

Yooniko Privacy Policy

Introduction

MetaMorph Corporation (the “Company,” “we” or “us”) maintains the website located at www.yooniko.com (including any successor URL, sub-domain and/or any syndication of the foregoing, collectively, the “Website”), pursuant to which we provide an integrated personal branding technology platform (including all functionality, software, content and services made available thereon, and together with the Website, the “Platform”). 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 or that you may provide when you register with, access or use the Platform.
- Our practices for collecting, using, maintaining, protecting and disclosing that information.

This policy applies only to information we collect via the Platform, including any information in any e-mails, posts, texts and other electronic messages between you and the Platform and any information about you transferred to the Platform from other websites or mobile or desktop applications. This policy DOES NOT apply to information that we collect by any other means, including offline. This policy also DOES NOT apply to information collected by Coaches, Service Providers, or other Users of the Platform with whom you interact via the Platform or otherwise; such parties may have their own privacy policies, and we encourage you to contact the responsible party directly for more information.

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 register with, access or use the Platform. By registering with, accessing or using the Platform, you agree to this privacy policy.

This policy may change from time to time (see the section titled “Changes To Our Privacy Policy” below). Your continued use of the Platform after we make changes is deemed to be acceptance of those changes, so please check this policy periodically for updates.

Any defined terms not found in this policy can be found in our Terms of Use, available at <https://yooniko.com>.

Children under the Age of 13

The Platform is not intended to be used by children under 13 years of age, and we do not knowingly collect Personal Information (as defined below) from children under 13. 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 SupportElves@yooniko.com.

Information Collected and How It is Collected

Information about you is collected on our Platform in four ways: (i) when you provide it to us; (ii) when you post or upload it to the Platform for your own uses or for others to see; (iii) automatically when you use the Platform; and (iv) in connection with calculating your Brand Score. This includes both:

- Information by which you may be personally identified, such as your name, billing address, e-mail address, username, mobile telephone number and payment information such as credit card information (“Personal Information”).
- Information that is about you but does not identify you personally (“Aggregated Information”).

Information You Provide Directly to Us.

When you register with or use the Platform, we may ask you to provide directly to us:

- Personal Information and payment information that you provide at the time you register to use the Platform.
- Information you provide when you request any additional services (such as customer service assistance) from us or when you report a problem with the Platform.
- 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 the Platform and of the fulfillment of any services you arrange for.

To pay for any service arrangements through the Platform or to pay your monthly subscription fees, you will be required to provide payment information, such as your credit card information. For more information about the steps we take to protect your payment information, see the section below titled “Use and Security of Your Payment Information.”

If you do not want us to collect this information your choice is to not register for the Platform or to not access or use the above-mentioned features of the Platform.

Information You Provide When Using the Platform’s Interactive Features.

When you use the Platform, you may choose to upload certain documents or input certain information for your own viewing, or to post, submit, publish, display or transmit to other users such documents, information, or any other content and materials generated by you (collectively, “User Contributions”). This information may include:

- Information that you provide by filling in forms in the Platform, including information you provide when completing your personal profile (including

pictures you upload or additional details you provide about your personal work history, your current goals and projects, services that you offer or your past accomplishments), when posting material for others to see in the Platform on certain widely-accessible portions of the Platform such as chat rooms, forums, bulletin boards, and message boards that are accessible generally by others (collectively, “Public Forums”), when sending private messages between Users of the Platform, and when filling in and completing workflow schedules.

- Information that you provide when interacting with other tools available within the Platform. This includes information you provide when using the several workflow tools available on the Platform, when recording your personal Challenges, Goals, and Objectives in your personal action plans, when entering search queries into the Platform’s search function, when uploading reviews or performance appraisals of your past work, when surveying other Users in your network about your professional strengths and weaknesses, or when uploading other documents to the Platform (such as your most recent résumé or Service Agreements entered into by Clients and their Coaches or Service Providers).

Additionally, conversations in sessions between Clients and their Coaches or Service Providers via the Platform (e.g., in a video conference) will be recorded in their entirety so that such parties may refer back to them for future reference and for quality assurance purposes.

If you do not want to share this information generally on the Platform or with other Users, your choice is to not access or use the above-mentioned features of the Platform.

Information Gathered in Calculating Your Brand Score

We aim to provide you with a metric—your Brand Score—that captures a complete, 360 degree view of your professional reputation and influence in the communities you are a part of. As such, our Brand Score calculation may include the following inputs:

- **Social Parameters.** This includes information related to and/or captured from your use of, and interaction with, social media platforms, including both personal and professional social networks.
- **Technical Parameters.** This includes information related to your professional qualifications (e.g., educational background), expertise (e.g., certifications) and skills.
- **Relational Parameters.** This includes information regarding your personal, familial and professional associations and relationships, including (in some cases) your role or function within such associations.
- **Financial Parameters.** This includes information about your financial position, including your level of income, assets and credit worthiness.
- **Physical Parameters.** This includes information about your age, height, gender, ethnicity, nationality, etc.
- **Derived Parameters.** This includes demographic and other relevant information on your biological or adopted family

The foregoing information may be compiled from (i) information you share with us directly when you register for the Platform, complete your personal profile and otherwise use and interact with the Platform; (ii) information collected automatically from social media profiles that you link to the Platform and your postings on such platforms; (iii) feedback we gather from the Coaches and Service Providers you work with via the Platform or from other users of the Platform; and (iv) information that is otherwise publicly accessible online or in public records. If you do not want us to collect this information in connection with calculating your Brand Score your choice is to not access or use the Platform.

Automatic Information Collection

When you access and use the Platform, the Platform may use certain technologies (described below) to collect automatically the following information:

- **Usage Details.** When you access and use the Platform, we may collect automatically certain details of your access to and use of the Platform, including traffic data, logs, and other communication data, your navigation paths through the Platform and the resources that you access and use on or through the Platform.
- **Computer and Device Information.** When you access and use the Platform, we may collect information about your computer or mobile device and your internet connection, including IP address, operating system, browser type, the mobile device's unique device identifier, mobile network information and the device's telephone number.
- **Your Activity / Other Information on Certain Other Websites.** As noted above in the section titled "Information Gathered in Calculating Your Brand Score," we may collect automatically information from other websites as well as other social media platforms that you have authorized us to track by linking such sites to the Platform.

If you do not want us to collect this information automatically your choice is to not access or use the Platform.

We use the following technologies for automatic information collection:

- **Cookies (or mobile cookies).** A cookie is a small file placed on your computer or mobile device. It may be possible to refuse to accept cookies by activating the appropriate setting on your browser or mobile device. However, if you select this setting you may be unable to access certain parts or features of the Platform.
- **Web Beacons.** Certain pages or portions of the Platform 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 us, for example, to count users who have visited those pages or opened an e-mail and for other related usage statistics (for example, recording the popularity of certain content and verifying system and server integrity).

- **Embedded Code.** Certain pages or portions of the Platform or embedded tools available on the Platform may use embedded hidden code to collect information about usage flows through the Platform and other similar usage statistics.

Online Tracking and How We Respond to ‘Do Not Track’ Signals

We also may use these technologies to collect information about your activities over time and across other websites, social media platforms, apps and online services (behavioral tracking). We may use the information collected in this way:

- to improve our delivery of and the functionality of the Platform;
- to provide you with targeted advertising or promotional notifications from Coaches and Service Providers (though, as noted in the section below titled “How Information Collected About You Is Used,” such solicitations will come only via MetaMorph Corporation and not from such providers directly);
- to provide you with targeted advertising or promotional information from third party advertisers (e.g., in banner ads visible on the Platform);
- as inputs into our algorithm for calculating and continuously updating your Brand Score;
- to aid you in tracking completion of tasks assigned to you within your action plans and measure the effectiveness of the action plans proposed to you via the Platform; and
- as statistical data in aggregated (and not personally identifiable) form to understand industry trends.

If your computer or mobile device sends a “Do Not Track” signal to the Platform, the Platform will *not* treat you differently from Users who do not send such signals. You may, however, choose to opt-out of targeted advertising communications from us as described in the section below titled “Your Choices about Our Collection, Use and Disclosure of Your Information.”

Additionally, some third parties, such as merchants providing banner ads on the Platform, do keep track of your information and your activities as you use the Platform or when they serve you content through the Platform, which enables them to tailor the products and services they present to you. Please see the section below titled “Third-Party Information Collection” for more information.

How Information Collected About You Is Used

Use of Information You Provide to Us (Directly or Automatically)

In addition to any uses explained elsewhere in this Privacy Policy, we use information that we collect about you or that you provide to us, including any Personal Information, to:

- Provide you with the Platform and its contents, and any other information, products or services that you request from us.
- Transmit payment for any services you arrange using the Platform to the applicable Coach or Service Provider (see the section below titled “Information Collected by Third Parties in Connection with Your Purchase Orders”).
- Calculate your initial Brand Score.
- Calculate changes to your Brand Score over a period of time.
- Provide you with comparisons of your performance with that of other users of the Platform.
- Aid you in tracking your progress with respect to Challenges, Goals, and Objectives in your personal action plans and to provide specific recommendations for tasks and additions to your action plan.
- Connect you with Coaches and Service Providers who may best be able to assist you with your Challenges, Goals, and Objectives. As provided in our Terms of Use, such Coaches and Service Providers are not permitted to send you unsolicited advertisements or promotional notifications directly, but will be required to route such communications through us.
- Fulfill any other purpose for which you provide it.
- 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 when updates to the Platform are available, and of changes to any products or services we offer or provide through it.

The usage information we collect helps us to improve the Platform and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Improve the “flow,” organization and user interface of the Platform.
- Store information about your preferences, allowing us to customize the Platform according to your individual interests.
- Speed up your searches.
- Recognize you when you use the Platform.

Finally, Aggregated Information (and not personally identifiable information) collected about you, your usage of the Platform and your progress within action plans will be used to improve the Platform and its functionality, to measure the effectiveness of and improve upon our action plans, and to improve our recommendations made to future Users of the Platform.

With your permission, we may also use your specific Yooniko success stories as advertising and promotional material to illustrate the efficacy of the Platform. We will contact you directly prior to using your information for this or any similar purpose.

Use and Security of Your Payment Information

All payments processed via the Platform will be encrypted and transmitted securely using Secure Sockets Layer (SSL) technology. While transaction information and metadata related to such transactions will be stored in our servers in accordance with this Privacy Policy, no credit card information will be retained by the Platform, except in connection with handling blacklisted credit cards. In the latter case, the Platform will store identifying information regarding the blacklisted cards in an encrypted form on its servers and will not process any transactions from such blacklisted cards until such blacklisted cards are removed from our servers upon appropriate validation.

Use of Information You Provide as You Use the Platform's Interactive Features

Any User Contribution you post to the Platform in Public Forums, *e.g.*, in chat rooms, forums, bulletin boards, and message boards that are accessible generally by Users of the Platform, will be widely available to other Users of the Platform and is considered non-confidential and non-proprietary. You make such postings at your own risk.

Certain User Contributions that are private and personal by nature, *e.g.*, resumes you upload, data from social media accounts or personalized schedules you have saved to the Platform, will not be shared with other Users of the Platform, except as specifically authorized or directed by you. Likewise, we will not share private messages between Clients and Coaches or Service Providers with other Users of the Platform, except as specifically authorized or directed by you. Finally, if you choose to mark certain User Contributions as “private” when such option is provided to you, we will not publicly display, distribute, or otherwise disclose to any other Users of the Platform the marked User Contributions except as specifically authorized or directed by you. Additional information and specific privacy settings can be accessed by visiting your account profile page.

Although you may set certain privacy settings by logging into your account profile, 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. Additional information and specific privacy settings can be accessed by visiting the “settings” section of your personal account profile.

Please note that any User Contributions you provide are also subject to the terms and conditions set forth in our Terms of Use.

Use of Your Information for Targeted Marketing and Advertising

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you, including via banner or pop-up ads on the Platform, direct e-mail marketing and solicitation, and online behavioral advertising. We may sell your information to third party marketers and analytics companies. If you do not want us to use your information in this way, please adjust your user preferences in your account profile. For more

information, see the section below titled “Your Choices about Our Collection, Use and Disclosure of Your Information.”

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 computer or device, without restriction. In addition, we may disclose Personal Information that we collect or that you provide:

- To our subsidiaries and affiliates.
- To contractors, service providers and other third parties we use to support our business and who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them.
- 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 MetaMorph Corporation’s assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which Personal Information held by MetaMorph Corporation about our Platform 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 the section below titled “Your Choices about Our Collection, Use and Disclosure of Your Information.”
- To fulfill the purpose for which you provide it, including transmitting payment for any services you arrange through the Platform.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law or legal process, including responding to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the Platform’s Terms of Use.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of MetaMorph Corporation, our Users or others.

Please note that while your calculated Brand Score number may be published, visible, or displayed by the Platform to other Users of the Platform, the data inputs used for calculating your Brand Score, as outlined above in the section titled “Information Gathered in Calculating Your Brand Score,” will not be published, visible, or displayed by the Platform to other Users of the Platform, except (i) to the extent that you independently choose to include such information

in User Contributions you post to Public Forums, or (ii) to the extent that you independently choose to reveal such information in any other communication with a Coach, a Service Provider, or any other User. We do not control the extent to which information about you is publicly-accessible via other third party websites, social media platforms or apps (e.g., in the personal profiles you have made available for others to view on other social media platforms), and if you have any questions about such third parties' privacy policies and settings you should contact the responsible provider directly.

Third-party Information Collection, Disclosure and Uses

Third parties, including Coaches, Service Providers and other Users, may receive information about you through the Platform in one of three ways:

- When you provide information directly to Coaches, Service Providers, or other Users while using the Platform or arranging for services through the Platform.
 - When you click on a banner ad or other advertisement displayed in the Platform.
- Through automatic information collection technologies collecting information about you or your computer or device.

Information Collected by Third Parties in Connection with Service Agreements

When you arrange for services using the Platform as a Client, the information you provide by filling in forms in the Platform (including your name, billing address, e-mail address, mobile telephone number, and details of your service request) is transmitted directly to the Coach, Service Provider, or other party providing services with which you have made such arrangement. MetaMorph Corporation — and *not* the Coach, Service Provider, or other party providing services — is responsible for processing payments in connection with Service Agreements, so your credit card or other payment information will *only* be shared with us and not with any Coach, Service Provider, or other party providing services. Information about how we process payments is available above in the section titled “Use and Security of Your Payment Information.”

The Coach, Service Provider, or other party providing services with which you have an arrangement will use the information you provide to fulfill your service request. We may also provide such parties with tools that will enable them to track their work flow in the Platform. The information you provide in connection with your purchase orders will be included in these tools, including your Personal Information. Sessions you hold with your Coach or Service Provider will be recorded for the participants' future reference and for quality assurance purposes. Coaches and Service Providers may also store and use the information you submitted with your service request for various purposes; such uses are not within our control and you should contact the Coach, Service Provider, or other party providing services directly for more information.

Whenever a Coach or Service Provider terminates its account or formally discontinues its use of the Platform, such party is required by our Terms of Use to permanently delete any

information they have collected from you that is stored on their computers or servers, including your Personal Information.

Information Collected by Third Parties Automatically; Uses and “Do Not Track”

When you use the Platform 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:

- Your internet service provider;
- Your mobile device manufacturer;
- Your mobile service provider;
- Advertisers, ad networks and ad servers.
- Analytics companies.
- Social media platforms that you have linked to your use of the Platform.

These third parties may use tracking technologies to collect information about you when you use the Platform. 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, apps and other online services websites. 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. We do not control whether or not such third parties’ websites respond to Do Not Track signals sent from your mobile device or web browser. If you have any questions about an advertisement or other targeted content, or if you would like to learn how third parties respond to Do Not Track signals, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see the section below titled “Your Choices about Our Collection, Use and Disclosure of Your Information.”

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 over your information.

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. Please be aware that if you disable or refuse cookies or otherwise block the use of other tracking technologies, some parts of the Platform may then be inaccessible or not function properly.

- **E-mail Notifications and Communications.** You can choose whether or not to allow us to use the e-mail address you provided to send you e-mail notifications and communications about Platform features and service arrangements you have made through the Platform. To unsubscribe from advertising e-mail alerts, simply click on the “Updating your e-mail preferences,” link in the most recent e-mail you received via the Platform, or adjust the settings in your account profile. If you wish to unsubscribe from all e-mails, simply click on the link at the bottom of the most recent e-mail you received via the Platform, but please be aware that some parts of the Platform may then be inaccessible or not function properly.
- **Promotion by Us.** If you do not want us to use your contact information to promote our own products or services, or the products and services of Coaches, Service Providers, and other Users of the Platform, you can opt-out by logging into the Platform and adjusting your preferences in your account profile by checking or unchecking the relevant boxes.
- **Targeted Advertising by Us.** 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 can opt-out by logging into the Platform and adjusting your preferences in your account profile by checking or unchecking the relevant boxes.
- **Disclosure of Your Information for Third-Party Advertising and Marketing.** If you do not want us to share your Personal Information with unaffiliated or non-agent third parties for advertising and marketing purposes, you can opt-out by logging into the Platform and adjusting your preferences in your account profile by checking or unchecking the relevant boxes.

We do not control third parties’ collection or use of your information to serve targeted advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“[NAI](#)”) on the NAI's website.

Accessing and Correcting Your Personal Information

You can review, confirm, update and correct your Personal Information by logging into the Platform and visiting your account profile page.

If you delete your User Contributions from Public Forums within the Platform, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Users of the Platform. Proper access and use of information provided on the Platform, including User Contributions, is governed by our Terms of Use, available on our website.

Storage of Information and 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 are handled securely as noted above in the section titled “Use and Security of Your Payment Information.”

Whenever a Coach or Service Provider terminates its account or formally discontinues its use of the Platform, such party is required by our Terms of Use to permanently delete any information they have collected from you that is stored on their computers or servers, including your Personal Information.

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 Platform, 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 the Platform’s Public Forums. The information you share in Public Forums may be viewed by any user of the Platform.

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 through our Platform. Any transmission of Personal Information is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures we provide by other Users or any third parties.

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. The date the privacy policy was last revised is identified at the top of the page. You are responsible 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:

MetaMorph Corporation
3235 Satellite Boulevard,
Building 400, Suite 300
Duluth, GA 30096
SupportElves@yooniko.com