

YoVue Privacy Policy

Effective Date: October 01, 2025.

YoVue, a product of Apttiv LLC (“YoVue,” “yovue,” “we,” “our,” or “us”), respects the privacy of individuals and is committed to protecting the personal information of users of our services. This Privacy Policy describes the categories of personal information we collect, the purposes for which such information is processed, the legal bases for our processing, and the measures we take to safeguard your information.

By accessing or using YoVue’s applications, websites, or related services (collectively, the “Services”), you acknowledge and agree to the terms of this Privacy Policy. If you do not agree with the practices described herein, you should not use the Services.

This Privacy Policy is incorporated by reference into our Terms of Service and applies to all users, including business account holders, employees, and customers providing feedback through our platform. Please note that our Services may contain links to third-party websites or services. We are not responsible for the privacy practices, policies, or content of those third parties, and we encourage you to review the privacy policies of any third-party websites you visit.

Information We Collect

We collect certain types of information from and about you in connection with your use of the YoVue Services. The categories of information we may collect include, but are not limited to:

Business Owner Information

- When you create a business account, we may collect the business name, business image(s), business address(es), GPS location(s), and the number of locations and kiosks you set up.
- We also collect your name, phone number, email address, and other identifiers required to establish and manage your business account.
- As part of managing your business, you may add employees, products, and services, in which case we collect the related information described in this Privacy Policy.
- Phone Number Usage: Your phone number is used for account creation, login, OTP verification, and account-related communications.

Employee Information

- When you invite employees to join your business, or when employees join using a business code provided by the business owner, we may collect their name, phone number, email address, and profile photo (if provided).
- Employees' association with a business location and account will be recorded.
- Employees may provide ratings and reviews of other employees within the same business. In such cases, we collect the content of those ratings and reviews and associate them with the reviewing employee's account.
- YoVue may generate notifications to employees and business owners when an employee receives a notably high or low rating to support business management, service quality monitoring, and employee recognition.
- Employee Public Review Option: Business Owners may designate an employee as available or unavailable for public review:
 - Available: Ratings, reviews, and feedback may be visible to customers and other users, including in kiosks, the app, or through third-party platforms.
 - Not Available: The employee will not appear in kiosks or be visible to customers; their information remains private within the business account.
- Phone Number Usage: Employee phone numbers may be used for account creation, login, OTP verification, and account-related communications.

Products and Services Information

- When you add products or services to your business profile, we may collect their name, description, image(s), and related business information.
- We may also collect ratings, reviews, and feedback that customers or employees provide in relation to those products or services.
- Based on such inputs, we may calculate and display overall ratings or other aggregated measures of quality or satisfaction.

Customer and Visitor Information

- When you create a customer account, we may collect your name, phone number, email address, and authentication details (including verification through OTP).

- Visitors and customers may provide ratings and reviews of business locations, employees (if enabled for public review), and products/services.
- Phone Number Usage: Customer phone numbers are used for account creation, login, OTP verification, and account-related communications.

Transaction Information

- When you place an order for a product or service, or upgrade to a premium subscription, we may collect your email address, first and last name, and/or billing address.
- Any payment information you provide is processed directly by the relevant billing or payment processor; YoVue does not store your full payment card details.
- We may also collect related information, including:
 - Which version of the product or subscription service you are using.
 - The date and time your account or subscription was activated.
 - The duration of your subscription.
 - Data relating to any subscription cancellation requests.
 - Records of any in-app purchases you may make.

Public Content

- Certain information you post through the Services is intended for public consumption, including reviews, ratings, comments, likes, and account profile details.
- Such content may be displayed within the Services, shared with businesses, and further distributed through third-party websites, applications, or services.

Information Collected Automatically

- Technical data, such as device identifiers, IP address, browser type, operating system, and app usage details.
- Interaction data collected through technologies such as cookies, log files, pixels, beacons, SDKs, or other similar tools.
- Location-related information, where enabled by your device settings.

Information We Derive

In addition to the information you provide and that we automatically collect, we may generate or derive certain information about you, your business, or your use of our Services. This may include:

- **Aggregated Ratings and Analytics:** We may calculate overall business ratings, employee ratings, or service quality metrics based on customer reviews and interactions.
- **Usage Insights:** We may analyze patterns from kiosk interactions, login frequency, or app navigation to help improve user experience.
- **Profile Inferences:** We may derive characteristics or preferences (such as the type of services or features most used) to tailor content, features, or recommendations.

This derived information is used internally to improve, secure, and personalize our Services, and in some cases may be shared in aggregate or anonymized form with business owners or for reporting purposes.

Information from Third Parties

- Information we receive from service providers, business partners, or publicly available sources, consistent with applicable law.

Purposes and Legal Bases for Collection

We collect and use information for purposes including:

- To provide, operate, and improve the Services (performance of a contract).
- To verify your identity, authenticate your account, and maintain security (legitimate interests; legal obligations).
- To enable business owners to create and manage multiple business locations, kiosks, employees, products, and services (performance of a contract; legitimate interests).
- To enable employees to participate in business activities, including reviewing and rating other employees, and receiving notifications of performance (performance of a contract; legitimate interests).
- To enable customers and visitors to create accounts, interact with businesses, and submit ratings or reviews (performance of a contract; consent).

- To process transactions, subscriptions, and in-app purchases, and to maintain related records (performance of a contract; legal obligations).
- To display Public Content and share it with businesses, other users, and third-party platforms (consent; legitimate interests).
- To send OTPs and account-related communications via phone number (performance of a contract; consent; legitimate interests).
- To maintain the safety, integrity, and functionality of the Services, including troubleshooting, repairing errors, and providing technical support (legitimate interests).
- To comply with legal or regulatory obligations (legal obligations).

We will only process your information where we have a lawful basis to do so under applicable data protection laws.

How We Share Information

We may disclose the information we collect in the following ways:

Within a Business Account

- **Business Management:** Information about employees, products, services, business locations, and kiosks may be shared with business owners and administrators to enable proper management of the business account.
- **Internal Ratings and Reviews:** Employees' ratings and reviews of other employees are shared within the business account to support internal performance management and recognition.
- **Employee Visibility:** Employees who are enabled for public review by the business owner may have their ratings, reviews, and profile information shared with customers, visitors, and other users, including through kiosks and the app. Employees who are not enabled for public review will remain hidden from kiosks, visitors, and customers.

Public Content

- **Display and Distribution:** Ratings, reviews, comments, likes, and other content submitted as Public Content may be displayed within the Services and shared with businesses, other users, and third-party websites or applications.

- **Further Distribution:** Public Content may also be made available through search engines, social media platforms, or partner services, and may be visible to a broader audience beyond the YoVue platform.

Information Posted to Our Blogs, Community Forums, or Other Public Websites

- Certain parts of the Services may include publicly accessible blogs, community forums, message boards, or other interactive features. Any information you post or submit to these areas, including your name, profile information, comments, or other content, may be publicly available and accessible to other users, search engines, and the general public.
- We are not responsible for the information you choose to disclose in these public areas, and we cannot control how other users may use or share such information. Please exercise caution when deciding what information to make public.

With Customers and Visitors

- **Business Information Sharing:** Business owners may share information about their products, services, employees (if enabled for public review), and locations with customers or visitors to enhance their experience with the Services.

With Service Providers and Partners

- **Operational Support:** We may share your information with third-party service providers, such as payment processors, hosting providers, analytics services, customer support tools, marketing partners, and other vendors, for purposes of operating, maintaining, and improving the Services.
- **Obligations of Third Parties:** These providers are contractually bound by confidentiality obligations and may only process your information in accordance with our instructions.
- **Payment Processing:** We share billing information (such as your name, email, and billing address) with trusted third-party payment processors in order to process subscription fees and other transactions securely.

For Legal Compliance and Protection of Rights

- **Legal Requirements:** We may disclose information where required by applicable law, regulation, legal process, or governmental request.

- **Protection of Rights:** We may also share information to enforce our Terms of Service, protect the rights, property, or safety of YoVue, our users, or others, and prevent, detect, or address fraud, security, or technical issues.

Aggregated or Anonymized Information

- We may share aggregated or anonymized data that does not directly identify you, such as overall ratings, trends, or usage statistics, for business, research, or analytical purposes.

With Your Consent

- We may share information in ways not otherwise described in this Privacy Policy when we have obtained your explicit consent to do so.

Children's Information

- The YoVue Services are not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13.
- In some regions, local laws may set a higher minimum age (such as 16), in which case we comply with those requirements.
- If you believe a child under the applicable age has provided us with personal information, please contact us at contact@yovue.com or through our website so we can take appropriate action.

How We Use Information

At YoVue, we use the information we collect to provide, maintain, and enhance our Services, ensure the security and proper functioning of our platform, and deliver a personalized and valuable experience to our users. The following describes the primary purposes for which we process your information:

- **To Provide and Operate the Services**
 - Create and manage user accounts, business accounts, and employee profiles.
 - Enable kiosk functionality for in-store reviews and ratings.
 - Facilitate business management features, such as employee tracking, service listings, and performance monitoring.
 - Allow customers and visitors to submit ratings, reviews, and feedback.
- **To Process Transactions and Payments**
 - Process subscription fees, billing, and other payments through our trusted third-party payment processors.

- Provide free trials, manage plan upgrades or downgrades, and handle subscription renewals.
 - Send invoices, payment confirmations, and related communications.
- To Communicate With You
 - Send account verification codes, password resets, and important service-related notifications.
 - Respond to your inquiries, support requests, or complaints.
 - Provide updates about changes to our Services, Terms of Service, or Privacy Policy.
 - Deliver marketing, promotional, or informational communications, where permitted by law or with your consent.
- To Personalize and Improve User Experience
 - Customize content and recommendations within the Services.
 - Display relevant ratings, reviews, and employee information (when enabled by a business).
 - Tailor communications, features, and advertisements to your preferences and interactions.
- To Ensure Security and Prevent Fraud
 - Monitor, detect, and prevent unauthorized or fraudulent activity.
 - Protect the rights, safety, and integrity of users, businesses, employees, and the Services.
 - Enforce our Terms of Service and other agreements.
- For Analytics and Service Improvement
 - Analyze usage trends, user behavior, and feedback to improve functionality.
 - Conduct research and develop new features, products, and services.
 - Measure the effectiveness of promotions, campaigns, and in-app features.
- To Comply With Legal Obligations
 - Meet regulatory, tax, and legal requirements.
 - Respond to lawful requests from government or regulatory authorities.
- With Your Consent
 - Use information in any other way for which we provide notice and obtain your consent.

How We Protect Your Information

Security

We implement appropriate technical, organizational, and physical safeguards to reduce the risk of unauthorized or unlawful access, use, disclosure, alteration, or destruction of your personal information. While we work hard to protect your data, no security system is completely impenetrable, and we cannot guarantee absolute security.

YoVue will never send unsolicited messages or contact you by phone to request sensitive information such as your account ID, password, payment details, or government-issued identification numbers. Please note that emails and other communications you send to us are not encrypted, and we strongly advise you not to share sensitive information through these channels.

If information under our control is compromised as a result of a security breach, we will take reasonable steps to investigate the situation, notify affected individuals where appropriate, and comply with any applicable laws and regulations.

Accuracy and Confidentiality of Your Account Credentials

You are responsible for keeping your password confidential and for ensuring that the email address and phone number associated with your account are accurate and up to date. We use this contact information to communicate important service updates, policy changes, and account-related activities such as verification or recovery requests.

We recommend choosing a strong, unique password for YoVue and updating it if you believe your account has been compromised. You should change your password immediately through the app or website if you suspect unauthorized use.

YoVue is not responsible for information or data transmitted to a third party as a result of providing an incorrect phone number or email address.

Data Retention

YoVue retain the information we collect for as long as you maintain an account or actively use our Services, or as otherwise necessary to fulfill the purposes described in this Privacy Policy. This may include using your information to:

- Provide and improve our Services.
- Resolve disputes or enforce our agreements.
- Establish legal defenses or conduct audits.
- Pursue legitimate business interests.
- Comply with applicable laws and regulations.

Retention periods may vary depending on the type of information and the specific purpose for which it was collected. When information is no longer needed, we will either delete it, anonymize it, or securely store it until deletion is possible.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Please review it regularly to stay informed about how we collect, use, and share information.

Where required by applicable data protection laws, we will provide enhanced notice or seek your consent to any material changes. Otherwise, changes to this Privacy Policy will take effect when posted on our website or within the Services.

If you object to any changes, you must cease using our Products and/or Services and may request that we erase your personal information. Please note that any information collected during your use of the Products or Services is governed by the Privacy Policy in effect at the time the information was collected.

Contact Us

If you have any questions or concerns about this Privacy Policy, our privacy practices, or your use of the YoVue Products or Services, please reach out to us at: contact@yovue.com