



Privacy Policy

Effective: 1st December 2018

We at Blip (“**Blip**,” “**We**,” “**Us**,” or “**Our**”) are strongly committed to transparency, and We want you (“**You**” or “**Your**”) to understand how We collect, use, share and protect Your personal information, as well as how You can manage the personal information We collect. This Privacy Policy applies to Your interaction with:

- Our network of websites, including www.blipscooters.com, and any versions optimized for viewing on a wireless or tablet device (collectively, the “**Websites**”);
- All email newsletters that We publish or distribute;
- All apps that We publish, including the Blip App (collectively, the “**Apps**”);
- All products and services that We make available or provide pursuant to the User Agreement and Terms of Service (collectively, for the purposes of this Privacy Policy, the “**Services**”); and
- All other interactive features and communications that We provide, operate or make available pursuant to the User Agreement and Terms of Service, no matter how accessed or used (collectively, the “**Features**”).

This Privacy Policy does not apply to information that You provide to third parties, including those to which We link.

By using any of Our Websites, Apps, Services or Features, You are accepting the terms of this Privacy Policy. If You do not agree to the terms of this Privacy Policy, please do not use any of the Websites, Apps, Services, or Features. If You do not understand, or if have any questions about, this Privacy Policy, please contact Us by email at admin@blipscooters.com before using, or continuing to use, any of Our Websites, Apps, Services or Features.

We reserve the right to change Our Privacy Policy from time to time by posting the changes here. We will also provide You with notice by prominently posting on our Websites, providing a push notification through Our App, or via email, or any or all of the above, if We make any changes to this Privacy Policy that significantly affect your rights. Your use of any of Our Websites, Apps, Services, or Features after We have made changes to Our Privacy Policy will mean that You have accepted those changes.

The Information We Collect

We collect two basic types of information from You when You use or interact with any of Our Websites, Apps, Services or Features: personal information and non-personal information.

Personal information includes all information that relates to You personally and either identifies, or may be used to identify, You personally. We may collect the following types of personal information from You depending upon how You interact with Us or use or interact with Our Websites, Apps, Services or Features, including Your:

- name;
- e-mail address;
- telephone number;
- postal address;
- credit card;

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- billing and contact information;
- demographic information; and
- location information (collectively, “**Personal Information**”).

Non-personal information includes information that does not personally identify You (collectively, “**Non-Personal Information**”).

How We use the Information We Collect from You

Blip needs to collect Personal Information from you in order to provide you with Our Services, as well as to improve Your customer experience. You may provide Us or Our agents with Personal Information in several ways, including, for example, when You:

- Register for an account, create a user profile, or provide payment information;
- Manage Your account;
- Use one of Our Websites, Apps, Services, or Features;
- Register for an event We sponsor;
- Authorize Us to collect Your social media information;
- Upload content to one of Our Websites or Apps;
- Sign up to receive alerts or other information via email, text or instant message from Us;
- Ask for customer service, support or other assistance;
- Participate in communities or other forums, or comment on blog entries;
- Interact with Us in any other way, including through one of Our Websites or Apps; or
- Submit an application to work at Blip.

Location Information We Collect

With Your consent, We collect information about Your location from Our Websites, Apps, Services and Features. For example, while You are renting a Scooter, We collect information about the location of the Scooter, the routes taken by the Scooter, and the rental status of the Scooter. We also collect information about Your location that You provide to Us or enable Us to collect on Our Websites, Apps, Services or Features. We also collect Your device’s source IP address, which may disclose the location of Your device at the time You access Our Website or App. While You can always decide not to share information about Your location with Us, You must agree to provide certain types of location information, including, for example, the location of any Scooter while You are renting it, if You want to use Our Services.

Collection of information From or Through Social Media Sites or Using Your Social Media Logon

When You interact with any Service Provider page or account on a social media platform, such as Facebook, Twitter, Google+, Tumblr, LinkedIn, YouTube, or Pinterest, We may collect the information that You make available to Us on that page or account including your account ID or “handle.” However, we will only collect and store such information that We are permitted to collect based on Your settings on and the policies of these social media platforms. If You publish Your social media profile on Our Services, We may collect information that You make available as part of that profile.

Personal Information We Collect from Other Sources



We also may collect Personal Information from other sources or from Our offline interactions with You to, among other things, enable Us to verify, update information contained in Our records and to better customize the App or Website for You. We may also collect Personal Information about You from credit reporting agencies to, for example, determine Your creditworthiness, credit score, and credit usage.

Personal Information We Collect Through Surveys or Promotions

We may provide You with the opportunity to participate in surveys, sweepstakes or other promotions, some of which might be sponsored or conducted by a third party. Participation in these surveys, sweepstakes and promotions are completely voluntary. If You choose to participate, We will request certain Personal Information from You. If there is a third-party sponsor involved in the survey, sweepstake or promotion, please make sure to review the sponsor's privacy policy.

Personal Information about Third Parties We Collect Using the Tell-A-Friend Feature

We may conduct a referral service to introduce people You know to Our Apps and Service. If You choose to use Our referral service to tell someone about Our Apps and Service or a discount on the Apps and Service, We will ask You for Your contact's name and email address. We will automatically send Your contact a one-time email inviting him or her to visit Our App. We store this information for the purpose of sending this one-time email and tracking the success of Our referral program. Your contact may contact Us at admin@blipscooters.com to request that We remove this information from Our database.

Personal Information about Minors

Our Website, Apps, Services and Features are intended for persons 18 years of age or older. Although Scooters may be used by minors who are at least 16 years of age, such use is under the sole responsibility of, and strict management by, the minor's parent or legal guardian. We do not knowingly collect Personal Information from minors. If it comes to Our attention that We have collected Personal Information from or about a minor, We will delete it without notice. If You have reason to believe that We have collected Personal Information from or about a minor who is under 18 years of age, please contact Us by sending an email to

admin@blipscooters.com.

Information We Collect Using Cookies and Other Tracking Technologies

Like many websites and mobile applications, We use "cookies", which are small text files that are stored on Your computer or equipment when You visit certain online pages that record Your preferences and actions. We may also use cookies to monitor traffic, improve Our Apps and Websites and make it easier and/or relevant for Your use. Like many apps and websites, We use cookies, web beacons and similar technologies to record Your preferences, track the use of Our Apps and Websites and Your interaction with Our advertisements. We may also use these technologies to monitor traffic, improve the Websites, Apps, Services and Features, and make it easier, and more relevant, for You. We also use cookies to:

- remind Us who You are and to find Your account information in Our database when You access a Website, App, Service or Feature so You do not need to log in at every visit, which helps Us to provide You with service tailored to Your specific needs and interests. A cookie is created when You register for a Service;
- determine the browser You are using so the Website, Apps, Services and Features and Websites work properly;
- assist Us with sending You e-mail newsletters;
- generate analytics regarding Your use of Our App or Website; and



- estimate Our audience size by determining whether Your visit is Your first.

We use both “session” cookies and “persistent” cookies. We do not use flash cookies, web storage, web beacons or other technologies that track Your browsing history across multiple Apps or Websites.

We also use Google Analytics, a web analytics service provided by Google, Inc. (“Google”), on Our Apps. Google Analytics uses cookies or other tracking technologies to help Us analyse how users interact with and use the Websites, Apps, Services and Features, compile reports on the related activities, and provide other services related to Website and App activity and usage. The technologies used by Google may collect information such as Your IP address, time of visit, whether You are a return visitor, and any referring Website or App. The Websites, Apps, Services and Features do not use Google Analytics to gather information that personally identifies You. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google’s [privacy policies](#). To learn more about Google’s partner services and to learn how to opt out of tracking of analytics by Google click [here](#).

We may partner with third party advertising companies to better provide advertisements about Our goods and services that may be of interest to You. These third-party advertisers may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about You when You use the Websites or Apps. They may collect information about Your online activities over time and across different Websites, Apps, or other online services. They may use this information to provide You with interest-based advertising or other targeted content. These online advertising partners do not have access to, or the ability to use and Personal Information from Us without Your consent. They may, however, use persistent identifiers to anonymously track Your Internet usage across other websites and applications over which We have no control. We restrict their further use of any Personal Information they might receive from Us, they may, with sufficient data from other sources, be able to personally identify You, without Us knowing or having the ability to control.

Third-party ad serving companies and other unaffiliated advertisers also display advertisements on Our Websites, Apps, Services ad Features. As part of their service, they may place a separate cookie on Your computer or utilize other data collection and tracking technologies, to collect information such as Your IP address, browser type, the server Your computer is logged onto, the area code and zip code associated with Your server, and whether You responded to a particular advertisement. We do not control these third parties’ tracking technologies, how they may be used, or the information they may collect, and We are not responsible for the privacy policies or the content of those third parties.

Many of the third-party advertisers that place tracking tools on Our Websites, Apps, Services and Features are members of programs that offer You additional choices regarding the collection and use of Your information. You can learn about Your options to opt-out of mobile app tracking by certain advertising networks through Your device settings. For more information about how to change these settings for Apple, Android or Windows devices, see: Apple: <http://support.apple.com/kb/HT4228>;

Android: <http://www.google.com/policies/technologies/ads/>;

Windows: <http://choice.microsoft.com/en-US/opt-out>

Please note that opting-out of advertising networks services does not mean that You will not receive advertising while using Our Websites, Apps, Services or Features or on other applications, nor will it prevent the receipt of interest-based advertising from third parties that do not participate in these programs. It will, however, exclude You from interest-based advertising conducted through participating networks, as provided by their policies and choice mechanisms.

Your browser or device may include “Do Not Track” functionality. Because a “Do Not Track” compliance protocol has not yet been finalized, Blip’s information collection and disclosure



practices, and the choices that We provide to customers, will continue to operate as described in this Privacy Policy, whether or not a Do Not Track signal is received.

If You delete Your cookies or if You set Your browser or device to decline these technologies, some functions of the Websites, Apps, Services or Features may not function at all, or may not function as designed.

Consolidating Your Personal Information

We may use the information from one portion of one of Our Website, Apps, Services, or Features for other portions of Our Website, Apps, Services, or Features, and We may combine Personal Information gathered from multiple sources, including Personal Information We collect off-line or receive from third-party sources to enhance, expand, and check the accuracy of Your customer records, into a single customer record or analysis or report. We follow this Privacy Policy with respect to all of Your Personal Information regardless of how it was collected.

Use of Your Personal Information

We may use Your Personal Information, including information about Your location, to:

provide Services to You at Your request;

- track the Scooters;
- upload Your content to Our Websites, Apps, Services, and Features at Your request;
- permit You to update, edit, and manage Your content on Our Websites, Apps, Services, and Features;
- communicate with You about Your account or transactions with Us (including service related announcements) and send You information about features and enhancements on Our Websites, Apps, Services and Features;
- communicate with You about changes to Our policies;
- communicate with You about Your comment to a blog post;
- personalize content and experiences on Our Websites, Apps, Services, and Features, including providing You with reports, recommendations and feedback based on Your preferences;
- optimize or improve Our Websites, Apps, Services, and Features;
- automatically update Apps on Your device;
- detect, investigate, and prevent activities that may violate Our policies or be illegal; and
- perform statistical, demographic, and marketing analyses of users of the Websites, Apps, Services, and Features.

Legal Basis for Using Your Personal Information

There are a number of bases in data protection law that permit Us to use Your Personal Information for the purposes described in this Privacy Policy, including that:

- You have provided Your consent to Us using Your Personal Information for that purpose, including, for example, where You have given Us Your consent to send You electronic marketing;
- We need to use Your Personal Information in order to fulfil Our terms of service in order to provide Our Services to You;



- We need to comply with a legal obligation, including, for example, responding to government or law enforcement information requests; and/or
- the processing is necessary for the purposes of Our legitimate interests, provided We have balanced these against Your rights and interests.

Our legitimate interests to use Your Personal Information include:

- to ensure effective administration and management of Your relationship with Us, including any rentals with Us;
- to understand how Our customers use Our services and to manage Our Scooter fleet;
- to carry out research and analysis on what services or products Our customers want or how they would like Us to improve Our Services;
- to understand how Our customers use the Apps, Websites and Services, and identify any issues in how the Apps, Websites and Services are used and how We can improve the customers usage experience;
- to tell Our customers about the various Services We can offer;
- to understand and respond to customer feedback;
- to better tailor and personalize the Apps and Websites, and any promotions and benefits that We offer to Our customers;
- to prevent, detect, or investigate unauthorized use of Our Scooters and systems and ensure We comply with law and Our policies; and
- to manage any disputes and accidents and take legal or other professional advice.

Sharing your Personal Information

Except as disclosed in this Privacy Policy, We do not disclose information about Your Personal Information collected online to any companies not part of Blip or its parent, subsidiaries or related entities. In no event will We sell or rent Your Personal Information as part of a customer list or similar transaction.

We may use and share Your Personal Information with affiliated and non-affiliated organisations as follows:

- Credit card issuers in order to obtain payment from You;
 - Process payments and refunds;
 - Fraud check;
 - Handle debt collection
- IT service providers including IT platform providers and website analytics service providers in order to provide Our Services to You and to understand how You use Our Services and to improve our business
 - Support Our IT systems and infrastructure;
 - Provide maintenance services for Our IT systems and infrastructure;
 - Provision of data hosting and other data processing services;
 - Provide analytics services relating to Your use of Our website to identify any technical or user interface issues and/or improvements in connection with the website



- Agents/ Service Providers
 - Performing functions on Our behalf, such as hosting, billing, push notifications, storage, bandwidth, content management tools, analytics, customer service, fraud protection, etc.
- Government, regulatory and law enforcement agencies in order to meet our legal obligations
 - To verify Your driver's license or identification;
 - As requested by these agencies if the disclosure is required or permitted by law;
 - To take action regarding illegal activities, traffic offences or violations of terms of service;
 - If We have a good faith belief that there is an emergency that poses a threat to the safety of You or another person; and
 - As otherwise required or permitted by law.

Your personal information is shared with the above organisations for Legal Basis for Processing of Performance of Contract, Legitimate Interests, Legal obligation and Consent.

We may also transfer or assign Your Personal Information to third parties as a result of, or in connection with, a sale, merger, consolidation, change in control, transfer of assets, bankruptcy, reorganization, or liquidation. If We are involved in defending a legal claim, We may disclose information about You that is relevant to the claim to third parties as a result of, or in connection with, the associated legal proceedings.

Emergency Situations

We may also use or disclose Personal Information if required to do so by law or in the good-faith belief that such action is necessary to (a) conform to applicable law or comply with legal process served on Us or the Apps or Websites; (b) protect and defend Our rights or property, the Website, Apps, Services, Features or Our users, and (c) act under emergency circumstances to protect the personal safety of Us, Our affiliates, agents, or the users of the Websites, Apps, Services, Features or the public. This includes exchanging information with other companies and organizations for fraud protection.

Keeping Your Personal Information Secure

We are concerned about ensuring the security of Your Personal Information. We exercise great care in providing secure transmission of Your information from Your device to Our servers. We store Personal Information that We have collected in secure operating environments that are not available to the public. Our security procedures mean that We may occasionally request proof of identity before We disclose Your Personal Information to You. We try Our best to safeguard Your Personal Information once We receive it, but please understand that no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure.

Transfer of Your Personal Information

As We may offer Our Services in many locations, We may transfer your Personal Information to or from these locations for the purposes of providing you Services. The exact location of where your personal data will be transferred depends on the location where you receive Service.

These transfers are made either as they are necessary for the performance of a contract to which you will be a party, or for pre-contractual measures. Alternatively, adequacy of data protection is ensured by standard data protection clauses that we have in place with the relevant recipient.



In addition, the information We collect from you may be transferred to, and stored by, IT vendors who operate on our behalf. We also transfer information to a number of providers of business application as well marketing service providers.

Retention of Your Personal Information

Blip keeps Your Personal Information for no longer than is reasonably necessary or required by law. How long We keep it depends very much on the type of information and purpose. Following termination or deactivation of Your account, Blip, its Clients, Affiliates, or its service providers may retain information (including Your profile information) and user Content for a commercially reasonable time for backup, archival, and/or audit purposes.

The criteria We use to determine the retention period for certain categories of data is as follows;

- the length of time that You have an account;
- how frequently You rent with Us or when You most recent rental occurred;
- whether there are contractual or legal obligations that exist that require Us to retain the data for period of time;
- whether there is any ongoing legal claim that relates to any rental You have made with Us, or that is otherwise related to Your relationship with Us;
- whether any applicable law, statute, or regulation allows for a specific retention period;
- whether the Personal Information is considered to be a special category of Personal Information, in which case a shorter retention period generally would be applied; and
- what the expectation for retention was at the time the data was provided to Us.

If You have any questions about termination or deactivation of Your account, please contact Us directly at admin@blipscooters.com.

Governing Law

Our Websites, Apps, and Features are published in New Zealand. We attempt to protect the Personal Information of all users of Our Websites, Apps, Services and Features, and We comply with local data protection and consumer rights laws to the extent they may apply to the Services,

Corporate Ownership

We may change Our ownership or corporate Blip while providing the App. We may also sell certain assets associated with the App. As a result, please be aware that in such event We may transfer some or all of Your information to a Blip acquiring all or part of Our assets or to another Blip with which We have merged. Under such circumstances We would, to the extent possible, require the acquiring party to follow the practices described in this Privacy Policy, as it may be amended from time to time. Nevertheless, We cannot promise that an acquiring Blip or the merged Blip will have the same privacy practices or treat Your information the same as described in this Privacy Policy.

Your Privacy Rights

If you would like further information in relation to your legal rights under applicable law or would like to exercise any of them, please contact us using the information in the “Blip Contact Information” section below at any time. Your local laws may permit you to request that we:

- provide access to and/or a copy of certain information we hold about you



- prevent the processing of your information for direct-marketing purposes (including any direct marketing processing based on profiling)
- update information which is out of date or incorrect
- delete certain information which we are holding about you
- restrict the way that we process and disclose certain of your information
- transfer your information to a third party provider of services
- revoke your consent for the processing of your information

We will consider all requests and provide our response within the time period stated by applicable law. Please note, however, that certain information may be exempt from such requests in some circumstances, which may include if we need to keep processing your information to provide services to you or to comply with a legal obligation. Moreover, you will not be permitted to examine the information of any other person or entity. We may request you provide us with information necessary to confirm your identity before responding to your request.

Your Privacy Rights

We believe You should have choices about the collection, use and sharing of Your information. Although You cannot opt-out of all data collection when You visit Our Website or Apps or use our Services or Features, You can limit the collection, use and sharing of Your personally identifiable information.

Provision of Personal Information: If You do not want Blip to collect Your Personal Information, please do not provide it to Us. Please understand that if You choose not to provide certain Personal Information to Us, Your choice will restrict Your ability to access some content and use some of the functionality of the Websites, Apps, Services and Features.

Blip Contact Information

If You have any questions about this Privacy Policy, You should contact Us by email at

admin@blipscooters.com or by phone at

+64 (06) 562 0696.

Changes to This Privacy Policy

As Our Websites, Apps, Services and Features continue to develop, they will change, which may require us to update this Privacy Policy. We will post those changes prominently so that You will always know what Personal Information We gather, how We might use that Personal Information and whether We will disclose it to anyone, or We will notify you via email. We recommend that You visit this page and read this Privacy Policy each time You use Our Websites, Apps, Services or Features in case You missed Our notice of changes to the Privacy Policy. We will not materially change Our policies and practices to make them less protective of Personal Information We have previously collected from You without Your express consent.