

Online Privacy Policy

Last Updated: September 2017

This Privacy Policy describes certain privacy practices of Contour Data Solutions LLC, a Pennsylvania limited liability company, with offices at 4259 West Swamp Road, Suite 301, Doylestown, PA 18902 (“Contour”) with respect to ContourDS.com, ContourCloud.io and other websites, online features, and applications owned or controlled by Contour and that post a link to this Privacy Policy (collectively, the “Site”). This Privacy Policy covers information collected at the Site. It does not apply to any information collected from our employees, contractors or vendors, to information collected offline by Contour (unless specifically stated otherwise), to information you share with third parties or that is collected by third parties through the Site, or to the services we provide to clients (including information collected from or about our clients’ customer and users). Please review this Privacy Policy carefully. By using the Site you consent to this Privacy Policy.

The Site is operated in the United States. If you are located outside the United States and use the Site or provide us with any information, you consent to the transfer, processing, and storage of your information in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside or are a citizen.

Information We Collect Through The Site

Information You Provide to the Site

Contour may ask you to provide “Personal Information” (information that identifies you as a specific individual, such as, but not limited to, your name or e-mail address and other contact information), and information necessary to facilitate financial transactions between Contour and you (such as, but not limited to, financial account numbers). We may also collect non-identifying demographic information (such as, but not limited to, your age, occupation, postal code, or similar information), certain information about your preferences, customer and support information, and other information collected through surveys, chat features, and polls made available on the Site. If we combine these types of other information about you with Personal Information, we will treat the combined information as Personal Information under this Privacy Policy.

The Site is a general audience web site. The Site is not intended for children younger than the age of thirteen (13), and Contour does not knowingly collect any Personal Information from children younger than the age of thirteen (13).

User Content

The Site may provide you the opportunity to participate and post content publicly through interactive features. You may choose, through such features or otherwise, to submit comments, suggestions or other information related to Contour’s services (collectively, “User Content”). Please note that certain information that you provide to us, such as your name and a link to any website URL, may be publicly displayed on the Site along with your User Content.

Note that any User Content you post is public — others will have access to your User Content and may read it, see it, use it, and/or share it with third parties. Contour not responsible for use of User Content by third parties. In addition, we may use your User Content and any excerpt from your User Content about our advertising, marketing, publicity, and promotional activities.

Information Third Parties Provide About You

We may also receive information about you from third parties. For example, if you are on another website that provides information about hosting service providers like Contour and you request to receive information from Contour, that website will forward your contact and other information to us so that we may contact you as requested. Third parties may also provide other information about you, pursuant to a marketing arrangement we may have with those third parties.

We also may supplement the information we collect with outside records from third parties to provide you with the information, goods, or services you have requested to enhance our ability to serve you, to tailor our content to you, and to offer you opportunities to purchase products or services that we believe may be of interest to you. We may combine the information we receive from those other outside sources with information we collect through the Site. In those cases, we will apply this Privacy Policy to the combined information.

Information We Collect Automatically; Cookies and Similar Technologies

In addition to any Personal Information or other information that you choose to submit to the Site, we and our third-party service providers, including any third-party content and analytics providers, may use a variety of technologies that automatically or passively collect certain information about your use of the Site whenever you visit or interact with the Site ("Site Usage Information"). Site Usage Information may include the browser and operating system you are using, the URL or advertisement that referred you to our Site, the search terms you entered into a search engine that led you to our Site (if applicable), actions you take on the Site and all of the areas within our Site that you visit, and the time of day you visited the Site, among other information. Site Usage Information may also include the unique IP address or other unique identifiers ("Device Identifier") for any computer, mobile phone, or other device (any, a "Device") used to access the Site. A Device Identifier is a unique value that is automatically assigned to your Device, so that our servers can identify your Device by its Device Identifier.

We may use Site Usage Information for a variety of purposes, including enhancing or otherwise improving the Site and our products and services. We may associate Site Usage Information with you as a specific and identifiable person. When we do so, we treat the combined information as Personal Information.

The methods used to collect Site Usage Information may include the following:

Cookies. A cookie is a data file placed on a Device when it is used to visit the Site or otherwise access our online content. Cookies may be used for many purposes, including, without limitation, remembering you and your preferences and tracking your visits to our web pages.

Web Beacons or Pixels. Web programming codes called web beacons (also known as "1×1 GIFs", "clear images," "pixels," "tracking pixels," or "tracking tags") may be included in our web pages and e-mail messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or e-mail can act as a web beacon. Web beacons or similar technologies may be used for a number of purposes, including, without limitation, to count visitors to the Site, to monitor how users navigate the Site, to count how many e-mails that were sent were actually opened, or to count how many particular articles or links were actually viewed.

Embedded Scripts. An embedded script is programming code that is designed to collect information about your interactions with the Site, such as the specific links you click on, where your mouse moves, what advertising you clicked to direct you to the Site, and other information that is relevant. The code is temporarily downloaded onto your Device from our server or a third-party service provider. Embedded Scripts may collect information that you enter into forms on our website, which may be used by Contour for purposes consistent with this Privacy Policy.

In addition, we may use a variety of other technologies that collect similar information for security and fraud detection purposes.

How We Use The Information Collected

Contour may share non-personally identifiable information, such as aggregated user statistics, with third parties in our discretion. We do not share your Personal Information with third parties for those third parties' marketing purposes unless we first provide you with the opportunity to opt-in or opt-out of such sharing. We may share the information we have collected about you, including Personal Information, as disclosed at the time you provide your information, with your consent, and as described in this Privacy Policy, including in the following circumstances:

How And When We Disclose Information To Third Parties

Contour may use information collected through the Site, including Personal Information and Site Usage Information, to: (1) allow you to use the Site and to provide related service, including responding to your questions and comments; (2) fulfill transactions and process your registration, orders and payments, including verifying the information you provide is accurate and active; (3) administer and develop our business relationship with you and the company you represent; (4) provide you with information, products or services that you have requested or agreed to receive or that we otherwise believe will interest you, including, information and special offers from us; (5) conduct internal analyses, such as surveys and market research; (6) improve the Site, our products and services and for internal business purposes; (7) contact you with administrative communications and, in our discretion, changes to Site policies; and (8) for purposes disclosed at the time you provide your information and as further described or permitted in this Privacy Policy; (9) to remember and restore your preferences when you return to the website; or (10) otherwise with your consent.

Third Parties Providing Services on our Behalf.

We may share information with third parties so that they may provide services to you, Contour, and the Site. Examples of such services include providing customer relationship management data services (such as Salesforce.com), conducting website usage analysis, sending e-mail or other communications on our behalf, providing sales and marketing assistance, or performing other administrative or support services. When we do so, the information is only to be used to provide services or help us provide services. Third-party systems used to deliver services to you may retain your information after the services are provided based on the third party's data retention policies and your information may be subject to the third party's privacy policy.

Administrative and Legal Reasons

We may transfer and disclose information, including your Personal Information, Usage Information, and your Device Identifiers, to third parties: (i) to respond to court orders, subpoenas or other legal process or if in our opinion such disclosure is required by law; (ii) at the request of governmental authorities conducting an investigation (including to meet national security or law enforcement requirements); or (iii) to enforce applicable Site terms and policies; or (iv) to respond to an emergency or otherwise to protect the safety, rights, property, or security of Contour, third parties, Site visitors, or the public.

Business Transfers

Contour may share information, including Personal Information, with its parent, subsidiaries, and affiliates, primarily for business and operational purposes. Contour may also disclose and transfer your information, including Personal Information: (i) to a subsequent owner, co-owner or operator of the Site or applicable database; or (ii) in connection with a corporate merger, consolidation, restructuring, the sale of certain of

our ownership interests, assets, or both, or other corporate change, including, without limitation, during the course of any due diligence process.

Third-party Analytics Providers

The Site may contain content served by third parties and we work with vendors (including analytics companies) to provide us with information regarding traffic on the Site and to provide us with information regarding the use of the Site. In connection with serving content and providing analytics, third parties may collect certain information about your visits to the Site or other websites. Some of these parties may collect Personal Information when you visit the Site or other websites or services. These third parties may set and access their own tracking technologies (including cookies and web beacons) and may otherwise collect or have access to your Device Identifier, Site Usage Information, and related information about you. For example, we use Google Analytics and Piwik to analyze our site traffic. You can learn more Google Analytics [here](#) and Piwik [here](#). We may share Device Identifier and Site Usage Information about visitors with third-party advertising companies, analytics providers, and other vendors for similar purposes.

We support the development and implementation of a standard "do not track" browser feature that provides customers with control over the collection and use of information about their web-browsing activities. Once a standardized "do not track" feature is released, we intend to adhere to the browser settings accordingly.

Changing Your Information, Preferences, And Subscriptions

You can correct or update some of the Personal Information you have provided to us several ways. If you are a customer, you can update your Personal Information by logging into our Customer Portal (<https://cloud.contourds.com>) and changing your Personal Information in the system. If you are not yet a customer, then you may contact us via telephone (+1 484-235-5143) and request that we change your information. Contour will make good faith efforts to make requested changes in our active databases as soon as reasonably practicable. Note, however, that information you update or change may persist internally or for Contour's administrative purposes, including legal compliance. It is not always possible to completely remove or delete all of your information from our databases and residual data may remain on the Site, in backup media or retained for other reasons. Users who receive a newsletter or other similar e-mails from us and who wish to remove themselves from the mailing list (i.e. opt out) can do so by following the link provided in an e-mail received. The Site may also offer an online mechanism for changing your preferences. However, please note that we reserve the right to send you certain communications relating to your use of our Site, service announcements, notices of changes to this Privacy Policy, or similar administrative or transactional messages, and these transactional account messages may be unaffected if you choose to opt-out from marketing communications.

Third-party Content, Links To Other Sites, And Site Content Found Outside Of The Site

Certain content on the Site may be hosted and served by third parties and the Site may contain links to third-party websites that Contour does not control. The Site may also contain links to certain third-party websites, content or applications. These links and applications may use a Contour logo as part of a co-branding agreement. In addition, Contour content may be included on web pages and websites that are not associated with Contour and over which we have no control. These third parties may collect Site Usage Information through the use of their own cookies and web beacons, independently collect data or solicit Personal Information, and may have the ability to track your use of their sites and services. Contour is not responsible for the privacy practices employed by any third party.

Security

Contour takes commercially reasonable steps to protect your Personal Information. However, no data transmission over the Internet, wireless transmission, or electronic storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information we collect. You use our Site and provide us with your information at your own risk. Our employees are required to keep information covered by this Privacy Policy confidential – unless disclosure is authorized in this Privacy Policy, or by you.

CHANGES TO THE PRIVACY POLICY

Contour reserves the right to change this Privacy Policy and will notify you of material changes by posting a notice and the new Privacy Policy on this page. You can always check the “Last Updated” date on this page to see when the Privacy Policy was last changed. We may also provide notice to you in other ways in our discretion, such as through contact information you have provided. Any changes will be effective immediately upon the posting of the revised Privacy Policy. However, we will not make material changes to how we use your previously-collected Personal Information, unless you consent to the new or revised policy or generally to such uses. By continuing to use the Site after we provide notice of a change to this Privacy Policy, you hereby provide your consent to the revised Privacy Policy.