

Loud-Hailer's Three Laws of Privacy Consent, Protection and Reward (CPR)

Loud-Hailer passionately believes in user privacy and this document outlines the Company's philosophy towards this complex topic.

Loud-Hailer uses the following Three Laws to guide our current **Data Privacy Policy** and these laws will serve to guide the Company's decisions in the future.

DATA PRIVACY POLICY

- We believe in user consent, protection and reward
- We do not sell user data
- We are not an advertising-based business so we do NOT employ user data to generate advertisements to sell things

1. Consent - Is the user's consent real and understood?

Loud-Hailer's user interface is based on an "opt-in" model. User consent is **explicit** and **informed** as they have to actively download an app with several levels of consent:

- **Consent to BUKI general terms**
- **Consent to participating in tracing**
- **Consent to BUKI app using the smartphone's Bluetooth settings**
- **Consent to BUKI using location services (for Android only)**

This user-controlled experience empowers our users and does not work without their explicit consent. Other possible tracing technologies, like cameras, do not require explicit consent and we regard this as a significant risk to privacy.

2. Protection - Is the user's data protected?

Loud-Hailer's encrypted network means that even if the communications are intercepted between devices, they cannot be deciphered.

User data is anonymized and will only be shared with an approved party, for an approved purpose. Approved purposes include applications like facility tracing, which identify heavily trafficked areas in a workspace that may require a deep clean to limit Covid spread. Employers cannot access Loud-Hailer system for surveillance purposes.

Facial recognition systems that capture biometrics for contact tracing can become high-value targets for hackers, which also pose a risk to privacy.

3. Reward - Does the user benefit from giving up some privacy?

Loud-Hailer only collects information that is necessary for us to provide the services users select.

The benefits offered, depending on the application of our technology, include: safety (contact & facility tracing); communication (Bluetooth only texting); location-based incentives (hyperlocal marketing)

For years now, users have inadvertently given up their privacy to apps where the benefit was limited and the privacy cost was misunderstood, like in the case of a seldom played video game which can track your phone activity. Loud-Hailer believes this imbalance in user benefit vs. privacy, needs to be changed and challenged. Popular apps like weather and maps also track phones constantly but the benefit to the user is meaningful and this is what Loud-Hailer strives to provide.