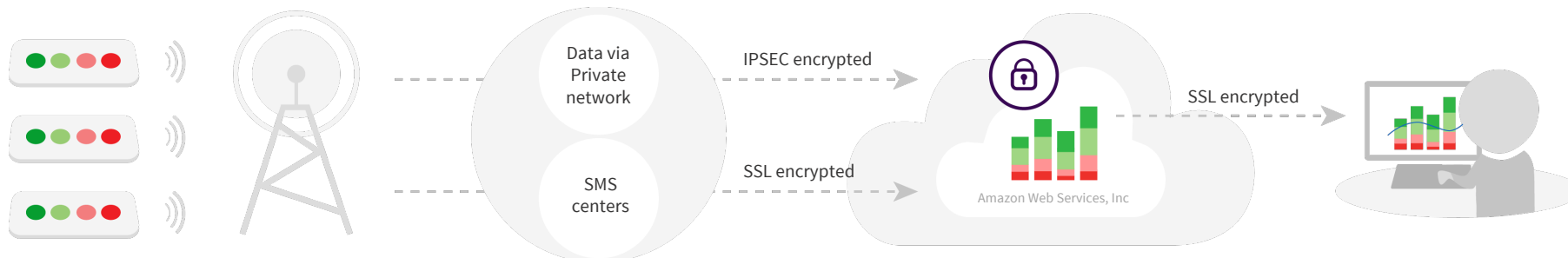


# Data Flow

of the HappyOrNot® Service



## 1. Data Collection and Transfer

### Smiley Terminal™ collects the following information:

- Feedback with a timestamp when it was given
- Location (based on mobile network cell tower when available)
- Status of terminal (e.g. battery and signal level)

### Smiley Touch™ collects the following information:

- 3 types of feedback (smileys, follow-up and open feedback with a timestamp when they were given)
- Location (GPS coordinates)
- Status of tablet (e.g. battery level, software version, OS version, OS locale and values for few settings such as if roaming is enabled)

Additionally to the data we collect, Smiley Touch also communicates with the servers of tablet manufacturer (Samsung) to unlock manufacturer specific software features.

Collected data is transferred in encoded form (Smiley Terminal) or using encrypted connections (SSL, Smiley Touch) via a local mobile network operator (MNO) **using wireless networks** maintained by the operators and their partners.

Network connection uses a private network, which is only accessible to the HappyOrNot products.

Smiley Terminal may use SMS (text message) based data transfer as a back-up transport in areas where data connections are not available.

## 2. Data Processing

When data arrives to the local network operator, it is transferred to HappyOrNot servers via the Internet using industry standard for encrypted connections (IPSEC or SSL).

HappyOrNot servers are located in a private cloud (inside EU) where the data is processed and stored.

The servers' hardware and infrastructure are hosted by Amazon Web Services Inc. and maintained by HappyOrNot. More information available at: <https://aws.amazon.com/security>

## 3. User Interfaces

Reports are available via HappyOrNot's user interface ("reporting service"), accessible via Internet with encrypted SSL connections.

Users can also subscribe to reports, which are delivered via email.

In addition, customers can also access their reports using a programmatic interface (API) that is accessible via the Internet using encrypted SSL connection.