

PRIVACY POLICY

Last updated September 22, 2024

This privacy statement (“Privacy Statement”) explains how Kaboo Financials, Inc (“Kaboo” or “we”) collects and processes information from members and users of the website, software applications, and other online services we provide (collectively “Kaboo's products”). Kaboo's products include, but are not limited to, the Kaboo extension for web browsers (the “Extension”), the Kaboo mobile application (the “Mobile App”), and the website located at www.joinkaboo.com (the “Website”), collectively, (the “Services”).

To the extent that Kaboo has links to other websites (like retailers), please note that we do not own, operate, or control them, and they have their own controlling privacy policies that you should review.

What data do we collect and why?

Personal Identifiers.

In order to provide our Services, Kaboo collects information that you share directly with us when you use the Services.

During the registration process, we may collect your name, email address, IP address, your device's unique ID (where available), member password, and other registration information. When you sign up with your existing Kaboo account, Kaboo sees the basic profile information you provided to Kaboo, like your name, email address, and country location. We may also collect information needed to complete your purchases, such as your billing address.

We may also collect any other information you provide when you communicate with Kaboo through email or other means.

If you choose to link a social media profile (like Google) at sign-in, Kaboo will store this information for login purposes. Linking your social media profile grants Kaboo access to the profile, but only to the extent allowed by your permission settings, that platform's terms of service, and this Privacy Statement. We do not track your social media activity or post anything on your behalf.

Student Verification Information

To provide student-exclusive discounts, Kaboo may collect additional information such as student ID numbers, school-issued email addresses, and other verification credentials to confirm your student status. We may use third-party service providers to verify this information. This data is only used to confirm eligibility for discounts and is not shared or sold to third parties for any other purposes.

Location Information

With your consent, we may collect and use your device's precise location to provide you with location-specific discounts and offers. This information helps us notify you of nearby deals and promotions. You can opt-in to this feature through your device's operating system settings and may disable it at any time.

Data Sharing with Merchants:

When you redeem a coupon or discount offer through Kaboo, we may share certain personal information with the participating merchant to facilitate the transaction. This may include your name, email address, and verification of your student status. This data sharing is strictly for the purpose of verifying eligibility and tracking the effectiveness of the promotion. Merchants are required to use this information solely for these purposes and are prohibited from using it for any other reasons.

Discount Tracking and Analytics

We use tracking and analytics tools to monitor the performance of discounts and offers. This data includes information on which coupons are viewed, clicked, and redeemed, as well as the associated purchase details. We use this information to understand the effectiveness of our promotions and to improve the relevance of the discounts and offers we provide to our users.

Referral Program

If you participate in our referral program, we collect information such as your name, email address, and your friend's email address to track and administer the program. We may send your referred friends an invitation to join Kaboo. By providing a friend's email address, you confirm that you have their consent to share this information with us. We do not use this information for any purpose other than administering the referral program.

Sensitive Data Protection:

Kaboo takes the security of your sensitive information seriously. We employ industry-standard security measures, including encryption and secure access protocols, to protect your student verification data and any other sensitive personal information we collect. We limit access to this data to authorized personnel only and use it exclusively for the purposes described in this policy.

Commercial Information.

We collect information about your purchases on retail sites when using Kaboo.

Internet or Network Activity:

We collect this information to provide Kaboo members with a better way to shop online and to help us develop, improve, and market our Services. This may include data such as:

the type of device you're using

operating system

browser type

event stamp

error logs

information about the retail site that lets us know which coupons and promos to find for you

Information about the retail sites that lets us know which items to find for you

information about pricing and availability of items

Information about the description, title, and images of items

name of the retailer

page views

To understand how you engage with our Services, we use common digital tools that allow us to see if you opened an email we sent, visited a link in those emails, or generally interacted with Kaboo as a result of our marketing efforts.

Shopping and Usage Data:

On retail sites, Kaboo collects the name of the retailer, page views, and product information that allows us to track price changes, update our product catalog, and find alternative product suggestions. We may also collect information regarding your purchases on a retail site while using Kaboo (for example, the transaction value, and the fact that an order was completed or returned) for purposes including internal analytics, commission collection, and managing Rewards. The information enables us to improve our products and gives us insights about coupons, deals, pricing, and availability of retail items, which we can offer to the rest of the Kaboo community. We may also use this information to understand your shopping history, merchant, and shopping preferences to provide you with a more tailored, relevant experience or show sponsored product offers that may interest you when you use the Services.

When you are on a retailer's site that offers the Services, Kaboo will collect information about that site that lets us know which coupons, promos, and alternative products to find for you.

As you use our Services, we might also collect data, such as:

products you "bookmark"

coupons, promo codes, and deals you found

stores you "follow"

Inference Data.

We may infer information about you such as your preferences and shopping behavior, based on your interactions with our Services.

Sensitive Personal Data.

We may disclose your sensitive personal information as appropriate to carry out legitimate business activities allowed by law, but we do not sell or share your sensitive personal data.

Aggregate and Anonymized Data.

We may also use the information we collect in aggregate or otherwise anonymized form. This lets us look at interactions with our site and products generally and does not identify you or any specific person. We use this general data for research, development, marketing, and analytics, and to enhance the shopping experience for the Kaboo community.

Where do we obtain your data?

We may obtain the above categories of personal information from the following different sources:
from you, including from your interactions with us and use of the Services
Third parties, including Service Providers, Retailers, and Operating Systems
Connected Accounts: accounts you agree to link to Kaboo, such as social network accounts.

Why do we collect your data?

In addition to the uses described above, we also collect your information for a variety of reasons, including to provide our Services as well as for the following reasons.

To provide our Services: such as setting up your account, creating an inventory of functioning products, deals, pricing, and availability of retail items, tracking price changes, updating our product catalog, commission collection, creating bookmark lists, and creating posts and collections that are displayed.

To manage and improve our Services: to make sure our products are working correctly, conduct internal analytics.

To manage fraud and risk.

To personalize your shopping experience: to provide you with a more tailored, relevant experience or show sponsored product offers that may interest you, see a personalized recommendation feed.

To market our Services.

To communicate with you.

To comply with Laws: to comply with applicable laws and rules and enforce our agreements with you and other people who use our Services.

To process information about your contacts: with your consent, we may collect your friends' contact information for referrals and share bookmark lists, posts, collections, or other relevant information. Identify you when you use our Services.

Recommend posts, collections, or content you might like based on your activity on our Services and your offsite behavior. For example, if we see you're into clothing-related content on Kaboo, we may suggest clothing-related collections to you. Similarly, if you visit websites that sell electric guitars, we may suggest guitar posts to you. For more information on how we recommend content to you, please visit our Terms of Service.

Respond to your questions or comments.

Build your community on our Services. We use your info to suggest other people who have similar interests. For example, if you follow interior design creators, we may suggest interior designers that you might like. We also use data to help your friends and contacts find you on Kaboo. For example, people can search for your account on Kaboo using your email. If you previously chose to sync your contacts with your Kaboo account, we will process certain information about your contacts who are Kaboo users to help you find them on our Services.

Allow searching with photos, if you choose. For example, if you take a photo of a pair of shoes or a piece of furniture you like, you can ask us to show you similar items. You can opt into this in your device operating system settings.

Depending on where you live, and with your consent, identify your precise location and customize your experience with our Services. For example, if we know that you're near a retailer we may show you that retailer's Kaboo that may be of interest to you. You can opt in to (and out of) this in your device operating system settings.

Send you updates, including by email, push notification, SMS, or phone. You can unsubscribe from our promotional emails at any time and decide to stop getting other notifications by updating your settings.

How do we disclose your data?

We do not sell personal information to third parties for money or share your personal information for cross-context behavioral advertising, including sensitive personal information, for cross-context behavioral advertising. We may disclose your sensitive personal information as appropriate to carry out legitimate business activities allowed by law.

In addition, we may disclose your personal information with your consent or in ways you'd expect (as we explain here).

We may disclose information:

With our service providers (businesses that work for and with us) for the purpose of running Kaboo and fulfilling our commitments to you. These include businesses that perform services on our behalf, including helping us maintain our products, managing coupon codes and offers, to providing support for legal, banking, security protection, payment processing, our own marketing, and customer service. Please know that when we disclose information with our service providers, it's for the purposes outlined in this Privacy Statement and not for their independent use. The personal information we disclose may include your identification information, your shopping and usage data, internet or network activity, commercial information, inferences, and sensitive personal information.

With authorities, as required by law, or to comply or respond to a valid government request; or when we believe in good faith that it's necessary to protect our rights, protect your safety or the safety of others, or investigate fraud. The personal information we disclose may include your identification information, your shopping and usage data, internet or network activity, commercial information, and sensitive personal information.

With a buyer or successor if Kaboo Financials, Inc. is involved in a merger, acquisition, or similar corporate transaction. If that happens, you will be notified via email and/or a prominent notice on the Website of any change in ownership, as well as any choices you will have as a result. The personal information we disclose may include your identification information and your shopping and usage data.

How we protect your data

At Kaboo, every employee is responsible for respecting and protecting the personal information to which the employee has access. Our chief executive officer oversees our privacy practices and our efforts to follow all privacy laws that apply and to manage and reduce privacy risk. To ensure the protection of your personal information, we maintain policies and practices that govern our privacy and personal information handling practices, including defining roles and responsibilities for handling your information from the moment we gather it until it is destroyed, regular employee privacy and security training, responding to privacy complaints or inquiries, and investigating potential incidents.

The security of your information is important to us. We have a team dedicated to protecting your information and have put in place physical, electronic, and procedural safeguards.

These measures include limiting access, using encryption, testing for vulnerabilities, advanced malware detection, employing pseudonymization and anonymization techniques, and more.

Though we hate to say it, despite our efforts, we can't guarantee that user information will not be accessed, viewed, disclosed, altered, or destroyed as a result of a breach of any of our safeguards. You provide us with information at your own risk.

How long do we store your personal information?

We retain personal information for as long as needed or permitted in the context of the purpose for which it was collected and consistent with applicable law.

The criteria used to determine our retention period are as follows:

Personal information used for the ongoing relationship between you and Kaboo is stored for the duration of the relationship plus a period of 10 years, unless we need to keep it longer, such as:

a legal obligation to which we are subject.

consistent with the applicable law.

litigation, investigations, audit, and compliance practices, or to protect against legal claims.

Data disclosed to Kaboo is subject to data retention periods as set out in the Kaboo Privacy Statement.

How do we use cookies and similar technologies?

Like most other online services, Kaboo uses cookies, pixel tags, web beacons, and other markers (we'll just call them "cookies") to collect some of the data discussed in this Privacy Statement. These help us operate our products, analyze engagement and usage, and provide a relevant and personalized shopping experience. See below to learn how you can manage your cookie preferences.

Some cookies can be temporary ("session cookies" like those used for navigating your browser) and disappear once you close them. Others last longer ("persistent cookies," like when you ask a site to remember your login) and are saved to your computer until you delete them.

Our uses of cookies and similar technologies fall into the following general categories:

Essential: We may use cookies, web beacons, or other similar technologies that are necessary to the operation of our sites, services, applications, and tools. This includes technologies that allow you access to our sites, services, applications, and tools; that are required to identify irregular site behavior, prevent fraudulent activity, and improve security; or that allow you to make use of our functions such as shopping carts, saved search, or similar functions;

Performance: We may use cookies, web beacons, or other similar technologies to assess the performance of our websites, applications, services, and tools, including as part of our analytic practices to help us understand how our visitors use our websites, determine if you have interacted with our messaging, determine whether you have viewed an item or link, or to improve our website content, applications, services, or tools;

Functionality: We may use cookies, web beacons, or other similar technologies that allow us to offer you enhanced functionality when accessing or using our sites, services, applications, or tools. This may include identifying you when you sign into our sites or keeping track of your specified preferences, interests, or past items viewed so that we may enhance the presentation of content on our sites;

Marketing: We may use first-party or third-party cookies and web beacons to deliver content, including ads relevant to your interests, on our sites or on third-party sites. This includes using technologies to understand the usefulness of the advertisements and content that have been delivered to you, such as whether you have clicked on an advertisement.

Any personal information that we collect and store through the use of these technologies for categories other than “Essential” is based on your settings, and managed through a conspicuous disclosure on our Website. You can change your preferences in your account settings at any time. If you want to disable cookies entirely, your browser or mobile device might have an option to do that. For more information, including instructions on disabling cookies, please visit: <https://allaboutcookies.org/>

Your choices for managing your data

We've made it easy to opt out of Kaboo's products at any time.

You can always adjust your personal settings regarding what information you share and how Kaboo communicates with you by going to your account page and clicking on the “personalize” or “emails” headings. Please note that limiting the information you offer to provide may impact Kaboo’s ability to provide certain deals and products to you.

If you want to stop using Kaboo, we have instructions on how to uninstall the Extension on our Website, and if you have any issues you can contact our support team for assistance by sending an email to legal@joinkaboo.com.

You can also uninstall the Kaboo Mobile App in the same way you would uninstall other mobile apps from your mobile device.

If you would like to delete your profile or personal information, you can always ask us by emailing legal@joinkaboo.com. We will delete any personal information we have, although the following exceptions apply: (1) we may still store your personal information if we need it to meet our legal or compliance obligations and/or to defend against legal claims; and (2) we may also continue to store your personal data in an aggregated and anonymized format that doesn’t identify you and can’t be attributed to you, even after you’ve deleted your profile.

Additional rights regarding your data.

Depending on where you live, you may have additional rights as to the personal information that you share and Kaboo collects. Residents of the EU, UK, Canada, Australia, and New Zealand, can read below to learn more.

Data Transfers from the EU.

If we transfer your data outside of the European Economic Area, we will do so within the safeguards of Binding Corporate Rules or Model Contract Clauses. As we are located in the United States and Kaboo's products are operated in the United States, if you are located outside of the United States, please be aware that the information you share and we collect will be transferred to, and processed, stored, and used in the United States in order to provide Kaboo's products to you.

Minors.

We created Kaboo for the exclusive use of adults (18 and older). We don't knowingly collect or solicit personal information from children. If you are a child under 18, please do not attempt to use or register for Kaboo's products or send any personal information to us.

How to contact us?

If you have any questions about our privacy policies and practices, please contact our Privacy Officer at legal@joinkaboo.com.