

Re: iSIGN Media Corp.'s Privacy Statement

iSIGN's patented technology is non-invasive and gathers only de-personalized device-specific data. No device "owner" data is ever identified or collected. Therefore, names, phone numbers, email addresses or any other information that could identify any individual person that connects to our technology is never collected. Further, we publicly commit to maintain the device-specific data as de-personalized and contractually prohibit downstream recipients from attempting to use the data to identify any particular individual. All title and intellectual property rights in and to the data is owned exclusively by iSIGN. This de-personalized data may be aggregated and compiled for analysis and business insights only. iSIGN will not use, share or publish the data unless it has been aggregated and anonymized so that it remains de-personalized and will reveal no device-specific information.

Data collected by the iSIGN technology is limited exclusively to the following: (i) Discovered Bluetooth Address with Location; (ii) Discoverability; (iii) Duration Per Message; (iv) Opt-in/Opt-out Results for Each Bluetooth Address at Each Location; (v) Wi-Fi MAC Address with Location and Connection Duration; and, (vi) Web Page Hits for Each Wi-Fi MAC Address at Each Location.