

Privacy Policy **POPULARISE, LLC**

POPULARISE, LLC (“**POPULARISE**”) is committed to maintaining your privacy. This privacy policy and agreement (our “**Privacy Policy**”) specifies the personal information that we ask you to provide in order to participate in the services we offer, and governs how we treat this personal information.

PLEASE READ THIS PRIVACY POLICY CAREFULLY. YOUR CONSENT TO THE TERMS OF THIS PRIVACY POLICY CREATES LEGAL OBLIGATIONS FOR YOU AND FOR US. PLEASE READ SECTION 3 (YOUR CONSENT) TO LEARN WHAT CONSTITUTES "CONSENT" UNDER THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE REFRAIN FROM USING OUR SITE.

1. Who We Are and What We Do

Our web site provides online tools to assist companies, tenants, residents, consumers, government representatives, and others who are interested or involved in the acquisition, development, leasing, management, and financing of real estate and real estate projects. Our website (the “**Website**” or the “**Site**”) offers a forum – that we call the “**Marketplace**” – to allow users who register at our Site and qualify (each a “**Participating User**”) to create and participate in discussions over real estate projects – whether the project is ongoing, planned, or not even yet “on the drawing board.” For convenience, we use the term “**Services**” to refer collectively to the services we offer via the Marketplace and other Services. We view our Services as a form of “crowd-sourcing.”

2. Navigating Our Privacy Policy

It is important that you understand this Privacy Policy. To assist in your understanding, we have (i) divided this Privacy Policy into numbered sections, (ii) created a table of contents at the conclusion of this policy, and (iii) provided a set of definitions to allow easy reference to the key concepts in this Policy. If you have questions, please feel free to contact us at the address in Section 26 (Contact Us).

3. Your Consent

You indicate your consent to the terms of this Privacy Policy in different ways, depending on your relationship to the Site. The procedures for consenting to this Policy are (a) less formal if you are simply a casual Site Visitor, and (b) more formal if you are seeking to become a Registered User.

3.1. Consent by Site Visitor. By accessing and using our Website as a Site Visitor, you are acknowledging that you have read and understood this Privacy Policy and agree to be legally bound by it.

3.2. Consent by Registered Users. If you register as a Participating User or an Investor on our Site, during the registration process you will be prompted to click a “checkbox” confirming that you have had an opportunity to review this Policy, and that you agree to its terms. Clicking this checkbox confirms your agreement to be bound by this Privacy Policy. You are permitted to register only in your capacity as an individual, and we do not allow users to register on behalf of a group or organization.

4. Our Services Rely In Part On Information from You

Information you may provide while visiting our Site or while participating in our Services falls into two broad categories: (i) Personally Identifiable Information, and (ii) Anonymous Information. We use the term "**Personally Identifiable Information**" to mean any information that could reasonably be used to identify you, including your name, address, e-mail address, birth date, financial information, cell or land-line phone number, or any combination of information that could be used to identify you. "**Anonymous Information**" is information that does not identify you, and may include statistical information concerning, for example, your use of our Services or the pages on our Site that you visit most frequently. Please keep in mind that our Privacy Policy does not govern information you choose to exchange with other Registered Users (or with Site Visitors), as we have no direct control over the collection or use of this information. Please use appropriate precautions in sharing your information with these users. Section 19 (Further Resources) provides further guidance on good practices in this regard.

5. A Site Visitor Does Not Provide Personally Identifiable Information

We have structured our Website so that, as a casual Site Visitor, you may come to our Site and review selected information about our Services without revealing your identity or providing any Personally Identifying Information. It is only where you wish to become a Participating User – and interact in the Marketplace – that we require you to provide Personally Identifiable Information.

6. A Registered User Will Provide Personally Identifiable Information

To provide our Services, we obtain Personally Identifiable Information from you. The ways in which you provide this information, and how we use and protect this information, are set out in Sections 7, **Error! Reference source not found.**, 8, and 11, below.

7. A Participating User Provides Contact Information, and Other Similar Personally Identifiable Information

7.1. Services Available to Participating Users. Participating Users are entitled to engage in exchanges and debate with other Participating Users via our "**Marketplace**" features.

7.2. Registration Information. In order to access our Services as a Participating User we require that you complete a registration form. Our registration forms will specify the information which you must provide in order to enjoy the particular features to which you wish to subscribe, which may include such items as (i) name; (ii) email address; (iii) cell and land-line phone number; (iv) mailing address; and (v) birth date (for COPPA and eligibility purposes) (collectively "**Contact Information**"). Our registration forms may additionally request information which you may, at your option, choose to provide or withhold. To the extent this additional information constitutes Personally Identifiable Information, we will treat it in the manner specified in this Privacy Policy.

7.3. Completing Your Registration as a Participating User; User Passwords. Upon completion of our registration process, you will receive a user name and password, which will allow you to gain access to our Marketplace.

7.4. No Anonymous Postings. We believe that website hosts best foster online discussions of substance by requiring that a user who posts information do so under his or her

actual given name (please keep in mind that we strongly discourage users from providing any other personal information in the Marketplace). Accordingly, we ask that our Participating Users identify themselves in this manner in our Marketplace. If you object strongly to this practice, please contact us in accordance with Section 30 (Contact Us), and we can discuss a possible accommodation, on the understanding that we may ask you to refrain from posting information or comments in the Marketplace if your request, in our discretion and in our sole judgment, diverges too far from our policies on public discussion and debate via the Marketplace.

8. How We Use Your Personally Identifiable Information

We use your Personally Identifiable Information to process your transactions and facilitate your activities with respect to our Site and with respect to companies participating in our Site, as set out below. We do not disclose your Personally Identifiable Information to third parties without your express consent, except in the specific circumstances identified in Section 9 (There Are Strictly Limited Circumstances Where Certain Third Parties Have Access To Personally Identifiable Information).

8.1. Processing Your Transactions. We use the Personally Identifiable Information you provide to process transactions that you have authorized us to undertake, and to provide you with the Services you have requested. Registered Users cannot opt-out of this use of information.

8.2. Operation of Our Site. We use your Personally Identifiable Information in the operation of our Website, and to comply with Applicable Law. You cannot participate in our Site if you seek to opt-out of these uses of your Information.

8.3. Marketplace Exchanges. We offer a forum for online discussion and "community" participation, that we call the "**Marketplace**." Participating Users may choose to participate in Marketplace discussions and exchanges. When a user (or when we ourselves) participate in the Marketplace, the participant will use Contact Information you have provided for purposes of your inclusion in the Marketplace. Any comments or content you contribute to the Marketplace ("**Submitted Content**") becomes public on your transmittal of the information, and any Personally Identifiable Information you disclose becomes available to the other participants in the discussion. Our Privacy Policy does not cover the information you disclose in such online discussions on our Site. You should use discretion in what you submit to these exchanges. Please see Section 7.4 for guidance on using personal information in online discussions. You are entitled to opt-out of these uses of information. Please see Section 11 (Changing or Removing Information; Opting Out) for instructions on opting-out.

8.4. Providing You With Informal Information. Periodically, we might like to send you materials for informational purposes, such as news concerning a local real estate project and related updates, updates concerning projects, and other information that does not constitute a Necessary Disclosure (collectively, "**Informal Information**"). Informal Information may take a range of forms, including email, newsletters, or automatic notices generated by our Website. As specified in Section 9.6, under this Privacy Policy (i) you will receive Informal Information only from POPULARISE and our Affiliates; and (ii) you are entitled to opt-out from receiving Informal Information. Periodically, we may choose to send news, bulletins, marketing materials, or other information to Registered Users, and will use Personally Identifiable Information to send such communications. If we choose to undertake such communications, you will have the ability to opt out of receiving these communications as provided in Section 10 (Changing or Removing Information; Opting Out).

8.5. Feedback, Questionnaires and Surveys. Our Website may allow Site Visitors and Registered Users to participate in surveys and/or questionnaires, which from time to time we may post on the Site. We also encourage our users to provide feedback to us about our Site and our Services. You are free to choose whether you participate in these activities. We may ask that, in addition to providing your responses, you also provide Contact Information. In these instances, we use any Personally Identifiable Information you choose provide to us in connection with these activities strictly for the purposes for which you submit the information. We will use survey and questionnaire information – with any Personally Identifiable Information removed – for monitoring or improving the use and appeal of this Site and for other purposes (with no other obligation to you and, specifically, with no obligation to compensate you for these uses). You are not obligated to participate in any of these activities and, if you undertake these activities, you will have the ability to opt-out as provided in Section 10 (Changing or Removing Information; Opting Out).

9. There Are Strictly Limited Circumstances Where Certain Third Parties Have Access To Personally Identifiable Information

9.1. Service Providers. We may employ other companies to perform functions on our behalf, such as maintaining the Website, providing services related to the Site, collecting information, responding to and sending electronic mail, or other functions necessary to our business. We may need to share your Personally Identifiable Information with these companies (collectively, "**Service Providers**"). We will share with our Service Providers only that information necessary for them to perform their functions, and we require them to commit to refrain from using your Personally Identifiable Information for any other purpose.

9.2. Question of Harm. We may reveal your Personally Identifiable Information to attorneys, private investigator organizations or law enforcement agencies if we believe (i) that you are in risk of harm from another, (ii) that you are harming or interfering (or will harm or interfere) with others, or (iii) that you are violating (either intentionally or unintentionally) our Terms and Conditions of Use or are otherwise violating legal rights. We will take all reasonable steps to disclose only so much of this Information as is necessary, limiting the disclosure, for example (and where applicable), to Contact Information only.

9.3. Legal. POPULARISE will reveal your Personally Identifiable Information to the extent we reasonably believe we are required to do so by law. If we receive legal process calling for the disclosure of your Personally Identifiable Information, we will attempt to notify you via the email address you supplied during registration within a reasonable amount of time before we respond to the request, unless such notification is not permitted.

9.4. Transfer of Site. POPULARISE shall be entitled to transfer to a third party information it collects, including any Personally Identifiable Information, in connection with a sale of all or substantially all of the assets of the business entity responsible for the information under this Policy, provided the acquiring third party has agreed to safeguard your Personally Identifiable Information with protections that in all material respects are the same as, or more protective than, those set out in this Privacy Policy.

10. Changing or Removing Information; Opting Out

10.1. Discretionary Account Information. To allow appropriate control over Personally Identifiable Information, you can access your account (after supplying your user

name and password) to change or update discretionary information that you have previously submitted.

10.2. Opting-Out. You are entitled to decline to participate in certain Services, and to decline to give us permission (or to revoke that permission in your discretion) to use your Personally Identifiable Information for certain purposes. We provide you with the ability to decline – or “opt-out of” – receiving communications concerning, or being included in, these activities. Section 9 (How We Use Your Personally Identifiable Information) identifies the Services and uses for which you hold this opt-out right. We provide instructions for opting-out on our Website at <https://www.popularise.com/settings/account/edit>, and can also answer questions or assist if you contact us as provided in Section 30 (Contact Us). Please understand that you will not be allowed to opt-out of Required Notices or other legal and related notices concerning your relationship to the Site.

10.3. Deleting Information. Finally, if you request, we will remove your name and all other Personally Identifiable Information from our databases. Please understand, however, that it may be impossible to remove this information completely, due to legal requirements, backups, and records of deletions. In addition, please understand that, if you request deletion of your information, you will be unable to use certain features of the Website and any associated Services. You may not remove de-identified, anonymous, or aggregate data from our databases.

11. How We Safeguard Your Personally Identifiable Information

We have put in place security systems designed to prevent unauthorized access to or disclosure of Personally Identifiable Information, and we take all reasonable steps to secure and safeguard this Information, including:

- Our Site's password-protected section requires users to give us unique identifiers such as their user ID and password;
- We employ a secure channel, using 256-bit SSL (Secure Sockets Layer) encryption, the standard for secure Internet network connections, to protect information exchanged over the Internet between your web browser and our servers;
- POPULARISE employees (and employees of our Service Providers) are required to acknowledge that they understand and will abide by this Privacy Policy with respect to the confidentiality of Personally Identifiable Information;
- Where applicable under Section 19 (The Relationship between this Privacy Policy and the Privacy and Information Security Practices of Offering Companies) Offering Companies agree to abide by this Policy and apply similar safeguards to Personally Identifiable Information;
- We provide access to our databases containing Personally Identifiable Information on a need-to-know basis only; and
- We use automated tools to monitor network traffic to identify unauthorized attempts to upload information, change information, or otherwise seek to "hack into" our systems.

Our security systems are therefore structured to deter and prevent hackers and others from accessing information you provide to us. Please understand, though, that this information should not be construed as a warranty that our security systems are fail proof. Due to the nature of Internet communications and evolving technologies, we cannot provide and we also disclaim assurance that the information you provide us will remain free from loss, misuse, or alteration by third parties who, despite our efforts, obtain unauthorized access.

12. Anonymous, Aggregate Information

We use Anonymous Information to analyze the effectiveness of our Site, to improve our Services, and for other similar purposes. In addition, from time to time, we may undertake or commission statistical and other summary analyses of the general behavior and characteristics of users participating in our Services and the characteristics of visitors at our Site, and may share Anonymous Information with third parties, including Advertisers. Rest assured, though, that Anonymous Information provided to third parties will not allow anyone to identify you, or determine anything personal about you. We may collect Anonymous Information through features of the software that supports our Services, through cookies, and through other means described below.

12.1. IP Addresses; Logs. POPULARISE may automatically receive and record information in our server logs from your browser, including your IP address (the Internet address of your computer), your computer's name, the type and version of your web browser, referrer addresses, and other generally-accepted log information. We may also record page views (hit counts) and other general statistical and tracking information, which will be aggregated with that of other users in order to understand how our Website is being used, and for security and monitoring purposes. None of this data contains Personally Identifiable Information.

12.2. Cookies. A cookie is a small amount of data, often including an anonymous unique identifier, which is sent to your browser from a website's computers and stored on your computer's hard drive. Cookies can be used to provide you with a tailored user experience and to make it easier for you to use a website upon a future visit. We may include cookies on our Website and use them to recognize you when you return to our Website. You may set your browser so that it does not accept cookies. Cookies must be enabled on your web browser, however, if you wish to access certain personalized features of our Services.

12.3. Tags. We may use so-called "pixel tags" – small graphic images (also known as "web beacons" or "single-pixel GIFS") – to tell us what parts of our website have been visited or to measure the effectiveness of searches customers perform on our Site. Pixel tags also enable us to send email messages in a format customers can read, and they inform us whether emails have been opened, to help ensure that our messages are of interest to our Registered Users. None of this data includes Personally Identifiable Information, and you can "opt-out" of receiving these types of emails from us by following the directions provided in Section 10 (Changing or Removing Information; Opting Out). If any Personally Identifiable Information is collected using such tools, it will be subject to the terms of this Privacy Policy.

12.4. Click-Throughs. We may send email messages that use a "click-through URL" linked to content on our Website. When you click one of these URLs, you pass through our web server before arriving at the destination web page. We track this click-through data to help determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked, simply do not click text or graphic links in the

email, or notify us in accordance with Section 10 (Changing or Removing Information; Opting Out).

12.5. Banner Ads; Advertising Profiles. The Services may include the use of ad banner partners for the serving and/or targeting of ads, promotions, and other marketing messages. These ads may be provided, in some cases, by a third party ad service provider or advertiser ("Advertisers"). These Advertisers may use traditional banner ads, or other advertising methods, such as advertising using profiles and related Content. An Advertiser may place or utilize its own cookie on your browser, and may use Anonymous Information about your visit to our sites, such as the number of times you have viewed the ad. If the Advertiser requests that you provide to it Personally Identifiable Information, please be aware that this Advertiser's use and collection of this information will be governed by its own privacy policy, and not our Policy. We recommend that you review the Advertiser's privacy policy before providing Personally Identifiable Information.

12.6. Computer Configuration. In order to determine whether your computer is supported by our system, we may collect certain Anonymous Information. This information includes, but may not be limited to, your operating system and browser, as well as the presence of any software that our Website may require to operate with your computer, or other third party software on your computer. This information is kept strictly confidential and is not shared with third parties, except as provided for in this Privacy Policy.

13. Any Information Linked With Your Personally Identifiable Information Is Protected As "Personally Identifiable Information"

To enable us to better understand the characteristics of our Registered Users and/or to provide services tailored to your needs, we may link (i) the Personally Identifiable Information a Registered User provides with (ii) Anonymous Information. If we combine or link any Anonymous Information or other information with your Personally Identifiable Information, the resulting combination will be treated and protected as Personally Identifiable Information under this Privacy Policy.

14. Notice of Security Incident

If we detect, despite the safeguards set out above, an intrusion or other unauthorized access to or use of Personally Identifiable Information (an "**Intrusion**"), we will (i) notify affected users of the Intrusion if the information at issue is sensitive, in our discretion; (ii) deliver this notice by the means we deem most efficient under the circumstances (such as, for example, first class mail or email); (iii) use contact information for each affected user that is current in our files; and (iv) use commercially reasonable efforts to accomplish these steps and effect this notice in a timely manner. To the extent applicable law requires steps in addition to those specified above, we will under all circumstances comply with applicable law.

15. Participation by Children and Teens; Advisory

Due to federal law (as reflected in the Children's Online Privacy Protection Act), WE DO NOT ALLOW INDIVIDUALS WHO WE KNOW ARE UNDER 18 TO PARTICIPATE IN OUR SITE OR SERVICES. YOU MUST BE AT LEAST 18 YEARS OLD TO USE OUR SITE AND SERVICES. Please understand that we cannot necessarily tell if a user is providing us with his or her true age.

16. Notification of Changes

From time to time, POPULARISE may change its Privacy Policy. If we make any changes regarding disclosure of Personally Identifiable Information to third parties, we will attempt to contact you prior to the date the modified policy is scheduled to take effect. We will post notice of the new Policy from the privacy link on our Website. With respect to Site Visitors, your use of our Site following any such change constitutes your agreement to follow and be bound by the Privacy Policy, as changed. With respect to Registered Users, no such changes will take effect unless and until you have provided us with your consent to such changes, in accordance with Section 3.2, above.

17. Our Affiliates

We may choose to rely on and share information with companies closely related to us – our "Affiliates" – for certain purposes under this Privacy Policy. By "**Affiliate**," we mean an entity that controls, is controlled by, or is under common control with POPULARISE, whether the control results from equity ownership, contract, overlapping management or otherwise. In this context, "control" means the ability to replace the officers or directors or otherwise materially influence or control management decisions. You agree that POPULARISE Affiliates will be entitled to enjoy our rights under this Policy and Terms of Use and, in exchange, we agree that we will be responsible for our Affiliate's conduct under this Policy, if our Affiliate fails to comply with any resulting obligations. In any event, we ensure that our Affiliates agree to protect Personally Identifiable Information in a manner no less protective of your interests than the protections set out in this Policy.

18. Relationship to Terms of Use and Other Contracts; Incorporation of Terms of Use

This Privacy Policy must be read in conjunction with our Terms and Conditions of Use, and the provisions of our Terms and Conditions of Use are incorporated herein. By way of clarifying example (and not by way of limitation), the following provisions in our Terms of Use are expressly incorporated herein, by reference to their titles: "Disclaimer of Warranties"; "Limitations of Liability"; "Indemnity"; "Mandatory Arbitration"; and "Other Disputes".

To the extent the Terms and Conditions of Use conflict with the terms of this Privacy Policy, the terms of this Privacy Policy will control.

19. Further Resources

If you wish further information concerning privacy policies in general, and concerning online social networking and safety, you should visit the following site:

<http://www.ftc.gov/privacy/index.html>

20. Notice of Privacy Rights to California Residents

California law requires that we provide you with a summary of your privacy rights under the California Online Privacy Protection Act (the "Act") and the California Business and Professions Code. As required by the Act, we will provide you with the categories of Personally Identifiable Information that we collect through the Website and the categories of third party

persons or entities with whom such Personally Identifiable Information may be shared for direct marketing purposes at your request. California law requires us to inform you, at your request, (1) the categories of Personally Identifiable Information we collect and what third parties we share that information with; (2) the names and addresses of those third parties; and (3) examples of the products marketed by those companies. The Act further requires us to allow you to control who you do not want us to share that information with. To obtain this information, please send a request by email or standard mail to the address set out in Section 26 (Contact Us). When contacting us, please indicate your name, address, email address, and what Personally Identifiable Information you do not want us to share with Affiliated Businesses or Marketing Partners. The request should be sent to the attention of our legal department, and labeled "California Customer Choice Notice." Please allow 30 days for a response. Also, please note that there is no charge for controlling the sharing of your Personally Identifiable Information or requesting this notice.

21. Third Party Links; Advertisers

We may allow certain corporations, advertisers, and other entities to place ads and information on our Marketplace (collectively, "**Corporate Participants**"). Although we have permitted the Corporate Participants to exchange information via the Marketplace, we are not responsible for your choice to contact or do business with them. Your correspondence and dealings with Corporate Participants, and any other terms, conditions, warranties, or representations associated with such dealings, are solely between you and the Corporate Participant, and you agree that POPULARISE shall not be responsible or liable for any loss or damage incurred as the result of your dealings with Corporate Participants or as the result of the presence of Corporate Participants in the Marketplace.

22. PopulariseComplaints

22.1. Complaints and Suggestions for Improvement to Us.

We want your feedback. If you have a suggestions on how we can improve our services or complaints you would like us to address about our Services, please contact us at the address set out in Section 30 (Contact Us). For more serious disputes, you must follow (and are bound by) the terms set out below in Section 27 (Mandatory Arbitration of Disputes). You may also bring these types of complaints to the attention of others, for an independent review, as provided in Section 26.2 (Complaints to Regulators).

22.2. Complaints to Regulators. If you are a California resident, you may report complaints to the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs by contacting them in writing at 400 R Street, Sacramento, CA 95814, or by telephone at (800) 952-5210. Other States may provide similar avenues for lodging complaints. Please check with your State's consumer protection authority.

23. Mandatory Arbitration of Disputes

Both you and POPULARISE are required to submit to binding arbitration any claim, dispute, or controversy arising out of, relating to, or connected in any way with the Site or our Services, Privacy Policy, or Terms of Use (each a "Claim"), as specified in our Terms of Use, located at <http://www.popularise.com>.

24. Termination; Duration of Rights

You are entitled to terminate this Privacy Policy at any point, by following the directions set out in Section 10.3 (Deleting Information). We will continue to protect your Personally Identifiable Information under the terms of this Privacy Policy, for the duration of the period that this Information is in our possession, or under our control. Our Terms of Use will survive a termination of this Privacy Policy (in accordance with their terms), and continue to govern any ongoing obligations or limitations on our relationship.

25. Definitions

"Affiliate" means an entity that controls, is controlled by, or is under common control with POPULARISE, whether the control results from equity ownership, contract, overlapping management or otherwise. In this context, "control" means the ability to replace the officers or directors or otherwise materially influence or control management decisions.

"Anonymous Information" means information that does not identify you – and cannot be used to identify you – such as statistical information, demographic information, website log information, and other information, as further specified in Section 4 (The Types of Information You may Provide). For the avoidance of doubt, Aggregate Information does not constitute Personally Identifiable Information.

"Applicable Law" means statutes and regulations that apply to Offering Companies and this Website, with respect to the services provided through this Site.

"Contact Information" means information that can be used to contact you, including your name, e-mail address, street address, and cell phone or land-line phone number.

"POPULARISE" means POPULARISE, LLC.

"Informal Information" means material that we send you for informational purposes, such as news concerning a local real estate project and related updates, notices of investment opportunities via our Site, updates concerning projects on which you have commented, and other information that does not constitute a Required Notice. Informal Information may take a range of forms, including email, newsletters, or automatic notices generated by our Website. As specified in Section 9.6, under this Privacy Policy (i) you will receive Informal Information only from POPULARISE; and (ii) you are entitled to opt-out from receiving Informal Information.

"Marketplace" means the interactive, community-based area of the Website that permits exchanges between Participating Users, property owners and tenants, including blogs, chat rooms, wikis, forums and similar vehicles for exchanging information and ideas.

"Participating User" means a natural person (not a legal entity) who (i) is age 18 or older and (ii) has completed the registration process at our Site. We may permit certain companies (legal entities) to participate in our Marketplace. These entities are not considered "Participating Users" because they must agree to additional terms – such as further "good citizenship" terms – that apply to their participation.

"Personally Identifiable Information" means (i) your Registration Information;; and (ii) any other information that could reasonably be used to identify you.

"Project" means any of the real estate projects described in the Offering Company Documents.

"Registered User" means, collectively Participating Users. You may not register on behalf of a group or organization.

"Registration Information" means the information that you provide in order to participate in our services, consisting of Contact Information.

"Regulators" means state and federal regulators with jurisdiction over Offering Companies and this Website in accordance with Applicable Law. The term "Regulators" includes, where applicable, the United States Securities and Exchange Commission.

"Required Notices" means (i) formal notices from regulators and Offering Companies and (ii) other information that we provide in order to comply with Applicable Law, as further specified in Section **Error! Reference source not found.** (Required Notices).

"Services" means all services available via the Website, services we provide with respect to the Marketplace.

"Service Providers" has the meaning set out Section 10.1 (Service Providers).

"User", **"you"** or **"your"** refers to (i) Site Visitors and (ii) Registered Users, as applicable.

"We," "us," and **"our"** refers to (i) POPULARISE and (ii) our Affiliated companies that use this Site.

"Website" or **"Site"** means the website located at www.Popularise.com.

26. Contact Us

If you have any questions about this Privacy Policy, the practices of this Site, or your dealings with this Website, please contact us at:

You may contact us, for any reason, by e-mail as follows:

support@popularise.com

You may contact us by mail as follows:

POPULARISE LLC
1519 Connecticut Avenue NW
Suite 200
Washington, DC 20036

27. Effective Date

The effective date of this Privacy Policy is October 7, 2011.

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