that we are sold to a third party, end user and assets location information may be among the property that we sell or transfer as part of a transaction to sell or transfer all or parts of us.

Wherible GPS will retain such location and personal information for end users and tracked assets until the earlier of (i) such time as Wherible GPS deems necessary but in the ordinary course for up to three years after obtained, or (ii) your request for Wherible GPS to delete your identifiable location information, sent to Wherible GPS at:

Wherible GPS, Inc.
Attn: Legal Department
15 Office Park Circle, Suite 130
Birmingham, Alabama 35223

Security

We take reasonable administrative, technical and physical steps to protect your personal information from unauthorized access or use. We store your personal information and payment method information in an encrypted form.

You are responsible for maintaining the confidentiality of your account access information (user name and password) and for restricting access to your computer or mobile device through which you access your Wherible GPS account. Users of public or shared computers or unprotected mobile devices should log out at the completion of each visit to our website.

Changes to This Policy

As we update and expand our services, we may make changes to this policy. You should check our website from time to time for updated versions of this policy. Like our Customer End User Service and License of which this policy is a part, your use of our website or continued use of our service means that you agree to be bound by such changes.

Contact

If you have questions concerning your account, please contact Customer Service. If you have questions concerning this privacy policy, please contact customerservice@wheriblegps.com.

Our address for inquires regarding our Privacy Policy is:

Wherible GPS, Inc.
Attn: Legal Department
15 Office Park Circle, Suite 130
Birmingham, Alabama 35223