

## Block Privacy Policy

(Last updated on June 22, 2020)

This privacy and cookie Policy (the “**Policy**”) describes how Lyra Technologies, Inc., dba Block (“**Block**,” “**we**,” and “**our**”) collects, uses, protects and shares information, including **personal data**, about visitors to our website at <https://www.blockrenovation.com> (the “**Site**”) the Block Renovation mobile application, and any other website or mobile application that we own or control and which posts or links to this Privacy Policy (collectively, the “**Service**”) and the rights and choices available to individuals with respect to their information. By accepting this Policy and our Terms of Service [<https://www.blockrenovation.com/terms>] (the “**Terms**”), you consent to our collection, storage, use and disclosure of your information as described in this Policy.

As used in this Policy, “**personal data**” means any information which, either alone or in combination with other information we hold about you, identifies you as an individual, including, for example, your name, postal address, email address and telephone number. “**Anonymous data**” means data and information that does not permit you to be identified or identifiable, either alone or when combined with any other information available to a third party.

**CONTACT INFORMATION:** If you have any questions, comments or concerns regarding our Policy and/or practices, please send an e-mail to [hello@blockrenovation.com](mailto:hello@blockrenovation.com). All other inquiries should be directed to Block’s support page. Mail may be directed to:

Lyra Technologies, Inc.  
*Attn:* Legal  
45 Main St.  
Suite 202  
Brooklyn, New York 11201  
**Telephone:** 800-557-1445

This Policy is incorporated into the Terms, which govern your use of the Service. Unless otherwise required by applicable law, any disputes related to this Policy will be handled according to the dispute resolution procedures outlined in the Terms. Capitalized terms used but not defined in this Policy have the meanings provided in the Terms.

**CHANGES TO THIS POLICY:** We will post any modifications or changes to the Policy on this page. We reserve the right to modify the Policy at any time, so we encourage you to review it frequently. The “Last Updated” legend above indicates when this Policy was last changed. If we make any material change(s) to the Policy, we will notify you via email (if available) and/or post a notice on the Service prior to such changes(s) taking effect.

### 1. INFORMATION WE COLLECT

We collect information about you in the following ways:

Information You Give Us. This includes:

- **Business and personal contact information**, such as your first and last name, email and mailing addresses, phone number, professional title and company name.
- **Content you choose to upload to the Service**, such as text, images, audio, and video, along with the metadata associated with the files you upload.
- **Communications** that we exchange when you contact us with questions, feedback, or otherwise
- **Profile Information**, including your biographical information, username and password, purchases or

orders made by you, your interests, preferences, product feedback, and survey responses.

- **Contracting Service information**, including the information you provide when you submit a request for contracting services (including your phone number and home address and any associated content).
- **Company and Job information**, such as background information about your company, information and photographs of completed projects, and licensing and insurance information for your business.
- **Usage information**, such as information about how you use the Service and interact with us, including information associated with any content you upload to the websites or otherwise submit to us, and information you provide when you use any interactive features of the Service.
- **Precise geolocation information**, such as when you authorize our mobile application to access your location.
- **Transaction information**, such as information about payments to and from you and other details of products or services you have purchased from us.
- **Promotional information**, including information you share when you enter a competition, promotion or complete a survey. Please note that if you participate in a sweepstakes, contest or giveaway through the Service, we may ask you for your e-mail address and/or phone number (to notify you if you win or not). We may also ask for first and last names, and sometimes post office addresses to verify your identity and / or to send you prizes. In some situations we may need additional information as a part of the entry process, such as a prize selection choice. These sweepstakes and contests are voluntary. We recommend that you read the rules for each sweepstakes and contest that you enter.
- **Marketing information**, such as your preferences for receiving communications about our activities, events, and publications, and details about how you engage with our communications.
- **Other information** that we may collect which is not specifically listed here, but which we will use in accordance with this Privacy Policy or as otherwise disclosed at the time of collection.

**Information from Social Networking Sites.** The Service include(s) interfaces that allow you to connect with social networking sites, such as Twitter and Facebook (each a “SNS”). If you connect to a SNS through the Service, you authorize us to access, use and store the information that you agreed the SNS could provide to us based on your settings on that SNS. We will access, use and store that information in accordance with this Policy. You can revoke our access to the information you provide from the SNS at any time by amending the appropriate settings from the account page on the applicable SNS.

**Information We Get from Others.** We may also get information about you from other sources, for example, if you have agreed to share information with one of our partners or if someone refers you to us. We may obtain your personal information from other third parties, such as marketing partners, publicly-available sources and data providers.

**Information Automatically Collected.** We, our service providers, and our business partners may automatically collect information about you and your computer or mobile device when you access our Service. For example, we log your computer or mobile device operating system name and version, manufacturer and model, browser type, browser language, screen resolution, the website you visited before browsing the Site, pages you viewed, how long you spent on a page, access times and information about your use of and actions on the Service. We collect this information about you using cookies. Please refer to the sections on cookies, Flash Technology and Pixel Tags below. Our service providers and business partners may collect this type of information over time and across third-party websites and mobile applications.

**Referrals.** Users of the Service may have the opportunity to refer friends or other contacts to us. If you are an existing user, you may only submit a referral if you have permission to provide the referral’s contact information to us so that we may contact them.

## 2. COOKIES

## **What are**

### **cookies?**

We collect information using “cookies.” Cookies are small data files stored on the hard drive of your computer or mobile device by a website. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer or mobile device until you delete them) to provide you with a more personal and interactive experience on the Site.

We use two broad categories of cookies: (1) first party cookies, served directly by us to your computer or mobile device, which are used only by us to recognize your computer or mobile device when it revisits our Site; and (2) third party cookies, which are served by service providers on our Site and can be used by such service providers to recognize your computer or mobile device when it visits other websites.

### **Cookies we use**

Our Site uses the following types of cookies for the purposes set out below:

<b>Type of Cookie</b>	<b>Purpose</b>
<i>Essential Cookies</i>	These cookies are essential to provide you with services available through our Site and to enable you to use some of its features. For example, they help the content of the pages you request load quickly. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.
<i>Functionality Cookies</i>	These cookies allow the Site to remember choices you make when you use our Site, such as remembering your language preferences, remembering your login details and remembering open projects. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use the Site.
<i>Analytics and Performance Cookies</i>	<p>These cookies are used to collect information about traffic to our Site and how users use our Site. The information gathered does not identify any individual visitor. The information is aggregated and anonymous. It includes the number of visitors to the Site, the websites that referred them, the pages they visited on the Site, what time of day they used the Site, whether they have visited our Site before, and other similar information. We use this information to help operate the Site more efficiently, to gather broad demographic information and to monitor the level of activity on the Site.</p> <p>We use Google Analytics, Segment, FullStory, Facebook, Hubspot and Google Tag Manager for this purpose. These services use their own cookies, which are only used to improve how the Site works.</p> <p>You can find out more information about Google Analytics cookies here: <a href="https://developers.google.com/analytics/resources/concepts/gaConceptsCookies">https://developers.google.com/analytics/resources/concepts/gaConceptsCookies</a>.</p> <p>You can find out more about how Google protects your data here: <a href="http://www.google.com/analytics/learn/privacy.html">www.google.com/analytics/learn/privacy.html</a>.</p> <p>You can find out more about how Segment protects your data here: <a href="https://segment.com/docs/legal/privacy/">https://segment.com/docs/legal/privacy/</a>.</p> <p>You can find out more about how FullStory protects your data here: <a href="https://www.fullstory.com/legal/privacy/">https://www.fullstory.com/legal/privacy/</a>.</p> <p>You can find out more about how Facebook protects your data here: <a href="https://www.facebook.com/full_data_use_policy">https://www.facebook.com/full_data_use_policy</a>.</p> <p>You can find out more about how Hubspot protects your data here: <a href="https://legal.hubspot.com/privacy-policy">https://legal.hubspot.com/privacy-policy</a></p>
<i>Social Media Cookies</i>	These cookies are used when you share information using a social media sharing button or “like” button on the Site or when you engage with our content on or through a social networking website such as Facebook, Twitter or Google+. The social network will record that you have done this.

## **Disabling cookies**

You can typically remove or reject cookies via your browser settings. In order to do this, follow the instructions provided by your browser (usually located within the “settings,” “help” “tools” or “edit” facility). Many browsers are set to accept cookies until you change your settings.

Further information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.com.uk](http://www.youronlinechoices.com.uk).

If you do not accept our cookies, you may experience some inconvenience or be unable to use the Site or Service. For example, we may not be able to recognize your computer or mobile device.

### **3. FLASH TECHNOLOGY**

We also use Flash cookies (which are also known as Flash Local Shared Object (“**LSOs**”)) on the Site to collect and store information about your use of the Site. Unlike other cookies, Flash cookies cannot be removed or rejected via your browser settings. If you do not want Flash cookies stored on your computer or mobile device, you can adjust the settings of your Flash player to block Flash LSO storage using the tools contained in the Website Storage Settings Panel at [https://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](https://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html). You can also control Flash LSOs by going to the Global Storage Settings Panel at [https://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager03.html](https://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager03.html) and following the instructions. Please note that setting the Flash Player to restrict or limit acceptance of Flash LSOs may reduce or impede the functionality of some Flash applications, including those used in connection with our Site.

### **4. PIXEL TAGS**

We also use pixel tags (which are also known as web beacons and clear GIFs) to track the actions of users on our Service. Unlike cookies, which are stored on the hard drive of your computer or mobile device by a website, pixel tags are embedded invisibly on webpages. Pixel tags measure the success of our marketing campaigns and compile statistics about usage of the Service so that we can manage our content more effectively. The information we collect using pixel tags is not linked to our users’ personal data.

### **5. DO NOT TRACK SIGNALS**

Some Internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to do not track signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

### **6. USING YOUR PERSONAL DATA**

**To operate the Service.** We may use your personal data as follows:

- to operate, maintain, and improve the Site and the Service, including:
- to provide information about our products and services
- to establish and maintain your user profile on the Service
- to respond to your comments and questions and to provide customer service; and
- to communication with you about the Service, such as by sending technical notices, updates, security

alerts, and support and administrative messages;

**For research and development.** We analyze use of the Service to analyze and improve the Service and to develop new products and services, including by studying user demographics and use of the Service.

**To send you marketing and promotional communications.** We may send you Block Renovation-related marketing communications as permitted by law. You will have the ability to opt-out of our marketing and promotional communications as described in the Opt out of marketing section below.

**To comply with law.** We use your personal information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

**To display advertisements.** We work with advertising partners to display advertisements on the Service or elsewhere online. These advertisements are delivered by our advertising partners and may be targeted based on your use of the Service or your activity elsewhere online.

**For compliance, fraud prevention, and safety.** We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims); (b) enforce the terms and conditions that govern the Service; and (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity.

**With your consent.** In some cases we may specifically ask for your consent to collect, use or share your personal information, such as when required by law.

**To create anonymous, aggregated or de-identified data.** We may create anonymous, aggregated or de-identified data from your personal information and other individuals whose personal information we collect. We make personal information into anonymous, aggregated or de-identified data by removing information that makes the data personally identifiable to you. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business.

## **7. SHARING YOUR PERSONAL DATA**

We may share your personal data as follows:

- **Contractors, Other Users of the Service, and the Public.** We may provide functionality that enables you to disclose personal information to contractors, other users of the Service or the public. For example, you may be able to maintain a user profile with information about yourself that you can make available to other users or the public. You may also choose to share information about your project or your business with other users of the Service. You may also be able to submit content to the Service (such as comments, reviews, surveys, photos, and videos), and we may display your name, business name, contact information and/or a link to your user profile along with the content you submit. We do not control how other users or third parties use any personal information that you make available to such users or the public.
- **Affiliates.** We may share your personal information with our corporate parent, subsidiaries, and affiliates, for purposes consistent with this Privacy Policy.

- **Third Parties Designated by You.** We may share your personal data with third parties where you have provided your consent to do so. For example, we may share your personal information with third-party advertisers with whom we are collaborating to offer you additional services such as sweepstakes, raffles and promotions. We will share personal information that is needed for these other companies to provide the services that you have requested.
- **Our Third Party Service Providers.** We may share your personal data with our third party service providers who provide services such customer service, email delivery, and other similar services. These third parties are only permitted to use your personal data to the extent necessary to enable them to provide their services to us. These third parties include Contractors. They are required to follow our express instructions and to comply with appropriate security measures to protect your personal data. Additionally, we use Stripe to process all payments made online (although such payments are not made from or via the Service). In connection with the processing of such payments, we do not retain any personal data or financial information such as credit card numbers. Rather, all such information is provided directly to Stripe, whose use of your data is governed by their privacy policy, available at <https://stripe.com/us/privacy/>.
- **Third-party platforms and social media networks.** If you have enabled features or functionality that connect the Service to a third-party platform or social media network (such as by logging in to the Service using your account with the third-party, providing your API key or similar access token for the Service to a third-party, or otherwise linking your account with the Service to a third-party's services), we may disclose the personal information that you authorized us to share. We do not control the third party's use of your personal information.
- **Advertising partners.** Third party advertising companies that collect information about your activity on the Service and other online services to help us advertise our services, and/or use hashed customer lists that we share with them to deliver ads on their platforms to those customers and similar users.
- **Professional advisors.** We may disclose your personal information to professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services that they render to us.
- **For compliance, fraud prevention and safety.** We may share your personal information for the compliance, fraud prevention and safety purposes described above.
- **Corporate Restructuring.** We may share personal data when we do a business deal, or negotiate a business deal, involving the sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition, or bankruptcy transaction or proceeding.

## 8. THIRD PARTY SITES

Our Service may contain links to third party websites and features, including through posting to SNS. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or in mobile applications or online services that are not associated with us. We do not control third party websites, mobile applications or online services, and we are not responsible for their actions. This Policy does not cover the privacy practices of such third parties. Other websites, mobile applications and services follow different rules regarding the collection, use and sharing of your personal information. We encourage you to read the privacy policies of the other websites, mobile applications and

online services you use.

## **9. FEEDBACK**

If you provide feedback to us, we may use and disclose such feedback on our Service, provided we do not associate such feedback with your personal data without your express consent.

## **10. INTERNATIONAL DATA TRANSFER**

Your information, including personal data that we collect from you, may be transferred to, stored, and processed by us and our third party providers outside the country in which you reside, including the United States, where data protection and privacy regulations may not offer the same level of protection as in other parts of the world. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Policy.

## **11. SECURITY**

We use various organizational, technical and administrative measures designed to protect the personal data we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

## **12. RETENTION**

We will only retain your personal data for so long as you have a customer account with us and up to one (1) year thereafter, unless a longer retention period is required or permitted by law (for example for regulatory purposes).

## **13. OUR POLICY ON CHILDREN**

Our Service is not intended for, and we do not knowingly collect personal information from, anyone under 16 (or the age that the applicable jurisdiction defines as a child). If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us using the details above. We will delete such information from our files as soon as reasonably practicable.

## **14. SENSITIVE PERSONAL DATA**

We ask that you not send us any sensitive personal data (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Service.

If you send or disclose any sensitive personal data to, you consent to our processing and use of such sensitive personal data in accordance with this Policy.

## **15. YOUR RIGHTS**

- **Opt-out.** You may contact us anytime to opt-out of: (i) direct marketing communications; (ii) any new processing of your personal data that we may carry out beyond the original purpose; or (iii) the transfer of your personal data outside the European Economic Area (if you are an EEA resident). Please note that your use of some of the services may be ineffective upon opt-out.
- **Access.** You may access the information we hold about you at any time by contacting us directly.



- **Amend.** You can also contact us to update or correct any inaccuracies in your personal data.
- **Move.** Your personal data is portable – i.e. you to have the flexibility to move your data to other service providers as you wish.
- **Erase and forget.** In certain situations, for example when the information we hold about you is no longer relevant or is incorrect, you can request that we erase your data.

If you wish to exercise any of these rights, please contact us using the details above. In your request, please make clear: (i) what personal data is concerned; and (ii) which of the above rights you would like to enforce. For your protection, we may only implement requests with respect to the personal data associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable and in any event, within one month of your request. Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting such change or deletion.

If you have questions about or would like to make a complaint regarding this Policy or our practices in relation to your personal data, please contact us at: [hello@blockrenovation.com](mailto:hello@blockrenovation.com). We will reply to your complaint as soon as we can and in any event, within 45 days. We hope to resolve any complaint brought to our attention, however if you feel that your complaint has not been adequately resolved, you can contact your local data protection supervisory authority.

**Your California Privacy Rights.** Under California Civil Code section 1798.83, California residents are entitled to ask us for a notice identifying the categories of personal customer information which we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. If you are a California resident and would like a copy of this notice, please submit a written request to us via email at [hello@blockrenovation.com](mailto:hello@blockrenovation.com) or by mail at Lyra Technologies, Inc., Attn: Legal, 45 Main St., Suite 202, Brooklyn, New York 11201. You must put the statement "Your California Privacy Rights" in your request and include your name, street address, city, state, and ZIP code. We are not responsible for notices that are not labeled or sent properly, or do not have complete information.