

## Privacy Policy

### Introduction

\_\_\_\_\_ (“Company”, “We”, and “Us”) is sensitive to your concerns about how we use the personal information we collect from you through \_\_\_\_\_ .com (“Website”). Company takes your privacy very seriously and has implemented this privacy policy (the "Privacy Policy") and internal policies and practices to keep your personal information secure. The Privacy Policy covers the Website’s treatment of the personally identifiable information we collect when you use the Website. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information. By using \_\_\_\_\_ .com, you accept the terms of this Privacy Policy. If you have any questions or concerns regarding this Privacy Policy or would like to remove or modify your user information or related consents, please feel free to contact us by e-mail at \_\_\_\_\_ .

### What This Privacy Policy Covers

This Privacy Policy covers the Website. While you may encounter links on the Website to other websites, such as those relating to our third-party sponsors, advertisers, and other partners, please note that these websites are not covered by this Privacy Policy.

This Privacy Policy does not apply to the activities of third parties, advertisers, and other partners that may collect your user information while accessing or using such third-party services in connection with your use of our Website (e.g. social media and sharing services). The privacy and information practices of those third parties are not covered by this Privacy Policy. To learn more about such third-party policies, we encourage you to read and review the privacy statements of each third-party service that you may choose to use in connection with the Website. This Privacy Policy applies only to information collected by us.

As a general reminder, please think carefully before you decide to put anything on the internet. For example, if you voluntarily disclose user information in chat areas or bulletin boards (e.g., comments sections), that information could be seen and used by others, and may result in unsolicited messages from others. We are not responsible for the personally identifiable information or other user information you may choose to submit in these public forums. To request removal of your personal information from our blog or community forum, please contact us as provided.

### What Information is Collected?

\_\_\_\_\_ .com may collect personally identifiable information that you choose to disclose by completing profile forms, completing applications, questionnaires or similar documents, communicating with customer service personnel, and otherwise interacting with Company and its third-party service providers. This information may include:

- Name;
- Home address;
- Personal telephone number;
- Personal e-mail address;

- Social Security number;
- Individual Taxpayer Identification numbers;
- Personal bank account, credit card and debit card numbers; and
- Other personally identifiable information.

We may also collect anonymous demographic information, which is not unique to you, such as your postal code, age, gender, preferences, interests and favorites. In addition, information about your computer hardware and software may be automatically collected by \_\_\_\_\_ .com. This information can include: your IP address, browser type, domain names, access times, operating system, cookie information, referring website addresses, and Internet Service Provider.

#### How We Use Information Collected on the Website

Company collects and uses your personal information to operate our websites and deliver the services you have requested or issue responses to questions you may have asked. We may also use your personally identifiable information to inform you of other products or services available from Company.

Company does not sell, rent or lease its customer lists to third parties.

However, we may share data with our trusted partners to help us perform statistical analysis, send you email or postal mail, perform tasks required to complete a purchase transaction, and provide customer support. Company may also share information on your use of our Website, such as pages visited, links clicked, non-sensitive text entered, and mouse movements, with third party providers of web analytic software in order to enable us to improve our services. All such third parties are prohibited from using your personal information except to provide these services, and they are obligated to maintain the confidentiality of your information.

Company also keeps track of the pages our customers visit within our Website in order to determine what services are the most popular. This data is used to deliver customized content and advertising within the Website to users whose behavior indicates that they are interested in a particular subject area. In addition, other parties who perform data analytics for Company, such as Thrive Hive may collect personally identifiable information about your online activities when you use our services. Third party affiliates of Thrive Hive may have different policies with respect to "do not track" signals and Company makes no representations with respect to such policies.

We may use tracking to create remarketing audiences of users based on user behavior and/or their visits to our website. Company may also target these users with custom ads based on affinities/interests, geographic and demographic signals. Company may use email addresses to target users with custom ads through third-party advertising platforms. Company shares customer information with third parties to perform services (advertising) on our behalf.

Company may disclose personal information when we are required to or we believe it is appropriate to comply with the law (e.g., a lawful subpoena, warrant or court order); to enforce or apply this Privacy Policy or our other policies or agreements; to initiate, render, bill, and collect for amounts owed to us; to protect our or our users' rights, property or safety; to protect our users from

fraudulent, abusive, or unlawful use of the services; or if we believe that an emergency involving the danger of death or serious physical injury to any person requires or justifies disclosure of personal information.

Information about our customers, including personal information, may be disclosed as part of any merger, acquisition, debt financing, sale of company assets, as well as in the event of an insolvency, bankruptcy or receivership in which personal information could be transferred to third parties as one of Company's business assets. In such an event, we will attempt to notify you before your personal information is transferred, but you may not have the right to opt out of any such transfer.

#### Security of Your Personal Information

Company secures your personal information from unauthorized access, use or disclosure. In addition, Company secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption.

#### Changes to This Privacy Policy

If we make any material changes to this Privacy Policy, we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Website prior to the change becoming effective. We encourage you to periodically review the Website for the latest information on our privacy practices.

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