

# PRIVACY POLICY



iVEDiX (the “Company”) is committed to maintaining robust privacy protections for its users. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use and safeguard the information you provide to us when using our web forms and to assist you in making informed decisions.

For purposes of this Agreement, “web forms” refer to the Company’s digital forms which can be accessed via our website at [www.ivedix.com](http://www.ivedix.com), or through our mobile platform, iVEDiX. The terms “we,” “us,” and “our” refer to the Company. “You” refers to you, as a user of the Company’s web forms. By accepting our Privacy Policy, you consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

## Key Points

- Personal Information includes only your email and name [REF I]
- The Company does not use cookies [REF I.2]
- We do not sell, trade, rent, or otherwise share for marketing purposes [REF II.1]
- This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information [REF II.2]
- You have the right at any time to prevent us from contacting you for marketing purposes [REF IV]
- We encourage our users to read the privacy statements of other websites [REF V]

## I. INFORMATION WE COLLECT

We collect “Non-Personal Information” and “Personal Information.” Non-Personal Information includes information that cannot be used to personally identify you, such as your company name, anonymous usage data, general demographic information. We may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. **Personal Information includes only your email and name, which you submit to us through the web form submission process at the Site.**

### 1. Information collected via Web Forms

To activate the a web form request, you do not need to submit any Personal Information other than your name and email address. Each requests requires an individual submission of this Personal Information.

### 2. Information tracked via Third Parties

In an effort to improve the quality of our website, we also track visitor activity via third party software providers, such as Salesforce, Google Analytics, Pardot, and LeadForensics. Such data includes: the company name assigned to your IP address, the website you came from (known as the “referring URL”), the type of browser you use, the device from which you are browsing through, the time and date of access, and other information that does not personally identify you. Using third parties specialized in data collection enables us to collect Non-Personal information about visitors to optimize aggregate

visitor preferences for our website.

**The Company does not use cookies; any information tracked or submitted does not remain on your computer after you close your session and is automatically deleted from your browser once it is closed.**

## II. HOW WE USE AND SHARE INFORMATION

### 1. Personal Information:

**Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties.** We do share Personal Information with vendors who are performing services for the Company, such as the third party CRM services which allow us to create, manage, and track visitor preferences. Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy.

In general, the Personal Information you provide to us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about promotional events.

### 2. Non-Personal Information

In general, we use Non-Personal Information to help us improve the our website and create an statistically preferred user experience. We also aggregate Non-Personal Information in order to track trends and analyze use patterns on the Site. **This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.**

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information as set forth in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

## III. HOW WE PROTECT INFORMATION

We implement security measures designed to protect your information from unauthorized access. Your account is protected by your account password and we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by leveraging third party technologies. However, these measures do not guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of such firewalls and secure server software. By using our Web Forms, you acknowledge that you understand and agree to assume these risks.

## IV. YOUR RIGHTS REGARDING THE USE OF YOUR PERSONAL INFORMATION

**You have the right at any time to prevent us from contacting you for marketing purposes.** When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional e-mail. Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out in the Settings section of the Site, we may continue to send you administrative emails including, for example, periodic updates to our Privacy Policy.

## V. LINKS TO OTHER WEBSITES

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. **We encourage our users to read the privacy statements of other websites before proceeding to use them.**

## VI. CHANGES TO OUR PRIVACY POLICY

The Company reserves the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

## VII. CONTACT US

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to [afantigrossi@ivedix.com](mailto:afantigrossi@ivedix.com).

Last Updated: This Privacy Policy was last updated on October 15, 2016.