

## Wall of ... Sites Privacy Policy

Welcome to the Wall of ... Sites Platform. This is one in a series of wall sites herein collectively referred to as "Wall of ... sites Platform" or "Wall of ... sites".

***The mission of the Wall of... sites Platform is to provide a location for individuals to share meaningful true stories.*** Each site has a specific theme and a main wall which displays a grid of pictures. Clicking on any of the pictures will take you to that individual's story. The sharing of the story is meant to provide entertainment, comfort, laughter, etc. It is our desire to make users of the Wall of ... sites Platform feel safe in order to provide a positive experience for everyone.

Date of last revision: January 10, 2018

We recognize that your privacy is very important and take it seriously. Our Wall of ... sites Privacy Policy ("Privacy Policy") describes our policies and procedures on the collection, use, disclosure, and sharing of your information when you use the Wall of ... sites Platform. We will not use or share your information with anyone except as described in this Privacy Policy. This Privacy Policy applies to activities by Wall of ... sites and its affiliates and subsidiaries (collectively "Wall of ... sites," "we", "us", or "our"). Capitalized terms that are not defined in this Privacy Policy have the meaning given them in our Terms of Service.

### The Information We Collect

We collect information directly from individuals, from third-parties and automatically through the Wall of ... sites Platform.

***Account and Profile Information:*** When you create an account on the Wall of ... sites Platform, we collect your name, contact information, and other information you provide. Your name, photo, post, and any other information that you choose to add to your story page will be available for viewing to users of the Wall of ... sites Platform. Once you post a story, other users will be able to see, on your story page, certain information about your activity on the Wall of ... sites Platform, such as comments to your story by others and/or yourself.

***Your Content:*** We collect and store the information and content that you post to the Wall of ... sites Platform, including your stories, photos, and comments. Unless you have posted certain content anonymously or opted to not allow comments, Your Content, date and time stamps, and all associated comments are publicly viewable on the Wall of ... sites Platform, along with your username. This also may be indexed by search engines and be republished elsewhere on the Internet in accordance with our Terms of Service. For more information about what you can change, see the below section on Your Choices.

***Communications.*** When you communicate with us (via email, phone, through the Wall of ... sites Platform or otherwise), we may maintain a record of your communication.

***Integrated Service Provider and Linked Networks.*** If you elect to connect your Wall of ... sites account to another online service provider, such as a social networking service ("Integrated Service Provider"), you will be allowing us to pass to and receive from the Integrated Service Provider your log-in information and other user data. You may elect to sign in or sign up to the Wall of ... sites Platform through a linked network like Facebook or Google (each a "Linked Network"). If you elect to sign up through a Linked Network, you will be asked to enable sharing of your contacts with Wall of ... sites. If you agree to this sharing, in order to facilitate a more connected experience, we may send notices informing your contacts you have joined Wall of ... sites so that you and your contacts can find and follow each other on the Wall of ... sites Platform. The specific information we may collect varies by Integrated Service Provider, but the permissions page for each will describe the relevant information. Integrated Service Providers control how

they use and share your information; you should consult their respective privacy policies for information about their practices.

***Automatically Collected Information About Your Activity.*** We use cookies, log files, pixel tags, local storage objects, and other tracking technologies to automatically collect information about your activities, such as your searches, page views, date and time of your visit, and other information about your use of the Wall of ... sites Platform. We also collect and may store information that your computer or mobile device provides to us in connection with your use of the Wall of ... sites Platform such as your browser type, type of computer or mobile device, browser language, IP address, mobile carrier, unique device identifier, location, and requested and referring URLs. We also receive information when you view content on or otherwise interact with the Wall of ... sites Platform, even if you have not created an account. For more information, see the Cookies, Pixels and Tracking section below.

***Ad Services.*** The Wall of ... sites Platform includes the Wall of ... sites advertising services (“Ad Services”), which may collect user activity and browsing history within the Wall of ... sites Platform and across third-party sites and online services, including those that include our ad pixels (“Pixels”), widgets, plug-ins, buttons, or related services. Our Ad Services collect browsing information – such as IP address and location, date and time stamp, user agent, Wall of ... sites cookie ID (if applicable), URL, and time zone, and other information about user activities on the Wall of ... sites Platform, as well as on third party sites and services that have embedded our Pixels, widgets, plug-ins, buttons, or related services. See the section below about our Wall of ... sites Ads for more information about our Pixels and how they are used.

***Third Parties.*** We may receive information about you from third parties, such as other users, partners (including ad partners), or our affiliated companies. For example, other users may share or disclose information about you, such as when they mention you in their content, reply to Your Content, or share information about Your Content via other sites or services. Users of our Ad Services and other third-parties may share information with us such as a cookie ID, device ID, or demographic or interest data, and information about content viewed or actions taken on a third party website, online service or app. Users of our Ad Services may also be able to upload certain customer list information (e.g., email or phone number) to create customized audience segments for certain campaigns, so that they can reach audiences of existing customers and others with similar characteristics in the Wall of ... sites Platform. See the Wall of ... sites Ads section below for more information.

## **How We Use Your Information**

We do not sell your personally identifying information – such as your name and contact information – to third parties to use for their own marketing purposes.

Wall of ... sites uses the information we collect:

- To provide you the services we offer on the Wall of ... sites Platform, communicate with you about your use of the Wall of ... sites Platform, respond to your inquiries, provide troubleshooting, and for other customer service purposes.
- To tailor the content and information that we may send or display to you in the Wall of ... sites Platform, to offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while using the Wall of ... sites Platform.
- To display interest-based advertising to you in the Wall of ... sites Platform, to improve our advertising and measurement systems so we can show you relevant ads, and to measure the effectiveness and reach of ads and services. For more information, see the Ad Services section below.
- For marketing and promotional purposes, such as to send you news and newsletters, special offers, and promotions, or to otherwise contact you about products or information we think may interest you, including information about third party products and services.

- To track the success of our communications and marketing, and to gather metrics about the Ad Services.
- To better understand how users access and use the Wall of ... sites Platform, including the Ad Services, both on an aggregated and individualized basis, and for other research and analytical purposes.
- To evaluate and improve the Wall of ... sites Platform, including the Ad Services, and to develop new products and services.
- To comply with legal obligations, as part of our general business operations, and for other business administration purposes.
- Where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or violations of our Terms of Use or this Privacy Policy.

## How We Share Your Information

We share information as set forth below, and where individuals have otherwise consented:

**Service Providers.** We may share your information with third party service providers who use this information to perform services for us, such as payment processors, hosting providers, auditors, advisors, consultants, customer service and support providers, as well as those who assist us in providing the Ad Services.

**Affiliates.** The information collected about you may be accessed by or shared with subsidiaries and affiliates of Wall of ... sites, whose use and disclosure of your personal information is subject to this Privacy Policy.

**Business Transfers.** We may disclose or transfer information, including personal data, as part of any merger, sale, and transfer of our assets, acquisition or restructuring of all or part of our business, bankruptcy, or similar event.

**Legally Required.** We may disclose your information if we are required to do so by law.

**Protection of Rights.** We may disclose information where we believe it necessary to respond to claims asserted against us or, comply with legal process (e.g., subpoenas or warrants), enforce or administer our agreements and terms, for fraud prevention, risk assessment, investigation, and protect the rights, property or safety of Wall of ... sites, its users, or others.

**Your Content and Activity.** Your Content, including your username, picture, story, and certain associated activity information is available to other users of the Wall of ... sites Platform and may be viewed publicly. Public viewing includes availability to non-registered visitors and can occur when users share Your Content across other sites or services. In addition, Your Content may be indexed by search engines. See the section below about Your Choices for information about how you may change how certain information is shared or viewed by others.

**Ad Metrics.** We may share with users of our Ad Services aggregate statistics, metrics and other reports about the performance of their ads or content in the Wall of ... sites Platform such as the number of unique user views, demographics about the users who saw their ads or content, conversion rates, and date and time information. We do not share IP addresses or personal information. We may also allow our advertisers to use Pixels on the Wall of ... sites Platform in order to collect information about the performance of their ads.

**Anonymized and Aggregated Data.** We may share aggregate or de-identified information with third parties for research, marketing, analytics and other purposes, provided such information does not identify a particular individual.

## Cookies, Pixels and Tracking

We and our third-party providers use cookies, clear GIFs/pixel tags, JavaScript, local storage, log files, and other mechanisms to automatically collect and record information about your usage and browsing activities on the Wall of ... sites Platform and across third party sites or online services. We may combine this information with other information we collect about users. Below, we provide a brief summary these activities. For more detailed information about these mechanisms and how we collect activity information, see our Cookie Policy.

- **Cookies.** These are small files with a unique identifier that are transferred to your browser through our websites. They allow us to remember users who are logged in, to understand how users navigate through and use the Wall of ... sites Platform, and to display personalized content and targeted ads (including on third party sites and applications).
  - **Pixels, web beacons, clear GIFs.** These are tiny graphics with a unique identifier, similar in function to cookies, that we use to track the online movements of users of the Wall of ... sites Platform and the web pages of users of our Ad Services, and to personalize content. We also use these in our emails to let us know when they have been opened or forwarded, so we can gauge the effectiveness of our communications.
  - **Analytics Tools.** We may use internal and third-party analytics tools, including [Google Analytics](#). The third-party analytics companies we work with may combine the information collected with other information they have independently collected from other websites and/or other online products and services. Their collection and use of information is subject to their own privacy policies.
- Do-Not-Track Signals.** Please note we do not change system behavior within the Wall of ... sites Platform in response to browser requests not to be tracked. You may, however, disable certain tracking by third-parties as discussed in the Wall of ... sites Ads section below.

## Wall of ... sites Ads

We may display personalized ads and content to you on the Wall of ... sites Platform. To show users relevant ads and other personalized content, we may use information that we have collected via the Wall of ... sites Platform, including from our Pixels, widgets, plug-ins, or buttons embedded on third party sites that collect information about a user's activity on other sites. We also use this information to measure advertising effectiveness and to provide metrics about ad performance to advertising customers. For example, if you visit websites that sell sports apparel, we may show you sports-related ads or content on the Wall of ... sites Platform. We may report to the user of our Ad Services the number of Wall of ... sites Platform users that saw a particular ad and certain aggregated demographic information about the viewers of the ad. See the Wall of ... sites Pixel Privacy Policy for more information about our Ad Services and how our Pixels are used.

Users of our Ad Services may also provide us with information as part of their ad campaigns. For example, they may share customer list information (e.g., email or phone number for current and prospective customers) with us in order to create customized audiences for their ad campaigns. We only use this customer list information to facilitate the particular user's campaign (including ad metrics and reporting to that user) or for fraud detection and security purposes. We do not disclose these customer lists to third parties (other than our services providers) unless required by law, and we do not disclose to the relevant Ad Services user the names or identities of their customers that were successfully reached as part of such campaigns.

We may also work with third parties such as network advertisers to serve advertisements on the Wall of ... sites Platform and on third-party websites or other media (e.g., social networking platforms), such as Google AdSense (more info [here](#)) and Facebook Audience Network (more info [here](#)). These third parties may use cookies, JavaScript, web beacons (including clear GIFs), Flash LSOs and other tracking technologies to measure the effectiveness of their ads and to personalize advertising content to you.

While you cannot opt out of advertising on the Wall of ... sites Platform, you may opt out of much

interest-based advertising on third party sites and through third party ad networks (including Facebook Audience Network and Google AdSense). For more information, visit [www.aboutads.info/choices](http://www.aboutads.info/choices). Opting out means that you will no longer receive personalized ads by third parties ad networks from which you have opted out, which is based on your browsing information across multiple sites and online services; if you delete cookies or change devices, your opt out may no longer be effective.

## **How We Protect Your Information**

The security of your information is important to us. Wall of ... sites has implemented safeguards to protect the information we collect. However, no website or Internet transmission is completely secure. We urge you to take steps to keep your personal data safe, such as choosing strong password and keeping it private, as well as logging out of your user account, and closing your web browser when finished using the Wall of ... sites Platform.

## **Access and Amend Your Information**

You may update or correct your account information at any time by logging in to your account. You may also make a number of other adjustments to settings or the display of information about you as described in more detail in the following section about Your Choices.

## **Your Choices**

You may, of course, decline to submit information through the Wall of ... sites Platform, in which case we may not be able to provide certain services to you. You may also control the types of notifications and communications we send, limit the information shared within the Wall of ... sites Platform about you, and otherwise amend certain privacy settings. Here is some further information about some of your choices:

**Anonymous Posts.** All story posts on the Wall of ... sites Platform are displayed with your username only. Your real name is never displayed to other users unless you choose to provide your real name within your story post.

**Your Content.** You may edit or delete the stories that you post at any time. Any stories you have posted may remain on the Wall of ... sites Platform and be commented on by other users unless the comment option has been turned off by you. Any deleted content will be removed from third party sites from which it has been shared via Wall of ... sites sharing features; however, we have no control over deletions or changes to Your Content if it has been shared manually by others.

**Adult Content.** Adult content such as, pornography is not allowed on the Wall of ... sites Platform..

**Emails and Communications.** When you join the Wall of ... sites Platform by signing up for an account or sharing a story, as part of the service, you will receive email notifications when a comment is made on your story. As permitted by law, you are also opting to receive other emails from us that may be of interest to you as a user of the Wall of ... sites Platform. You can manage your email and notice preferences in your account profile settings, but note that you cannot opt out of receiving certain administrative or legal notices from us. If you opt-out of receiving emails about comments on your stories, we may still send you transactional e-mails about your account or any services you have requested or received from us. It may take up to 10 business days for us to process opt-out requests.

**Deleted or Deactivated Account.** If you choose to Delete Your Account, then all of Your Content will be removed from public visibility on the Wall of ... sites Platform, and it may not be restored by us, even if you change your mind. If you choose Deactivate Your Account, then you will no longer receive any communications from us, and users will not be able to interact with you; however, Your Content will remain on the Wall of ... sites Platform. Once you deactivate your account, you can reactivate it at any time by choosing to log in.

**Targeted Advertising.** For information about targeted advertising choices, see the Wall of ... sites Ads section above.

### **Transferring Your Data**

Wall of ... sites is headquartered in the United States, and has operations, entities and service providers in the United States. As such, we and our service providers may transfer your personal data to, or access it in, jurisdictions (including the United States) that may not provide equivalent levels of data protection as your home jurisdiction. We will take steps to ensure that your personal data receives an adequate level of protection in the jurisdictions in which we process it, including through appropriate written data processing terms and/or data transfer agreements.

### **Children's Privacy**

We do not knowingly collect or solicit personal information from anyone under the age of 13 (or under the age of 14 for anyone living in Spain or South Korea) or knowingly allow such persons to register. If we become aware that we have collected personal information from a child under the relevant age without parental consent, we take steps to delete that information.

### **Links to Other Web Sites**

The Wall of ... sites Platform may contain links to third party sites or online services. We are not responsible for the practices of such third parties, whose information practices are subject to their own policies and procedures, not to this Privacy Policy.

### **Contact Us**

If you have any questions about our practices or this Privacy Policy, please contact us at support@raindayenterprisesllc.com or send mail to:

Rainy Day Enterprises LLC.  
Attn: Privacy  
202 W Pearl Street  
Union City, IN 47390

### **Changes to Our Privacy Policy**

If we change our privacy policies and procedures, we will post those changes on this page. If we make any changes to this Privacy Policy that materially change how we treat your personal information, we will endeavor to provide you with reasonable notice of such changes, such as via prominent notice in the Wall of ... sites Platform or to your email address of record.