



ILOOK Privacy Policy

Effective June 9th, 2014

SCOPE

This document (“**Privacy Policy**”) describes the measures we take to help preserve the privacy of personally identifiable information of users of the ILOOK system (“**ILOOK**”). Users of ILOOK may include owners of the ILOOK mobile app (“TVapp”), content owners, advertisers and ILOOK viewers (collectively “**Users**”). This Privacy Policy is intended to help Users understand how we collect, use, protect, and may share the personally identifiable information that they provide us.

COLLECTION INFORMATION

ILOOK Information Collection

There are generally two types of information that we collect from Users:

a. Technical Information. Certain non-personal information is recorded about Users by the standard operation of our Internet servers. This information is used primarily to provide an enhanced online experience for our returning Users. Collected information could include the type of browser being used (e.g., Mozilla, Internet Explorer), the types of operating systems in use (e.g., Macintosh, Windows) and the domain names of Internet service providers being used (e.g., America Online, Yahoo!). Collecting this information allows us to optimize ILOOK for individual Users. Other uses of the foregoing information may include internal review of the number of Users accessing ILOOK but only in an aggregate and non-personally identifiable form.

b. Volunteered Information. Email addresses and other personally identifiable information provided by Users through the use of ILOOK are known to us only when voluntarily submitted. We will use personally identifiable information only for the purposes described at the time it is collected or as set forth in this Privacy Policy. If Users choose to correspond with us through email, we may retain their email addresses, together with the content of their messages, to respond to them and keep records of the correspondence.

c. ILOOK Information Collection

Users may be asked to register. During the registration process, new Users can expect to provide a username, password, full name, residential address,



telephone number(s), and email address. We may also require financial account information (e.g., complete credit card numbers and expiration dates) from Users

to enable purchases, and other information (e.g., favorite pet's name) to verify account information. Users are responsible for maintaining the integrity of their username and password information.

We may enable standard technology called cookies and other diagnostic tools. The information collected through these tools may include, but is not limited to, quality measurements, error logs, software versions, date and time of use, specific streams, and content viewed. Such information may be used for technical troubleshooting activities, obtaining information about how ILOOK is performing, updating software, and account management or providing customer service and support. We may store technical and diagnostic information on an individually identifiable basis.

USING INFORMATION

We use Users' personally identifiable information for the purposes of configuring ILOOK as requested, sending Users verification email, personalizing the user-interface, processing transactions, providing customer and technical support and fulfilling Users' requests.

We may also use Users' personally identifiable information to enhance each User's experience by, for example, customizing automatically generated playlists. In our efforts to improve the ILOOK user experience, we may enhance, update, or add personally identifiable or demographic information that we obtain from reputable third party sources to our existing User records. We may use this additional information for our own marketing efforts or in other ways as set forth in this Section.

SHARING INFORMATION

ILOOK may share the information Users provide us in the following ways:

a. Vendors. We may use outside companies, agents, or contractors ("Vendors") to provide essential support for our internal operations or to assist us with administering ILOOK. In the course of performing such services on our behalf, Vendors who obtain or have access to personally identifiable information may only use that information for the specific tasks we have hired them to do and are prohibited from using Users' personally identifiable information for any other purpose.



b. Business Partners. From time to time, we may carefully select and partner with other companies that we believe offer products and services that could help us deliver, co-service, co-market, improve, or otherwise add value to ILOOK. To work effectively with these business partners, we may need to share with them and have them process a limited amount of personally identifiable information about Users. When personally identifiable information may be shared with or

simultaneously collected by one of our business partners, it will either be obvious to Users from the context (such as clearly-marked branding on the page) or Users will be notified about the sharing at the time and location where the relevant personally identifiable information is collected. Business partners are required to protect the confidentiality and integrity of any personally identifiable information that we share with them.

c. With Users' Consent. We may share Users' personally identifiable information when they authorize us to do so. For example, by expressing their consent to have their personally identifiable information shared for a specific purpose at the time the information is collected.

d. Business and Legal Transfers. In the event ILOOK merges with or is acquired by another entity, or if ILOOK sells or disposes of all or a part of the ILOOK business, the acquirer may have access to the information previously maintained by ILOOK, which could include Users' personally identifiable information. Similarly, any information in ILOOK's possession, including Users' personally identifiable information, may be transferred to a third party entity as part of a corporate reorganization, insolvency proceeding, or other similar event. ILOOK may also be required to share Users' personally identifiable information to comply with laws, legal claims, or law enforcement requests (e.g., subpoena, search warrant or other legal process).

e. Aggregate Reporting. We may share anonymous aggregate information about the use of ILOOK by Users with advertisers, media companies, and content producers. This allows us to report back to them viewing statistics and payment and revenue information generated by their advertisements and content. In some cases, we may use and share this type of information to determine what content is more popular or to see if programs and ads were watched to their conclusion. We may also occasionally share Users' demographic information in anonymous aggregate form with third parties, including audience measurement firms who, in turn, may combine our anonymous aggregate information with other aggregated demographics data to form more complete audience analysis information. Information shared for these purposes may include information captured through the use of cookies or other similar diagnostic tools (as described in the COLLECTION INFORMATION section above) but does not include any personally identifiable information.



THIRD-PARTY WEBSITE

ILOOK may contain links (or suggested links) to websites of other companies, including our business partners. When Users choose to activate such links, Users will be connected to pages that may be on another site or operated by another entity, and therefore not subject to our policies. Any information that Users provide to that entity will be subject to that entity's privacy policies and

legal terms. We cannot make any representations about the practices and policies of third party entities, and we do not warrant their products or services.

MINORS

We do not knowingly collect personally identifiable information from minors (i.e., persons under the age of 18); however, we cannot always determine the age of persons who access or use ILOOK. If a minor (as defined by law) provides us with his/her personally identifiable information without parental or guardian consent, we encourage the parent or guardian to contact us immediately to request the removal of such information, and, if applicable, to unsubscribe the minor from future ILOOK communications.

SECURING INFORMATION

ILOOK takes a number of measures to protect the security and confidentiality of Users' personally identifiable information. These measures include, but are not limited to, storing Users' data in secure operating environments and using industry-standard encryption to protect sensitive data (such as credit card information) while it is transmitted over the Internet. To further reduce the risk of unauthorized access to Users' account information, we urge Users to keep their passwords in a safe place and not divulge them to anyone else.

YOUR AGREEMENT / PRIVACY POLICY CHANGES

By using ILOOK, Users acknowledge they have read and agree to the practices and terms set forth in this Privacy Policy. Users who do not agree to this Privacy Policy must not use ILOOK.

This Privacy Policy may be re-assessed and updated from time to time to reflect evolving technology, legal requirements and our business practices. If we make any changes to this Privacy Policy, we will modify this document and update the effective date at the top of this document or post the date the most recent revisions were made. Users must check back periodically to ensure they are aware of these changes. The continued use of ILOOK after these changes are posted will signify a User's acceptance of the new or revised Privacy Policy.



If we make a material change to this Privacy Policy (for example, we want to share Users' personally identifiable information in ways not previously disclosed in this Privacy Policy or that could not be reasonably expected by Users), we will notify Users by posting a prominent notice about the change on our Site or in this Privacy Policy, and, if necessary or appropriate, provide Users with certain choices before any such change takes effect.

CONTACTING ILOOK

For more information or if you have specific questions about our Privacy Policy, please contact ILOOK any time at support@ilook.tv.