

## **Privacy Policy**

*Last Updated: August 29, 2017*

Welcome to Wayaj, which is owned and operated by Isokan Collective. We respect your privacy and are committed to taking reasonable steps towards protecting your privacy online and managing your information responsibly. This Privacy Policy describes our policies on the collection, use and disclosure of information that is collected from or about you or your device on the Wayaj website located at [www.wayaj.com](http://www.wayaj.com) (the "Site") or the Wayaj mobile application (the "App") (the Site and App collectively, "Wayaj"). We respect your privacy and are committed to maintaining and using this information responsibly. By using or accessing Wayaj and any of its services, you are accepting and consenting to the practices and procedures described in this Privacy Policy and in the Wayaj Terms of Use into which this Privacy Policy is incorporated. It is important to us that you know how information about you is collected and may be used by us.

This Privacy Policy does not apply to other websites to which we may link, or to other companies or persons who might be listed as third-party contacts or suppliers on Wayaj, or to whom we may refer you if you contact us. We may post third-party links on Wayaj as a way of helping you locate related information and services/products easily, including hotel information and booking. However, when linking to another website, you must review that website's privacy policy as other websites may not treat information collected online in the same manner as we do.

Please take a moment to read this Privacy Policy before using Wayaj or submitting personal information to us. By submitting information or using Wayaj, you acknowledge that you understand and agree to the terms of this Privacy Policy.

### **Information covered by this policy**

This Policy covers personally identifiable information and other visitor information collected by us on the Site, the App and through other means, including promotional programs ("Personal Information" or "PII").

### **The Information we collect and how we collect it**

We may collect Personal Information about you and your browsing history, and other information regarding your usage of Wayaj and its services, including without limitation:

- Name
- Email address
- Address
- Telephone number
- Birth date
- Cookies
- Viewing history
- Web preferences
- Travel history
- IP address
- Geolocation
- Other information needed to provide access to Wayaj or our provision of services and/or products to you

You may log in to the App through your Facebook account and, by doing so, you may give us access to certain of your Facebook account information, including your name, user ID, email address, birth date, gender, profile photo and public profile information.

You consent to your information being collected, used, disclosed and stored by us, only as described by this Privacy Policy and our Terms of Use.

## **Cookies**

A Cookie is a small file stored on your computer by a website to give you a unique ID (each, a "Cookie"). We use Cookies to track visitors to Wayaj, to recognize visitors so that we remember your user name, to improve and enhance a visitor's experience on Wayaj and to advertise and market our products and services, including by targeting specific or promotional offers to you. Cookies are also used to assist us in customizing Wayaj information or improving the performance or usability of the Site, App and/or our services.

**IMPORTANT NOTE:** To disable or limit the use of Cookies, please refer to the options provided by your Internet browser. However, if you configure your computer to block or erase Cookies, some pages on Wayaj may not work properly or you may not be able to use all or certain parts or features of Wayaj.

## **Setting your Cookie preference**

Most browsers are initially set to accept Cookies. However, you can adjust your computer browser settings so that you are informed when a Cookie is being placed on your browser. You can also set your browser to decline or accept all Cookies. However, if Wayaj permits you to create an account, you must accept Cookies if you need to access pages on Wayaj that enable you to review or use your confidential account information. These Cookies are essential for the administration and security of Wayaj.

## **DNT Disclosure Pursuant to Section 22575 of CalOPPA**

We comply with California's Online Privacy Protection Act by disclosing the collection and use by us and our authorized third parties of your PII. In addition, if you direct your web browser to send a Do Not Track ("DNT") signal, we may prevent access by you to Wayaj. In the alternative, we may allow access to the Site, but if we allow access, we will restrict the collection of PII pursuant to your browser's DNT signal. To learn more about DNT signals, please see <http://allaboutdnt.com>. We value our users' privacy choices and will take all reasonable steps to comply with your affirmative direction to opt-out. See opting-out below.

## **Information use and sharing**

The information that we collect from Wayaj is used to fulfill your requests, for improving Wayaj, to provide you with our services, and to notify you of updates to Wayaj, as well as for other marketing purposes within the law. For example, we may use information about you for the general purposes of providing you with information and services you request; to display relevant advertising; to personalize your experience; to provide you with travel updates; to manage your account with Wayaj, including providing notifications; to communicate with you in general; to respond to your questions and comments; to notify you about special offers and products or services that may be of interest to you; to customize your experience with Wayaj; or to enforce our Terms of Use. During your registration with Wayaj, or through future email, we may offer you the opportunity to receive offers and information about products and services that we believe may be of interest to you. If you do not want to receive any of these offerings or information, you may opt out from such receipt at any time by following the "opting out" procedures listed below.

## **Use and Disclosure of Non-Personal Information**

We use information we automatically collect (for example, though Cookies) to better understand usage of Wayaj on the whole, to determine areas of Wayaj preferred by our users (for example, based on the

number of visits to an area), to improve the utility of the material and information available on Wayaj, and for other statistical reporting and analysis or other purposes described in this Privacy Policy.

We may make use of location-based features to customize content and offers based on your geographic location. To deliver these services, we will collect information about your IP address via geo-filtering service. By using Wayaj, you consent to the collection and use of your location data for purposes of delivering these location-based features.

### **Sharing information with third parties**

We do not share Personal Information with any third parties, except as otherwise provided in this Policy. In the event that we or Wayaj are purchased by a third party, the PII possessed or used by us will be transferred to the purchaser together with all the other assets purchased. We may release information about our users, including PII, at the request of governmental authorities conducting an investigation or to comply with laws, regulations, court orders and subpoenas or similar requests for information by authorities, or as otherwise required by law, or to verify or enforce compliance with the policies governing Wayaj and applicable laws. We may also disclose such user information whenever we believe disclosure is necessary to protect our rights, property or safety or the rights, property or safety of any of our respective affiliates, business partners, customers or others, and to assist us in fraud prevention or investigation.

We may engage other companies to perform functions on our behalf, such as hosting and/or maintaining the Site or App, providing services related to Wayaj and/or our services, collecting information, sending and receiving electronic mail and other functions related to our business and services (collectively, "Site Vendors"). In order to provide these services, the Site Vendors may receive, or have access to, your personally identifiable information. We will only provide to Site Vendors, or otherwise make accessible, information reasonably necessary to perform their duties and we will take steps to obligate our Site Vendors to safeguard your PII, and refrain from using it for any other purpose.

### **California Residents: your privacy rights**

If you are a California resident, you may have the right to request and receive certain information about disclosure of your Personal Information to third parties for their direct marketing purposes, and your choices with respect to any such disclosures. However, because it is our policy to not share your Personal Information with third parties for their own direct marketing purposes, we are exempt from having to meet this requirement. If you have questions regarding this requirement and our compliance, please contact us using the information provided in the "Questions" section below.

### **Opting in/Opting out**

You may have the right to "opt in" and/or "opt out" of certain of our uses of your Personal Information. For example, at times when you are requested to provide personal information on Wayaj or in connection with our communications, you may have the opportunity to elect to, or not to, receive correspondence from us. You may opt out of our promotional emails by clicking on an opt-out or "unsubscribe" hyperlink within the promotional email that you receive from us. Additionally, you may contact us by email at [hello@wayaj.com](mailto:hello@wayaj.com). Please be aware that we will process your request as quickly as we reasonably can, but it may not be possible to update our systems immediately. We appreciate your patience and understanding in giving us time to carry out your request. Please also understand that if you opt out of receiving promotional communications from us, we may still contact you in connection with your relationship, activities, transactions and communications with us.

### **Access to, updating or deletion of collected information**

Upon email request, we will provide you with the ability to correct or update your contact information

with us. If you have created an account with Wayaj, you may also correct or update your contact information through your account. You shall be responsible for keeping your contact information current and accurate and may do so by checking and, if necessary, modifying your account profile.

## **Security**

It is important to us that you feel secure when using Wayaj. We follow industry-standard data collection, storage and processing practices and security measures to protect the security of Personal Information collected and stored by Wayaj from unauthorized access, alteration, disclosure or destruction. Wayaj currently uses Amazon Web Services (AWS) servers to host all user data. We make use of the AWS cloud security services and technology for the encryption of your personal information and we also use the AWS firewalls to protect your data. You can find more information on AWS security practices at <http://aws.amazon.com/security/>. Please remember, however, that if you create an account with us, you are responsible for maintaining the confidentiality of your user name and password. While we will endeavor to protect the security and integrity of any Personal Information that may be provided by our users to Wayaj, complete security is not always possible. Due to the inherent nature of the Internet, we cannot guarantee, and make no representation or warranty, that information, during transmission through the Internet or while stored on our systems or otherwise in our care, will be absolutely safe from unauthorized access or use.

## **Non-U.S. Users**

Wayaj is operated in the United States by U.S. Citizens and is made available for U.S. visitors of Wayaj. The Site may be accessible outside of the United States but if you are accessing the Site from outside of the United States, please be aware that any information that you provide to us will be collected in or transferred to the United States and stored on servers located in the United States. By using our Site and/or providing us with your information, you consent to this collection and/or transfer.

## **Use by Minors**

Wayaj is not directed at children. We do not knowingly sell or ship any items that may be requested through Wayaj directly to anyone who we know to be under the age of 13, nor do we collect any PII from anyone who we know to be under the age of 13. If you are under the age of 13, you should not register, order, purchase or provide information to or from Wayaj. If we become aware that a user of Wayaj is under the age of 13 and has provided an online registration or other PII without prior verifiable parental consent, we will take all commercially reasonable steps to delete such information from our files and not to use such information for any purpose (except where necessary to protect the safety of the child or others as required or allowed by law). If you have knowledge or become aware that a child under the age of 13 has submitted PII to us, please contact us and we will remove that child's PII from our files. If you are under the age of 18, you should use Wayaj only with the involvement of a parent or legal guardian and should not submit any PII to us.

## **Choice of Law**

This Privacy Policy, including all revisions and amendments thereto, is governed by the laws of the United States, State of New York, without regard to its conflict or choice of law principles which would require application of the laws of another jurisdiction.

## **Consent and Policy Changes**

By your use of Wayaj, you consent to this Privacy Policy, which went into effect on the date noted at the top of this Privacy Policy. We reserve the right, in our sole discretion, to modify, update, add to, discontinue, remove or otherwise change any portion of this Privacy Policy, in whole or in part, at any time and without prior notice. When we make any changes to this Privacy Policy, we will revise the "Last

Updated" date located at the top of this Privacy Policy. In the event that we make any material change(s) to the Privacy Policy, we will provide appropriate notice to you. We recommend that you periodically review this Privacy Policy for any updates and/or changes. If you provide information to us or access or use Wayaj in any way after this Privacy Policy has been changed, you will be deemed to have unconditionally consented and agreed to such changes. The most current version of this Privacy Policy will be available on Wayaj and will supersede all previous versions of this Privacy Policy.

## **Questions**

If you have any questions regarding this Privacy Policy, you should contact us: [hello@wayaj.com](mailto:hello@wayaj.com)