

## EXHIBIT A

Nomi's Privacy Policy from approximately November 2012 until January 2013.



[HOME](#) [PRODUCT](#) [COMPANY](#) [LOGIN](#) [LEARN MORE!](#)

### PRIVACY IS OUR FIRST PRIORITY

---

Retail analytics have been around for many years. It started with market research pioneers like Paco Underhill, who deployed researchers into stores to observe customer behavior. He proved to the retail world that in-store behavioral analytics can enhance the way we shop.

However, as the world moved to the web and e-commerce emerged as an important way to shop, web analytics became crucial to a retailer's strategy so that they could deliver the best shopping experience possible. Now, as the mobile revolution gains steam, Nomi is delivering the next generation of analytics so retailers can measure customer behavior in their stores just like they can online.

With these different generations of analytics, there is one thing that remains constant and that is the privacy of consumers. Whether it was market research or web analytics, the data collected has always been anonymous and aggregated into demographic buckets. Nomi's technology has been built from the ground up with this legacy in mind.

With privacy being our number one concern, Nomi pledges to:

1. Keep each customer's data secure and private.
2. Never tie any personally identifiable consumer data to a specific device or behavior.
3. Always allow consumers to opt out of Nomi's service on its website as well as at any retailer using Nomi's technology.

Ultimately, this is all about the consumer. With Nomi, retailers are able to get continuous feedback on the in-store experience and optimize it for consumers.

[Click here](#) to opt out of the service.

## EXHIBIT B

Nomi's Privacy Policy from approximately January 2013 to August 2013.



### Privacy is our First Priority

---

Retail analytics have been around for many years. The concept started with market research pioneers like Paco Underhill, who deployed researchers into stores to observe customer behavior through surveys and clipboards. He proved to the retail world that in-store behavioral analytics can enhance the way we shop.

However, as the world moved to the web, and e-commerce emerged as an important way to shop, web analytics became crucial to a retailer's strategy so that they could deliver the best shopping experience possible. Now, as the mobile revolution gains traction, Nomi is delivering the next generation of analytics so that retailers can measure customer behavior in their stores just like they can online.

With these different generations of analytics, there is one thing that remains constant and that is the privacy of consumers. Whether it was market research or web analytics, the data collected has always been anonymous and aggregated into demographic buckets. Nomi's technology has been built from the ground up with this legacy in mind.

With privacy as our top priority, Nomi pledges to:

1. Keep each client's data secure and private.
2. Never tie any personally identifiable consumer data to a specific device or behavior.
3. Always allow consumers to opt out of Nomi's service on its website as well as at any retailer using Nomi's technology.

Ultimately, this is all about the consumer. With Nomi's software, retailers are able to get continuous feedback on the in-store experience and optimize it for consumers.

[Click here](#) to opt out of the service.

- [HOME](#)
- [PRODUCT](#)
  - [Why Nomi?](#)
  - [Nomi Listen](#)
  - [Nomi Measure](#)
  - [Privacy](#)
- [COMPANY](#)
  - [Team](#)
  - [Jobs](#)
- [LOGIN](#)
- [LEARN MORE!](#)

## EXHIBIT C

Nomi's Privacy Policy from approximately August 2013 to October 22, 2013.



### Privacy is our First Priority

We do not and will never collect any personally identifiable data without a consumer's explicit consent via opt-in. We built Nomi to help retailers deliver better service and convenience. That customer first philosophy informs everything we do at Nomi, from our name to our product. We also offer an easy to access opt-out option for all of our customers.

Retail analytics have been around for many years. The concept started with market research pioneers like Paco Underhill, who deployed researchers into stores to observe customer behavior through surveys and clipboards. He proved to the retail world that in-store behavioral analytics can enhance the way we shop.

However, as the world moved to the web, and e-commerce emerged as an important way to shop, web analytics became crucial to a retailer's strategy so that they could deliver the best shopping experience possible. Now, as the mobile revolution gains traction, Nomi is delivering the next generation of analytics so that retailers can measure customer behavior in their stores just like they can online.

With these different generations of analytics, there is one thing that remains constant and that is the privacy of consumers. Whether it was market research or web analytics, the data collected has always been anonymous and aggregated into demographic buckets. Nomi's technology has been built from the ground up with this legacy in mind.

With privacy as our top priority, Nomi pledges to:

1. Keep each client's data secure and private.
2. Never tie any personally identifiable consumer data to a specific device or behavior.
3. Always allow consumers to opt out of Nomi's service on its website as well as at any retailer using Nomi's technology.

Ultimately, this is all about the consumer. With Nomi's software, retailers are able to get continuous feedback on the in-store experience and optimize it for consumers.

[Click here](#) to opt out of the service.

#### OUR PRODUCT

[Why Nomi?](#)  
[Nomi Measure](#)  
[Learn More](#)

#### ABOUT US

[Team](#)  
[Jobs](#)

#### CONNECT

[Twitter](#)  
[Facebook](#)  
[LinkedIn](#)

#### LEGAL

[Privacy Policy](#)  
[Opt Out](#)  
Nomi © 2013 All Rights Reserved