



THE EVIDENCE. THE BACKSTORY.  
THE INTELLIGENCE. **WE GET IT.**

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## PRIVACY POLICY

This Privacy Policy (the “**Privacy Policy**”) describes bit-x-bit, LLC (collectively, “the **Company**”, “**We**”, “**Us**” or “**Our**”) policies and procedures on the collection, use and disclosure of any information that relates to an identified or identifiable individual (Your “**Personal Data**”) when you or the company or other legal entity you represent (collectively, “**You**”) use the Our website (the “**Service**”).

By accessing and using the Services or otherwise providing information to Us, You have consented to the terms of this Privacy Policy, and consent to Our privacy practices described herein including Our use and disclosure of Your Personal Data. If You do not agree to the terms and conditions of this Privacy Policy, then please do not provide Us with your information. Please note, however, that if You choose to limit the information that You provide to Us while using the Services, You may not be able to use or participate in certain features of the Services.

This Policy does not apply to the information that our customers provide for analysis via Our offered services (“**Customer Content**”). In those circumstances, We process and/or host Customer Content on behalf of a customer and that customer is responsible for the collection and use of all Customer Content. The customer’s agreement with Us governs Our use of and processing of Customer Content in these circumstances.

### 1. Collecting Your Personal Data

#### *Information Provided By You*

While using Our Service, We may ask You to provide Us with certain personally identifiable information, including an email address and your first and last name, that can be used to contact or identify You.

#### *Usage Data*

Usage Data is collected automatically when using the Service.

Usage Data may include information such as Your device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When You access the Service by or through a mobile device, We may collect certain information automatically, including, but not limited to, the type of mobile device You use, Your mobile device unique ID, the IP address of Your mobile device, Your mobile operating system, the type of mobile Internet browser You use, unique device identifiers and other diagnostic data.

We may also collect information that Your browser sends whenever You visit our Service or when You access the Service by or through a mobile device.

### *Tracking Technologies and Cookies*

Cookies are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses. We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Service. The technologies We use may include:

- **Cookies or Browser Cookies.** You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Web Beacons.** Certain sections of our Service and our marketing emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be "Persistent" or "Session" Cookies. Persistent Cookies remain on Your personal computer or mobile device when You go offline, while Session Cookies are deleted as soon as You close Your web browser.

### *Analytics*

We may use third-party Service providers to monitor and analyze the use of Our Service.

#### **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>

## **2. Use and Disclosure of Your Personal Data**

The Company may use Personal Data for the following purposes:

**To provide and maintain our Service,** including to monitor the usage of our Service.

**To Improve the Services**, including to make the Services more stable and user-friendly, to analyze service issues, improve the design and content of the Services, personalize Your experience, analyze how the Services are used, offer new services, and to develop new marketing programs relating to the Services.

**For the performance of a contract**, including the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.

**Customer service**, including to contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation, and to attend and manage Your requests to Us.

**Marketing**, including to provide You with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.

**Enforce Agreements**, including to enforce separate agreements between You and Us, enforce this Privacy Policy, our Terms, or our third-party partner's Terms, or in connection with a transaction with a similar effect.

**For business transfers**, including to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about our Service users is among the assets transferred.

**For other purposes**, including to fulfill: (a) any other purpose for which You provide it; (b) any legal or regulatory requirements and any of Our internal policies; (c) other purposes disclosed at the time of collection; (d) any other purpose with Your consent; and (e) any other purposes set forth in this Privacy Policy.

We may share Your personal information in the following situations:

- **With Service Providers:** We may share Your personal information with service providers to monitor and analyze the use of our Service, to contact You.
- **Marketing Partners:** We may share Your Personal Data with entities that perform marketing or data aggregation services on our behalf, or with which We have joint marketing arrangements
- **Analytics Partners:** We may use analytics-based technologies to assist with internal analysis and improvement of the Services.
- **Authorized Representatives:** If another individual is managing Your relationship with us or Your email account which the Services connect to on Your behalf (for example, a manager), as authorized by You or as a personal representative under applicable law, that person can view all Personal Data about You on the Services.
- **For business transfers:** We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.

- **With Your consent:** We may disclose Your personal information for any other purpose with Your consent.
- **Other disclosures:** We may disclose Your Personal Data if We have a good faith belief that disclosure of such information is helpful or reasonably necessary to: (i) conform to legal requirements and comply with any court order, law, or legal process, including responding to any government, law enforcement, or regulatory request; (ii) enforce the Terms, other agreements, including between You and Us, and any other documents included or referenced therein (all of which are incorporated into and made a part of this Privacy Policy by reference); (iii) fulfill the purpose for which You provide it; (iv) detect, prevent, or otherwise address fraud or security issues; or (v) protect against harm to Our, Your, or third parties' rights, property, or safety.

### 3. Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

### 4. Transfer of Your Personal Data

The Services are hosted in the United States. If You are visiting the Services from outside the United States, Your Personal Data may be transferred to, stored, and processed in the United States based on Your consent or in accordance with this Privacy Policy, applicable U.S. laws, and an appropriate transfer mechanism under international law. By using the Services, You consent to the transfer of Your information to Our facilities and the practices described in this Privacy

### 5. Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

### 6. Email Marketing

We may use Your Personal Data to contact You with newsletters, marketing or promotional materials and other information that may be of interest to You. You may opt-out of receiving any, or all, of these communications from Us by following the unsubscribe link or instructions provided in any email We send or by contacting Us.

We may use Email Marketing Service Providers to manage and send emails to You.

#### **Constant Contact**

Constant Contact is an email marketing sending service provided by Constant Contact, Inc.

For more information on the privacy practices of Constant Contact, please visit their Privacy policy: <https://www.constantcontact.com/forward/privacy-center>

## 7. Advertisements

You can opt out of receiving ads that are personalized as served by our Service Providers by following our instructions presented on the Service:

- The NAI's opt-out platform: <http://www.networkadvertising.org/choices/>
- The EDAA's opt-out platform <http://www.youonlinechoices.com/>
- The DAA's opt-out platform: <http://optout.aboutads.info/?c=2&lang=EN>

The opt out will place a cookie on Your computer that is unique to the browser You use to opt out. If you change browsers or delete the cookies saved by your browser, You will need to opt out again.

## 8. Mobile Devices

Your mobile device may give You the ability to opt out of the use of information about the apps You use in order to serve You ads that are targeted to Your interests:

- "Opt out of Interest-Based Ads" or "Opt out of Ads Personalization" on Android devices
- "Limit Ad Tracking" on iOS devices

You can also stop the collection of location information from Your mobile device by changing the preferences on Your mobile device.

## 9. "Do Not Track" Policy as Required by California Online Privacy Protection Act (CalOPPA)

Some browsers have a "Do Not Track" ("DNT") feature that lets You tell websites and online services that You do not want to have Your online activities tracked. Such browser features and industry standards are not uniform. As such, We do not monitor or respond to DNT browser requests. If a standard is adopted that We must follow in the future, then We will inform You about that practice in a revised version of this Privacy Policy.

## 10. Your California Privacy Rights (California's Shine the Light law)

Under California Civil Code Section 1798 (California's Shine the Light law), California residents with an established business relationship with us can request information once a year about sharing their Personal Data with third parties for the third parties' direct marketing purposes.

If you'd like to request more information under the California Shine the Light law, and if You are a California resident, You can contact Us using the contact information provided below.

## 11. Children's Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that

We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We take steps to remove that information from Our servers.

#### **12. Links to Other Websites**

Our Service may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

#### **13. Changes to this Privacy Policy**

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

#### **14. Contact Us**

If you have any questions about this Privacy Policy, You can contact us by email: [info@bit-x-bit.com](mailto:info@bit-x-bit.com)