

Qualcomm® Insights Events App Privacy Policy

This is the Qualcomm Insights Events App Privacy Policy (“Policy”). By using the Qualcomm Insights (QI) App you are agreeing to this Policy. The QI App is provided by Qualcomm Technologies, Inc., a company headquartered in California, U.S.A. (“we”, “us” or “our”). This Policy describes how we collect, use and protect the information collected via the QI App. It also describes the choices available to you.

Data Collection. The QI App may collect the following information:

- Your location within an event space in which Qualcomm participates when it detects nearby Gimbal Beacons within that space. **To stop our collection of your location, turn off “Location Detection” in the QI App’s Settings screen;**
- The IP address used by your device, for the purpose of inferring the country of use (but not the exact location);
- Information about your device (e.g., make, model, OS, device channel, and other similar information, but not phone number) and settings (e.g., camera resolution settings, configuration settings), start and stop dates and times, camera on/off, target image obtained/lost events, and other general usage information;
- Information about your version and use of the QI App such as use of features, functions, or clicks on notifications or content, for example, the images you capture using the augmented reality feature;
- Information that you may enter into the QI App or that you may voluntarily submit to us, for example, if you participate in a survey, wish to earn points or enter a drawing for prizes, provide us feedback, send us questions, or otherwise supply additional information or respond to our request for information.

Data Use. In addition to the other uses of your information described in this Policy, we may use and process the data we collect to:

- Provide you alerts related to your proximity to events in which Qualcomm is participating, and enable you to use the QI App features and functions such as the augmented reality feature;
- Infer the country of use;

- Operate, improve and optimize our and our affiliates' products, software services and technologies comprising the QI App;
- To participate in optional user generated activities such as potential drawing prizes, or scoreboard displays;
- Respond to requests that you may send us such as your request for information, your request for customer support, or your request to subscribe to a service we offer;
- Protect our rights and the rights of our users;
- Any other use we describe at the point where we collect the data.

We may also use comments or feedback you voluntarily provide us about our products and services in our advertising, marketing, or promotional materials.

To the extent permitted by applicable law, we reserve the right to combine the various types of data that we collect with data that we obtain from third parties or other sources. We may use the combined data for any of the purposes described in this Policy. Finally, we may de-identify, aggregate or otherwise make the data we collect anonymous and use that information for our business purposes. This privacy policy does not apply to data once it has been aggregated or de-identified.

Your Choices & Privacy Protections

Disabling the QI App Location Feature. At any time, you may stop the QI App from providing your location by turning off the QI App's location capability in "Settings". Note, however, some functions of the QI App require Location Detection to be activated including triggering demo content or checking in at a specific location.

Deleting Location Data. You can cause your location data to be deleted of the QI App by accessing "Settings" and turning the "Location Detection" setting to "off".

Disabling Push Notifications. You can elect to not be notified of content updates in the QI app accessing "Settings" and turning the "Push Notifications" setting to "off".

Data Sharing. In addition to the uses of your information described above, we may share your information with agents, service providers, vendors, contractors, or affiliates who process the data only

on our behalf for the purposes set forth in this Policy. We may also share your information as required by law or in the interest of protecting or exercising our or others' legal rights, e.g., without limitation, in connection with requests from law enforcement officials and in connection with court proceedings. We may share or transfer your information in connection with a prospective or actual sale, merger, transfer or other reorganization of all or parts of our business. Finally, we may also share your information where you have granted us permission.

Data Retention. QI App stores your information for up to sixty days, except for usage analytics associated with each device which will be stored for as long as QI App is installed. User generated content such as photos or notes that you create using QI App, will be stored on your device until you delete them.

How We Safeguard Your Data. While digital information is never 100% secure or error-free, we take reasonable safeguards to help protect your personal information that we store on your device and that we transmit to our servers, such as, for example, encrypting location information that is sent to our servers.

Cross-Border Transfer. The information we collect is stored and processed on servers in the United States and may be transferred to other locations around the world. By using the Service you consent to the transfer of the information described in this Policy to locations that may be outside of the country in which you live, and such places may be in the United States, within one or more European countries, and/or in one or more countries within Asia.

Links. The QI App may contain links to third-party websites, applications or services, which may have privacy policies that differ from our own. We are not responsible for the activities and practices of other websites, applications, or services. Accordingly, we recommend that you review the privacy policy posted on any website, application or service that you may access through the QI App.

Promotions & Surveys. In connection with promotions, surveys, or other projects, we may ask you whether you object to our specified data use or sharing. If you opt-out under such circumstances, we will respect your decision. Please note that our affiliates and other data recipients have their own data privacy policies, which may differ from ours and you would have to contact them separately with respect to opt-out requests.

Children's Privacy. We do not direct the QI App to, nor do we knowingly collect any personal information from, children under 13. If you become aware that your child has provided us with personal information without your consent, please contact us as set forth in the section "Contact Us" below. If we become

aware that a child under 13 has provided us with personal information without parental consent, we take steps to purge such information.

Changes. We may change this Policy from time to time. If we materially change this Policy with respect to your personal information, we will provide appropriate notice to you (for example, to your mobile device) before the change becomes effective and give you a choice with respect to the change. When we make changes to this Policy, we will alert you that changes have been made by indicating on the Policy the date it was last updated. When you use the QI App, you are accepting the version of this Policy as available through the QI App at that time. We recommend that users revisit this Policy occasionally to learn of any changes.

Safe Harbor. We comply with the U.S. – E.U. Safe Harbor framework and the U.S. - Swiss Safe Harbor framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal data from European Union member countries and Switzerland. We certify that we adhere to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Safe Harbor program, and to view our certification, please visit <http://www.export.gov/safeharbor/>.

Safe Harbor Dispute Resolution. As part of our participation in Safe Harbor, we have agreed to TRUSTe dispute resolution for disputes relating to our compliance with the Safe Harbor Privacy Framework. If you have any complaints regarding our compliance with Safe Harbor you should first contact us (as provided below). If contacting us does not resolve your complaint, you may raise your complaint with TRUSTe by Internet [here](#), fax to 415-520-3420, or mail to TRUSTe Safe Harbor Compliance Dept., click for [mailing address](#). If you are faxing or mailing TRUSTe to lodge a complaint, you must include the following information: the name of company, the alleged privacy violation, your contact information, and whether you would like the particulars of your complaint shared with the company. For information about TRUSTe or the operation of TRUSTe's dispute resolution process, click [here](#) or request this information from TRUSTe at any of the addresses listed above.

Contact Us. Please feel free to contact us with any comments, questions or suggestions you might have regarding the information practices described in this statement. You may contact us by sending an email to [privacy \[at\] qualcomm \[dot\] com](mailto:privacy[at]qualcomm[dot]com) or write to us at Qualcomm Technologies, Inc., Attn: Legal Department, 5775 Morehouse Drive, San Diego, CA 92121

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