



ParkSight™ - Privacy Policy

Last Updated: July 13, 2025

Dielmass Group, LLC ("ParkSight™," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our ParkSight™ mobile applications, websites, and services (collectively, the "Services"). Please read this policy carefully. If you do not agree with the terms of this privacy policy, please do not access the Services.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the "Last Updated" date of this Privacy Policy.

1. Information We Collect

We may collect information about you in a variety of ways to provide and improve our Services.

1.1. **Personal Data You Provide to Us.** We collect personally identifiable information that you voluntarily provide to us when you register for an account, create a listing, book a parking spot, or communicate with us. This information includes:

- **Contact Information:** Your name, email address, and phone number.
- **Profile Information:** Your username, password, and profile picture.
- **Vehicle Information:** Details about your vehicle(s), such as make, model, and license plate number, which are necessary to facilitate parking bookings.

1.2. **Financial Data.** When you add a payment method (as a Driver) or set up a payout account (as a Host), your financial data is provided directly to our third-party payment processor, **Stripe, Inc.** We do not store your full credit card number or bank account information on our servers. We may only store limited information, such as the last four digits of your card and the card type, for reference.

1.3. **Data We Collect Automatically.** When you use the Services, we automatically collect certain information, including:

- **Location Data:** With your permission, we collect your device's precise location to provide our core services, such as finding nearby parking spots and providing navigation. You can disable location services through your device settings, but this may limit the functionality of the Services.
- **Usage & AI Training Data:** We collect information about your interactions with the Services to operate and improve our platform, including our AI and predictive analytics features. This includes your search queries (location, time), booking history, listing interaction data, and general app usage patterns. This data is primarily used in an aggregated and/or anonymized form to train our models for features like availability prediction and dynamic pricing recommendations.
- **Device and Technical Data:** We collect information about your mobile device, including the device model, operating system, unique device identifiers, IP address, and mobile network information.

1.4. **Information from Third Parties.**

- **Social Networks:** If you choose to register or log in using a social media account (e.g., Google, Facebook), we will receive certain profile information about you from that service, such as your name, email address, and profile picture, as permitted by that service's policies.
- **Third-Party Services:** We use third-party services like Google Maps for mapping and navigation and Mixpanel for product analytics. These services may collect data as governed by their own privacy policies.

2. Legal Basis for Processing Your Information

We process your information under the following legal bases:

- **Performance of a Contract:** We process your personal data to provide the Services you have requested and to fulfill our obligations under our Terms of Service. This includes creating your account, facilitating bookings, and processing payments.
- **Consent:** We process certain information based on your consent, which you provide when you, for example, agree to this Privacy Policy, enable location services, or opt-in to marketing communications. You may withdraw your consent at any time.
- **Legitimate Interests:** We process some data for our legitimate business interests, such as for improving our AI models, preventing fraud, ensuring the security of our platform, and for analytics purposes.

3. How We Use Your Information

We use the information we collect to:

- Create and manage your account.
- Facilitate the listing, searching, and booking of parking spaces.
- Process payments, payouts, and refunds securely via Stripe.
- Communicate with you regarding your account, bookings, and customer support inquiries.
- Develop, train, and improve our Services, including our proprietary AI models for pricing and availability predictions.
- Personalize your user experience.
- Monitor and analyze usage and trends to ensure the security and reliability of our platform.
- Send you push notifications (with your consent) about your bookings, messages, and other service-related updates.
- Comply with legal obligations, including tax reporting and law enforcement requests.

4. Disclosure of Your Information

We do not sell your personal information. We may share information we have collected about you in certain situations:

4.1. Between Users. To facilitate a booking, we share necessary information between the Driver and the Host. This includes your first name, profile picture, vehicle details (for the Host), and the address of the parking space (for the Driver). Your direct contact information is not shared.

4.2. **Third-Party Service Providers.** We share information with our trusted third-party vendors who perform services on our behalf, such as:

- Payment Processing: Stripe, Inc.
- Mapping & Geolocation: Google Maps Platform.
- Cloud Hosting: Google Cloud Platforms (GCP).
- Product Analytics: Mixpanel.
- User Communication & Support: Intercom/Zendesk (as applicable).

4.3. **For Legal Reasons.** We may disclose your information if we are required to do so by law or in the good faith belief that such action is necessary to: (i) comply with a legal obligation; (ii) protect and defend the rights or property of ParkSight™; (iii) act in urgent circumstances to protect the personal safety of users of the Services or the public; or (iv) protect against legal liability.

5. Cookies and Tracking Technologies

We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Services to help customize the Services and improve your experience. When you access the Services, your personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. You can usually choose to set your browser to remove or reject cookies, but be aware that such action could affect the availability and functionality of the Services.

6. International Data Transfers

Your information, including personal data, may be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those from your jurisdiction. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

7. Data Security & Retention

7.1. **Security.** We use administrative, technical, and physical security measures to help protect your personal information, in accordance with our URS (Section 6). This includes data encryption in transit (TLS) and at rest, password hashing, and secure infrastructure on AWS. While we have taken reasonable steps to secure your information, please be aware that no security measures are perfect or impenetrable.

7.2. **Retention.** We will retain your personal information for as long as your account is active or as needed to provide you with the Services, comply with our legal obligations, resolve disputes, and enforce our agreements.

8. Your Rights and Choices



8.1. Account Information. You may review, change, or terminate your account at any time by logging into your account settings.

8.2. Data Rights (GDPR/CCPA). Depending on your location, you may have certain rights regarding your personal data, including the right to access, correct, delete, or restrict the processing of your data. To make such a request, please contact us using the information below.

8.3. Communications. You can opt out of receiving promotional emails from us by following the unsubscribe link in those emails. You can manage your push notification preferences within your device or app settings.

8.4. "Do Not Track" Policy. Most web browsers and some mobile operating systems include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. We do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online.

9. Children's Privacy

The Services are not directed to individuals under the age of 18, and we do not knowingly collect personal information from children under 18.

10. Contact Us

If you have questions or comments about this Privacy Policy, please contact us at:

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