

PERSONAL IDENTIFIABLE INFORMATION

& PRIVACY POLICY

UPDATED 08/01/2017

We want you to know how we treat personal information HYVE and HYVE's Affiliate companies may obtain from you as a partner. We follow industry guidelines and best practices with regards to the usage of PII information. Because each "end point" (hotel) may have different rules and policies regarding the sharing of PII information, HYVE's usage of PII will vary from location to location. Typically, we will facilitate the placement of ads in one of a few common scenarios which we illustrate later in this document. By using HYVE's services, you accept both our Policy and the Terms of our Agreement.

HYVE and its media affiliates will work with Cox Communications to develop any necessary additional documents regarding the usage and handling of PII data as it is deemed necessary during the course of our partnership.

INFORMATION WE COLLECT

- Policy – It is our policy to temporarily collect only the personally identifiable information (PII) that we need to provide relevant content and services while a guest is staying at a partner property or on a partner network.
- HYVE and its partners – If you are a customer of HYVE and its affiliates, this PII may include your name, address, age, telephone numbers, account number, social security number, user IDs, passwords, email addresses, and other information as provided to us online or as a customer of HYVE and its affiliates. It is our policy to retain such information only as long as needed for our business purposes or as the law may require. We take reasonable steps to protect your account information from unauthorized access.
- SPECIAL NOTE: During the normal course of providing our services, HYVE will **not** normally need to retain any PII data.
- Website or Mobile App Visitors – When you access our website or any mobile app we may utilize, we automatically collect access log information about your visit, including information such as the Internet Protocol (IP) addresses assigned (numbers assigned to your computer while online), bandwidth used, system and connection performance, browsers used, dates and times of access, and Internet resource requests, including requests to access web pages. We do not store emails sent and received unless the emails were sent to a HYVE or HYVE affiliate email address.
- Online Registrants – In visiting our website or mobile application, if you register with us or participate in a contest, survey or online transaction, we may ask for certain PII. When we ask you for such information, we will tell you how it will be used and you may elect not to participate.

- Cookies – We, or a vendor that places advertising on our websites, may use "cookies" to collect information about your visit to our website and to manage information concerning your preferences. A "cookie" is a small computer code added to a file on your computer as a record of its visit. It does not collect or provide your name or any other personal information about you. It can, however, be used to note information about your visit, such as your type of web browser, operating system and Internet Protocol ("IP") address, to better tailor the site for you. It can also be used to recognize you when you log in as a registered user or as a repeat visitor returning to our website. This allows us to tailor our site by remembering you and any options you select. We may share non-personal information obtained from the varying kinds of cookies with vendors, advertisers and others. You can control what cookies are accepted by your computer through the settings on your web browser or by deleting them from your files. Doing so, however, may limit the personalization available to you.
- Third-Party Cookies and Web Beacons – These forms of computer code are sometimes placed by advertisers or others with connection to a webpage and may be read by the advertisement's provider. They may use a form of code called a "web beacon" or "clear GIF." These are usually contained in a transparent image on a page or in an image on an email message and serve as a way to gather information about your visit, such as your Internet Protocol ("IP") Address and information or statistics about your visit. As with cookies, you can use your browser or app settings to control web beacons.
- Behavioral or Interest-Based Ad Options – HYVE and its partner affiliates and other website owners or advertisers may use cookies or similar tools to provide customized ads based on visits to their websites. You can find more information about these tools, including benefits they can provide at <http://www.networkadvertising.org>. Many companies that collect information for behavioral advertising are members of the Network Advertising Initiative ("NAI"). NAI offers the ability for you to opt-out of the behavioral advertising programs of their members by going to http://www.networkadvertising.org/managing/opt_out.asp or <http://www.aboutads.info/choices>. Please note that if you use a different computer, change your web browser, or delete your cookies, you will need to renew all of your opt-out choices. As there is no commonly accepted response for Do Not Track signals initiated by browsers, we do not respond to them.
- Advertisers and Other Websites – We do not control and have no control over the privacy policies of advertisers or of websites you may link to from our websites or by using our services. You should review their websites for questions about their Internet security and privacy.

USE AND SHARING

- Use Policy – We consider any PII we receive about you to be confidential, and it is our policy to use it only in providing our websites and services – from sales and installation, to operations, administration, advertising, marketing, support, network provision, maintenance, communications with you, billing, collection and similar ways. We may also use such information in dealing with fraud and unauthorized use of our services. HYVE and its partner affiliates may associate personal account information with data from third parties about you or similar persons to better predict your product and service preferences for use in programming, advertising transactions and to market our services to you.
- HYVE and its partner affiliates do not rent, sell, or share personal information about you with other people or non-affiliated companies except to provide products or services you've requested, when we have your permission, or under the following circumstances:
- We provide the information to trusted partners who work on behalf of or with HYVE and its partner affiliates under confidentiality agreements. These companies may use your personal information to help HYVE and its affiliates communicate with you about offers from HYVE and our marketing partners. However, these companies do not have any independent right to share this information.
- We respond to subpoenas, court orders, or legal process (such as law enforcement requests), or to establish or exercise our legal rights or defend against legal claims.
- We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of HYVE's or its partner affiliates' terms of use, or as otherwise required by law.
- We transfer information about you if HYVE is acquired by or merged with another company. In this event, HYVE will notify you before information about you is transferred and becomes subject to a different privacy policy.
- HYVE displays targeted advertisements based on personal information. Advertisers (including ad serving companies) may assume that people who interact with, view, or click targeted ads meet the targeting criteria—for example, women ages 18-24 from a particular geographic area.
- HYVE only uses PII information in displaying targeted ads when it has permission to do so. In the absence of permission to utilize PII information, HYVE will utilize general demographic information (ZIP CODE, GENDER, AGE, ETC) to improve the likelihood that ads are relevant to the viewer. If a viewer chooses to interact directly with an ad, the consumer may opt to directly share personal information with the advertiser.

- HYVE advertisers include financial service providers (such as banks, insurance agents, stock brokers and mortgage lenders) and non-financial companies (such as stores, airlines, and software companies). HYVE works with vendors, partners, advertisers, and other service providers in different industries and categories of business.
- Aggregate Information – We use aggregate information about our customers and website visitors for a variety of purposes. Such aggregate information does not identify individual customers. We may share such aggregate and related demographic information with third parties.
- Retention Policy – HYVE and its partner affiliates may retain personal customer information in its regular business records as long as someone is a customer or until no longer needed for business or legal purposes.
- Sharing Policy – It is our overall policy not to disclose to others outside of HYVE and its partner affiliates, vendors and business partners any PII about our customers without their prior consent. We do not sell or provide your personal information to parties unconnected with the services we provide without your permission.
- Special Exceptions – We reserve the right to disclose PII in our possession if we have a good faith belief that it is necessary to: (1) comply with the law or legal process served on us; (2) protect and defend our rights or property or those of others; (3) respond to fraud, abuse or unauthorized use of our services; (4) enforce our Website Visitors' Agreement and Terms of Use, our Acceptable Use Policy or related standards; or (5) act in an emergency to protect your safety or that of another. We may also share information if we sell or transfer all or a portion of our business operations, merge or combine with another organization.
- Third Parties – We sometimes use affiliates, vendors or third party partners in association with our products and may provide PII about users for such purposes. In providing such information, we require that the outside party maintain at least the same level of confidentiality that we maintain for such information. In addition, any use by the vendor or third party may not exceed that needed to provide its service.
- Internet Communications – Unless addressed to us, we do not read email messages, instant messages, online chats, or the content of other online communications. We may, however, retain and provide such communications if we are legally required to do so. Incoming and outgoing email messages are generally scanned electronically to identify and filter out likely spam and for viruses or related problems that could harm your equipment, the network or other users.

YOUR CALIFORNIA PRIVACY RIGHTS

- Under California law, organizations are required to provide residents of the State of California access to a privacy policy that gives consumers a choice in the use of certain personal information by third parties for marketing purposes.

- If you are a California resident interested in exercising your third-party disclosure choices please send us a request to opt-out using the form above. You may alternatively contact us via postal mail at:
Customer Service-Privacy, HYVE WORKS LLC
10331 Burensburg Ave
Las Vegas, NV 89135
- All postal requests must be labeled "California Privacy" on the envelope, post card or subject line. For all requests, please include your name, street address, city, state and zip code. We are not to be responsible for notices that are not labeled, are sent improperly, or do not have complete information.

LAW ENFORCEMENT

- Legal Requirements – We regularly receive legal requests for customer information from government and law enforcement personnel. We also receive discovery requests in civil litigation. In all such cases, our policy is to cooperate as required by law, but to provide only such information as the law requires. This information is generally sought by subpoena served on HYVE and its partner affiliates. Under current law, many criminal subpoenas require that we not disclose or notify you of the request. Due to this fact and the volume of requests we receive, we cannot assume any duty to notify you of receipt of any legal requests.
The law does permit us to disclose to law enforcement, voluntarily and without prior notice, customer information, including the contents of communications, if we reasonably believe that an emergency involving immediate danger of death or serious physical injury requires such disclosure without delay.

INTERNET SECURITY

- Taking Proper Precautions – Maintaining the security of your own personal computer is an important part of protecting your own privacy and of helping us protect our network and our customers' service. You should use and update regularly your antivirus software, firewall and your operating system to prevent unauthorized access by others and harm from various forms of viruses. Persons with questionable intent may use the Internet or email to pose as someone you trust or do business with. You should always be sure who you are dealing with before responding with personal information. To avoid all these and other forms of attacks, we encourage you to visit the [Federal Trade Commission](http://www.ftc.gov) ("FTC") for updates and tips on protecting yourself. HYVE and its partner affiliates may take protective action related to your service or contact you directly with information from time-to-time to help with this effort.

- Personal Information – We use "Secure Socket Layer" encryption technology when collecting certain personal information through our websites or mobile applications. You can identify the use of such protection by looking for "https" in the Internet URL or page address or a closed lock symbol if you are using Internet Explorer. We protect PII found in our most sensitive databases in encrypted formats within controlled and secure environments with restricted access. While we attempt to ensure the integrity and security of our network and computer systems, we cannot guarantee that our security measures will prevent unauthorized access.

SPAM

HYVE and its partner affiliates work hard to prevent and to block spam and we encourage your help by preventing unauthorized access to your computer. The law permits companies like HYVE and its partner affiliates to use email to send transactional or relationship messages, such as in confirming that a service has been established or providing information regarding changes in service. If you prefer, you may opt-out of marketing messages we may send by notifying us in response to any you may receive.

CHILDREN'S PRIVACY

Our websites are not directed at, or intended for use by, children under the age of 13. We do not knowingly allow anyone under 18 to provide any personal information on our websites. Children should always get permission from a parent or guardian before sending personal information over the Internet. If you believe your child may have provided us with personal information, you can contact us so we may remedy the situation immediately. You can find more information about protecting children's privacy by contacting the FTC or viewing its website at <http://www.ftc.gov>.

YOUR ENFORCEMENT RIGHTS

You have the right to enforce your legal privacy rights concerning our collection, use and sharing of your PII. Among your remedies is the right to seek relief in a civil action filed under federal law.

CHANGE IN POLICY

Developments in the Internet, the law, our offerings and websites may cause us to change this Online Privacy Policy from time to time. Any such changes will be prospective and will

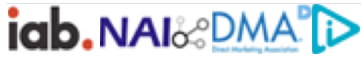
not affect information collected prior to the change in policy.

HOW TO CONTACT US

For any questions regarding this Policy, please contact us at one of the following:

Email: privacy@thinkhyve.com

Visit us at <http://thinkhyve.com> and check under "Contact Us".



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TYPICAL FLOW FOR AD SERVING IN HOSPITALITY DEVELOPMENT

HYVE seeks to serve the most relevant content possible to enhance the experience of guests. HYVE will seek to utilize only legally shared data to target content as part of delivering its services. At all times, HYVE will follow all legal requirements for the use, encryption, sharing, and stewardship of any data that is shared with HYVE and its affiliate partners. HYVE does NOT sell any information it gathers as part of providing services, and only uses information shared specifically for the purposes of targeted content to enhance content and the experience of customers.

In most deployments, HYVE will only utilize general user demographic data such as Zip Code, Gender, Year of Birth, etc. Amassing this information along with the information already known such as type of property, location of property, nearby amenities, etc., HYVE will create a general demographic profile for the guest during their stay and will use this general demographic profile when selecting appropriate content to serve to the consumer.

In instances where the property allows the sharing of PII (Personally Identifiable Information), HYVE will ONLY USE this information for the purposes of targeting content for the guest during their stay. HYVE does not archive consumer data or keep consumer data beyond the duration of their stay at a particular property. Typically a content request made to HYVE's server will include targeted information to select the content, but then the information is not archived once relevant content is selected and sent back to the consumer.

In the instances where a client will share PII information, but does not want the PII information to leave the property, HYVE may choose to maintain its own consumer database on-site. In doing so, any PII info obtained would be queried against the known consumer database to find a match. Once a match is found, the PII info would be translated into a "USER ID/ Serial Number" that would be sent to HYVE's server. At the HYVE server location the "USER ID/Serial Number" would be translated back to info from the known consumer databases. This known consumer info would then be used to select relevant content for the user.

