

Privacy Policy

Date Last Modified: April 9, 2018

Introduction

This Privacy Policy explains what information Simtronics Corporation and its related entities ("Simtronics") collect about you and why, what we do with that information, how we share it, and how we handle the content you place in our products and services. It also explains the choices available to you regarding our use of your personal information and how you can access and update this information.

Scope of Privacy Policy

This Privacy Policy applies to the information that we obtain through your use of "Simtronics Services" via a "Device" or when you otherwise interact with Simtronics.

"Simtronics Services" include our:

- Websites
- SaaS Products
- Downloadable Products

A "**Device**" is any computer used to access the Simtronics Services, including without limitation a desktop, laptop, mobile phone, tablet, or other consumer electronic device.

Unless otherwise stated, our SaaS Products and our Downloadable Products are treated the same for the purposes of this document.

By registering for or using Simtronics Services you consent to the collection, transfer, processing, storage, disclosure and other uses described in this Privacy Policy.

Definitions

Content: any information or data that you upload, submit, post, create, transmit, store or display in a Simtronics Service.

Downloadable Products: Simtronics's downloadable software products and mobile applications created by Simtronics, that are installed by customers on an infrastructure of their choice.

Information: all of the different forms of data, content, and information collected by us as described in this Privacy Policy.

Personal Information: information that may be used to readily identify or contact you as an individual person, such as: name, address, email address, or phone number. Personal Information does not include information that has been anonymized such that it does not allow for the ready identification of specific individuals.

SaaS Products: Simtronics's "Cloud" hosted solutions, as well as other Simtronics hosted solutions that display a link to this Privacy Policy. For the avoidance of doubt, if a Simtronics hosted solution displays a link to a different privacy policy, then that other privacy policy shall apply.

Websites: Simtronics's websites, including but not limited to Simtronics.com and any related websites, sub-domains and pages.

Changes to our Privacy Policy

We may change this Privacy Policy from time to time. If we make any changes, we will notify you by revising the "Effective Starting" date at the top of this Privacy Policy. If we make any material changes, we will provide you with additional notice (such as by adding a notice on the Simtronics Services homepages, login screens, or by sending you an email notification). We encourage you to review our Privacy Policy whenever you use Simtronics Services to stay informed about our information practices and the ways you can help protect your privacy.

If you disagree with any changes to this Privacy Policy, you will need to stop using Simtronics Services and deactivate your account(s), as outlined below.

Information you provide to us

We collect the following information:

Account and Profile Information: We collect information about you and your company as you register for an account, create or modify your profile, make purchases through, use, access, or interact with the Simtronics Services (including but not limited to when you upload, download, or share Content). Information we collect includes

- Contact information such as name, email address, mailing address, and phone number
- Billing information such as credit card details and billing address
- Profile information such as a username, profile photo, and job title
- Preferences information such as notification and marketing preferences

You may provide this information directly when you enter it in Simtronics Services.

In some cases another user (such as a system administrator) may create an account on your behalf and may provide your information, including Personal Information (most commonly when your company requests that you use our products). We collect Information under the direction of our customers and often have no direct relationship with the individuals whose personal data we process. If you are an employee of one of our customers and would no longer like us to process your information, please contact your employer. If you are providing information (including Personal Information) about someone else, you must have the authority to act for them and to consent to the collection and use of their Personal Information as described in this Privacy Policy.

Information we collect from your use of Simtronics Services

Web Logs: As is true with most websites and services delivered over the Internet, we gather certain information and store it in log files when you interact with our Websites and SaaS Products. This information includes internet protocol (IP) addresses as well as browser type, internet service provider, URLs of referring/exit pages, operating system, date/time stamp, information you search for, locale and language preferences, identification numbers associated with your Devices, your mobile carrier, and system configuration information. In the case of our SaaS Product, the URLs you accessed (and therefore included in our log files) include usernames as well as elements of Content as necessary for the SaaS Product to perform the requested operations. Occasionally, we connect Personal Information to information gathered in our log files as necessary to improve Simtronics Services for individual customers. In such a case, we would treat the combined Information in accordance with this privacy policy.

Analytics Information from Website and SaaS Products: We collect analytics information when you use our Websites and SaaS Products to help us improve our products and services. In the SaaS Products, this analytics information consists of the feature and function of the Simtronics Service being used, the associated license identifier (SEN) and domain name, the username and IP address of the individual who is using the feature or function (which will include Personal Information if the Personal Information was incorporated into the username), and additional information required to detail the operation of the function and which parts of the Simtronics Services are being affected.

The analytics information we collect includes elements of Content related to the function the user is performing. As such, the analytics information we collect may include Personal Information or sensitive business information that the user has included in Content that the user chose to upload, submit, post, create, transmit, store or display in a Simtronics Service.

Analytics Information from Downloadable Products: We may collect analytics information when you use our Downloadable Products to help us improve our products and services. Our Downloadable Products contain a feature that sends information about the technical operation of the Downloadable Products on your systems ("System Information") to us. System

Information includes information about (a) the server environment in which the Downloadable Product is operating: OS type and version, JVM version, Java environment properties, CPU type, RAM allocation, language and locale settings, database type and version, and disk utilization, as well as (b) user client information, for example: browser type and version, native client type and version, and client device specifications (e.g. screen resolution, OS version, device type, etc.). In addition, we may collect analytics information from Downloadable Products that is a subset of the analytics information described above for Websites and SaaS Products. As with Websites and SaaS Products, the analytics information we collect includes elements of Content related to the function the user is performing, but with an important caveat. With the Downloadable Products, before sending the information to Simtronics's servers, we filter the analytics information to remove elements that we believe may contain sensitive or Personal Information.

Installer Analytics, Software Updates & License Information from Downloadable Products: During the installation of our Downloadable Products, the installer sends analytics information to Simtronics to allow us to understand where in the installation process users are experiencing trouble or dropping out. Our Downloadable Products also communicate with Simtronics servers for licensing purposes.

Cookies and Other Tracking Technologies: Simtronics uses various technologies to collect information, such as cookies and web beacons. Cookies are small data files stored on your hard drive or in device memory. We use cookies to improve and customize Simtronics Services and your experience; to allow you to access and use the Websites or SaaS Products without re-entering your username or password; and to count visits and understand which areas and features of the Websites and SaaS Products are most popular. You can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from websites you visit. If you do not accept cookies, however, you may not be able to use all aspects of our Websites or SaaS Products. Simtronics also collects information using web beacons (also known as "tracking pixels"). Web beacons are electronic images that may be used in our Websites or SaaS Products or in emails that help us to deliver cookies, count visits, understand

usage and campaign effectiveness and determine whether an email has been opened and acted upon.

How we use Information we collect

General Uses: We use the Information we collect about you (including Personal Information to the extent applicable) for a variety of purposes, including to:

- Provide, operate, maintain, improve, and promote Simtronics Services;
- Enable you to access and use Simtronics Services, including uploading, downloading, collaborating on and sharing Content;
- Process and complete transactions, and send you related information, including purchase confirmations and invoices;
- Send transactional messages, including responding to your comments, questions, and requests; providing customer service and support; and sending you technical notices, updates, security alerts, and support and administrative messages;
- Monitor and analyze trends, usage, and activities in connection with Simtronics Services and for marketing or advertising purposes;
- Investigate and prevent fraudulent transactions, unauthorized access to Simtronics Services, and other illegal activities;
- For other purposes about which we obtain your consent.

Notwithstanding the foregoing, we will not use Personal Information appearing in our Analytics Logs or Web Logs for any purpose. The use of Information collected through our Simtronics Services shall be limited to the purposes disclosed in this policy.

Compiling aggregate analytics information: Because our SaaS Products and Downloadable Products are some of the most configurable in the market, we make extensive use of analytics information (including log and configuration data) to understand how our products are being

configured and used, how they can be improved for the benefit of all of our users, and to develop new products and services. As such we generate Usage Data (as defined above) from the web logs and analytics logs described above, including the Content elements captured in such logs, as well as from the Content stored in the Websites and SaaS Products.

Information sharing and disclosure

We will not share or disclose any of your Personal Information with third parties except as described in this policy. We do not sell your Personal Information.

Your Use: When you use Simtronics Services, Content you provide will be displayed back to you.

Access by your system administrator: You should be aware that the administrator of your instance of Simtronics Services may be able to:

- access information in and about your Simtronics Services account;
- access communications history, including file attachments, for your Simtronics Services account;
- disclose, restrict, or access information that you have provided or that is made available to you when using your Simtronics Services account, including your Content; and
- control how your Simtronics Services account may be accessed or deleted.

Service Providers, Business Partners and Others: We work with third party service providers to provide website, application development, hosting, maintenance, back-up, storage, virtual infrastructure, payment processing, analysis and other services for us. These service providers may have access to or process your Information for the purpose of providing those services for us. Please be aware that you are providing your Information to these third parties acting on behalf of Simtronics.

Testimonials: We may display personal testimonials of satisfied customers on the Simtronics Services. With your consent, we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us using the information below.

Compliance with Laws and Law Enforcement Requests; Protection of Our Rights: We may disclose your Information (including your Personal Information) to a third party if (a) we believe that disclosure is reasonably necessary to comply with any applicable law, regulation, legal process or governmental request, (b) to enforce our agreements, policies and terms of service, (c) to protect the security or integrity of Simtronics's products and services, (d) to protect Simtronics, our customers or the public from harm or illegal activities, or (e) to respond to an emergency which we believe in the good faith requires us to disclose information to assist in preventing the death or serious bodily injury of any person.

Business Transfers: We may share or transfer your Information (including 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. You will be notified via email and/or a prominent notice on the Simtronics Services of any change in ownership or uses of your Personal Information, as well as any choices you may have regarding your Personal Information.

Aggregated or Anonymized Data: We may also share aggregated or anonymized information that does not directly identify you with the third parties described above.

Information we do not share

We do not share Personal Information about you with third parties for their marketing purposes (including direct marketing purposes) without your permission.

Data storage, transfer and security

Simtronics hosts data with hosting service providers in numerous countries including the United States and Australia. The servers on which Personal Information is stored are kept in a controlled environment. While we take reasonable efforts to guard your Personal Information, no security

system is impenetrable and due to the inherent nature of the Internet as an open global communications vehicle, we cannot guarantee that information, during transmission through the Internet or while stored on our systems or otherwise in our care, will be absolutely safe from intrusion by others, such as hackers. In addition, we cannot guarantee that any incidentally-collected Personal Information you choose to store in Websites or SaaS Products are maintained at levels of protection to meet specific needs or obligations you may have relating to that information.

Where data is transferred over the Internet as part of a Website or SaaS Product, the data is encrypted using industry standard SSL (HTTPS).

Where Downloadable Products are used, responsibility of securing access to the data you store in the Downloadable Products rests with you and not Simtronics.

Your Choices

Accessing and updating your information

You may often correct, update, amend, or remove your Personal Information in your account settings or by directing your query to your account administrator. You may also contact Support Services, or contact us by postal mail using the address listed below. We will respond to your request for access within 30 days.

You or your administrator may be able to deactivate your Simtronics Services account. Otherwise, please contact your administrator. To deactivate an organization account, please contact Support Services. To deactivate an account made for you without authorization, please contact us at the contact information below.

We will retain your account information for as long as your account is active, or as reasonably useful for commercial purposes or as necessary to comply with our legal obligations, resolve

disputes, and enforce our agreements. If your account is managed by an administrator, that account administrator may have control with regards to how your account information is retained and deleted.

Our policy towards children

Simtronics Services are not directed to individuals under 13. We do not knowingly collect Personal Information from children under 13. If we become aware that a child under 13 has provided us with Personal Information, we will take steps to delete such information. If you become aware that a child has provided us with Personal Information, please contact our Support Services.

International users; Privacy Shield Related Complaints

If you are visiting from the European Union or other regions with laws governing data collection and use, please note that you are agreeing to the transfer of your Personal Information to the United States to us. By providing your Personal Information, you consent to any transfer and processing in accordance with this Policy.

We encourage you to contact us if you have any question or concerns about this Policy using the contact information below. If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact us.

Contact Us

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