

# Privacy Policy

Last Updated: 21 August 2018

At PURPL Scientific Inc. (“Purpl” or “we”), we value your privacy and respect your interest in knowing how information about you is collected and used. This Privacy Policy describes how Purpl collects, uses and discloses personal and other information we gather through our websites (including purplscientific.com), our mobile applications (“Mobile Apps”), web applications (“Web Apps”), and our hardware (“Products”). We will refer to these collectively as the “Services”. This Privacy Policy also describes your choices regarding our use of your personal information and how you can access and update this information. By “you” and “your”, we mean the end-user of our Sites, whether that is an individual or a corporation. By utilizing Purpl Services, you agree to these terms.

This Policy explains:

1. The Information We Collect
2. How We Use the Information
3. How We Share Information
4. Our Use of Cookies and Other Tracking Technologies
5. Updates and Access to Personal Information
6. Closing Your Account; Data Retention
7. How We Protect Your Information
8. Marketing Choices
9. Changes to this Policy
10. How to Contact Us

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## 1. The Information We Collect

**Information You Provide.** We collect certain personal information that you provide directly to us. When you register with us, we collect your name, business name, email address and password, mailing address, and phone number. If you sign up for a subscription, we collect payment information including credit card information. We will also collect information you share in communications with us

concerning our services, including feedback concerning our Services and survey information, and any other information you provide us in relation to our Services. For the purpose of this policy, we refer to this information as “Personal Information”.

**Information We Collect.** We automatically gather information about your use of our Web Apps and website through cookies, web beacons, java script, log files and other technologies. For example, we may automatically collect: your domain name, browser type, device type and operating system; page views and links you click within the Services; IP address, device ID or other identifier; location information; date and time stamp, and time spent using the Services; referring URL; and your activity within the Services. We may combine this information with other information we have collected about you, including your user name, name, and other personal information. Please see the “Cookies and Other Tracking Technologies” section below for more information.

We also automatically collect information from your use of our Mobile Apps and Products. In addition to the aforementioned information, we may also collect information concerning: Products and Services use, device health, measurements and calculations performed by the Mobile Apps and Products, and identification information for your Mobile Apps, Products, and your mobile device.

## **2. How We Use Information.**

**Information You Provide.** Without further consent from you, we will not use the information that you provide except as follows:

- To provide the Services to you.
- To communicate with you through email and other methods about your use of the Services and in the provision of customer service to you; this may include responding to your inquiries, fulfilling your orders, or providing technical support.
- To tailor content we send or display to you in order to offer location customization and personalized help and instructions, and to otherwise personalize your experience using the Services.
- For direct marketing and promotional purposes (unless you have opted out); for example, we may use contact information such as your email address to send you newsletters, special offers, or promotions, or to otherwise contact you about Purpl products. You may opt out of receiving marketing emails by following the opt-out instructions in the email or emailing [support@purplscientific.com](mailto:support@purplscientific.com). We may still email customer service and transaction-related communications, even if you have opted out of receiving our newsletters and promotions.

- To protect the Services; for example, to investigate and enforce violations of our policies and Terms of Use or other abuses of the Services.
- To better understand how users access and use our Services in order to improve our Services (which may include developing additional products and services) and for other research and analytical purposes. As part of this, we may collect and analyze usage details (e.g., storage size used, access logs, etc.) related to content; however, we do not actually access content for these purposes.
- To comply with the law or legal proceedings; for example, we may disclose information in response to lawful demands by public authorities or other right holders, including responding to national security or law enforcement disclosure requirements. We will not share your information with a government entity unless served with a valid subpoena.

**Information We Collect.** We may use aggregated, de-identified, anonymized data about your use of our Services. Such data will not be identifiable or attributable to you. This data will be used, for example, to help us improve our Services, develop new offerings or uses, to create data reports, or for other internal research and analysis purposes. Purpl will not provide any identifiable or attributable information we collect from you to third parties.

### 3. How We Share Information

We will not sell the information we collect about you to a third party or allow a third party to use that information for its marketing purposes. We may share information that we collect about you - including personal information – with your consent, at your request, or as follows:

**Users of the Services.** Information that you choose to share with, or make available to, other users is shared as designated by you, and you should consider that it may be further shared by your collaborators; we are not responsible for, nor does this Policy apply to, the collection, use, processing, or sharing of information by other users in this manner.

**Resellers.** If you sign up for certain products or services (such as a free trial), we may share your information with a Purpl reseller so they can contact you about our products, services and offers. We will give you the opportunity to opt out of such sharing when you sign up for the applicable product or service. If you purchase access to the Services through a reseller (regardless of location), we may share certain information about your account and feature usage with the reseller (or their affiliate) in furtherance of their relationship with you. If you use a third party to facilitate your payment obligations, we will share certain account-usage and billing-related information about your account with such third party for billing and business administration purposes.

**Required by Law.** We release information about you if we believe we must do so to comply with the law or a valid subpoena, bankruptcy proceeding, or similar legal process.

**Protection of Rights.** We may disclose information about you, such as your name, contact information, and billing information, to enforce our agreements with you or to protect the rights and safety of Purpl, our customers, our individual users and the general public, or as evidence in litigation in which we are involved.

**Business Transactions.** If Purpl is involved in a merger, acquisition, or sale of all or a portion of its assets, your information may be transferred to the acquiring entity as part of the transaction, and may also be reviewed as part of the due diligence review for the transaction. For example, we may need to provide a list of all customer accounts and payment histories. Any of Purpl's potential and actual successors in interest will be bound by the same policies set forth here and in the Terms of Use.

**Aggregate and Anonymized Information.** We may share aggregate or anonymized information about users with third parties for marketing, improving our Services, advertising, research or similar purposes. This information will not contain individually identifiable information.

**Maintenance & Improvements.** Your information may be made available to third-party contractors for the limited purpose of maintaining and improving the Services we provide. Any such contractor will be bound by the same policies set forth here and in the Terms of Use.

#### **4. Our Use of Cookies and Other Tracking Technologies**

We use cookies, java script, log files, clear GIFs and other mechanisms to gather information about your use of the Services, which we may combine with other personal information we collect from you. Currently, our systems do not recognize browser "do-not-track" requests. You may, however, disable certain tracking (e.g., by disabling cookies or opting out of ad networks).

**Cookies.** Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser for record-keeping purposes. We might use cookies to uniquely identify you, to help us to process your transactions and requests, to track aggregate and statistical information about user activity, and to display advertising both on our Sites and on third-party sites. The "help" portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. If you disable cookies, be aware that some features of our Sites may not function.

**Clear GIFs.** Clear GIFs (a.k.a. web beacons or pixel tags) are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, clear GIFs are embedded invisibly on web pages, and are not stored on your hard drive. We might use clear GIFs to track the activities of Site visitors and users of

our applications, to help us manage content, and to compile statistics about usage. We and our third party service providers also might use clear GIFs in HTML e-mails to our customers, to help us track e-mail response rates, identify when our e-mails are viewed, and track whether our e-mails are forwarded.

## **5. Updates and Access to Personal Information**

**Accessing and Updating Your Account Information.** Individual users may log in and use the Account Administration settings or email us at [support@purplscientific.com](mailto:support@purplscientific.com) to access or update account profile information. Enterprise users may log in and use the Account Administration settings or contact an administrator of the organization's account to access or update account profile information. Purpl will support its enterprise customers as needed to update an individual's account information.

## **6. Closing Your Account; Data Retention**

**Closing Your Account.** If you wish to close your account, you may do so by means of our Web Apps or by emailing us at [support@purplscientific.com](mailto:support@purplscientific.com).

**Data Retention.** We will retain your account information and data while your account is active, and after as otherwise necessary for our legitimate business purposes (such as record keeping, accounting, fraud prevention and other business administrative purposes, or where required by law). We will regularly review the information retained by us and delete any such information that is no longer necessary for us in light of our legitimate business purposes. We may delete your data after your account has been cancelled or terminated.

## **7. How We Protect Your Information**

We have implemented safeguards to protect the information we collect, including the information you provide and the information you collect. However, no company, including Purpl, can guarantee the absolute security of Internet communications. If you have any questions please refer to our Support page or you can contact us at [support@purplscientific.com](mailto:support@purplscientific.com).

## **8. Marketing Choices**

Customers can opt out of being contacted by us for marketing or promotional purposes by following the opt-out instructions located in the e-mails we send, by changing the account privacy settings, or by emailing us at [support@purplscientific.com](mailto:support@purplscientific.com).

If you opt out of marketing communications, Purpl will continue to send you transactional or service-related communications, such as service announcements and administrative messages. If you do not wish to receive these, you have the option to cancel your account by logging in and using the Account Administration settings or by emailing us at [support@purplscientific.com](mailto:support@purplscientific.com).

## **9. Changes to this Policy**

We may update this Policy to reflect changes to our privacy practices. If you are a Purpl customer and we make any material changes that affects the way we treat information that we have previously collected from you, we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on our Platform prior to the change becoming effective. We encourage you to periodically review this Policy for the latest information on our privacy practices. The latest version of this Privacy Policy will be published at [purplscientific.com/support/privacy](https://purplscientific.com/support/privacy).

## **10. How to Contact Us**

Questions regarding this Policy or our privacy practices should be directed to [support@purplscientific.com](mailto:support@purplscientific.com) , or by regular mail addressed to PURPL SCIENTIFIC INC, 360 N. Boyle Ave., St. Louis MO 63108.