

XPANSE ANALYTICS - PRIVACY POLICY

LAST UPDATED: 2020-11-17

This privacy policy ("Privacy Policy") explains how your personal information may be collected, used and disclosed by Xpanse Analytics.

The Privacy Policy is applicable to data and information collected through any visits or activities conducted on the Xpanse network of websites, including www.xpanseanalytics.com, www.xpanse.ai (including any versions optimized for viewing on a wireless or tablet device); all email newsletters published or distributed by Xpanse; all apps published by Xpanse; and all other interactive features and communications provided by Xpanse ("Service"), however accessed and/or used, that are operated by us, made available by us, or produced and maintained by Xpanse Analytics Limited, (collectively "Xpanse" or "we", "us", or "our").

This Policy lets you know the types of personal information we may gather during your use of this Service, why we gather your information, what we use your personal information for, when we might disclose your personal information, and how you can manage your personal information.

Please be advised that the practices described in this Privacy Policy apply only to information gathered online through our Service. It does not apply to information that you may submit to us offline or via companies or organizations to which we may link or who may link to us.

By using our Service, you are accepting the practices described in our Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Service. We reserve the right to modify or amend the terms of our Privacy Policy from time to time without notice. Your continued use of our Service following the posting of changes to these terms will mean you accept those changes.

If we intend to apply the modifications or amendments to this Privacy Policy retroactively or to personal information already in our possession, we will provide you with notice of the modifications or amendments.

If you have any questions about this Privacy Policy or don't see your concerns addressed here, you should contact us by email at legal@xpanseanalytics.com.

INFORMATION COLLECTED

We collect two basic types of information from you in conjunction with your use of the Service, personal information and non-personal information.

Personal information is information that you may supply to us, as described more fully below, i.e., when you obtain a subscription, complete a survey, register for the Service, upload content, participate in a community, or provide your email address. Personal information is any information that can individually identify you and includes, among other things, your name, e-mail address, telephone number, postal address, credit card, billing and contact information.

Non-personal information includes information that does not personally identify you, but it may include tracking and usage information about your location, demographics, use of the Service and the Internet.

If you do not wish to provide the requested personal information you may not be able to complete or proceed with any, or all of the features and functions of the Service.

By communicating electronically with us you acknowledge, accept and agree to the practices described in our Privacy Policy and to how your personal information is stored, processed and transmitted.

HOWEVER YOU ACCESS OUR SERVICE, YOU AGREE TO BE BOUND BY AND COMPLY WITH THIS PRIVACY POLICY AND THE XPANSE TERMS OF USE AND WAIVE ANY OBJECTION TO THE ENFORCEABILITY THEREOF WITH RESPECT TO YOUR USE OF THE SERVICE.

Personal Information

General note, you can access and browse aspects of the Service without submitting your personal information to us. However, there are a number of circumstances where you may be requested for personal information while using the Service, the decision to provide it is entirely yours. You make the decision whether to proceed with any aspect of the Service that requests personal information.

You may be asked to provide certain personally identifiable information about yourself, such as your name, your company name, email address, job title, postal address, phone number, certain information about your preferences, business and other information via the Service when you correspond, sign up and use, submit inquiries or request more information about our company or the Service.

Personal Information can also include information about any transactions, both free and paid, that you enter into as part of the Service, and information about you that is available on the internet, such as from Facebook, LinkedIn, Twitter and Google, or publicly available information that we acquire from service providers.

The following are the most common ways in which we may collect your personal information:

- requests for sales calls, customer service, support requests or other assistance;
- downloading collateral material from the Service;
- sign up to receive alerts or other information via email, text or instant message from Xpanse;
- service related communications, e.g. account verification; technical notification;
- participation in communities, commenting to blog entries and participation in other forums;
- any other place within the Service where you knowingly volunteer personal information;
- registration for an Xpanse sponsored event; and
- by submitting an application to work at Xpanse.

The decision as to whether you provide the requested personal information is entirely yours, however if you decide not to provide the requested information you may not be able to complete or proceed with any, or all of the aspects, features and functions of the Service.

Non-Personal Information

In addition, when you interact with the Service, we may collect certain information that does not identify you individually and our servers may automatically keep an activity log of your use of our Service (“Non-Personal Information”). Generally, we collect and store the following categories of Non-Personal Information:

- non-identifiable demographic data such as age, gender, and postal or zip code as part of collecting personal information;
- device information about your computer, browser, mobile device, or other device that you use to access the Service. This information may include IP address, geolocation information, unique device identifiers, browser type, browser language, and other transactional information;
- analytics and usage information about your use of the Service;
- additional “traffic data” and log files such as time of access, date of access, software crash reports, session identification number, access times, and referring website addresses; and
- other information regarding your use of the Service.

Use of Cookies

Like many websites and similar services, we use “cookies”, which are small text files that are stored on your computer or equipment when you visit certain online pages that record your preferences and actions. When you use the Service, your computer’s operating system, Internet Protocol (IP) address, access times, browser type and language, and the website you previously visited are automatically logged.

We also collect information about your usage, activity, contact history and transaction history while interacting with the Service. We may also use cookies to monitor traffic, improve the Service and make it easier and/or relevant for your use. We may use your IP address to administer and help diagnose

Service issues. Your IP address is helps to identify you for the duration of a session and to gather broad demographic information. Our Service uses tracking software to monitor our visitors and better understand how they use them.

We may use both “session” cookies and “persistent” cookies. We may also use cookies for the purposes set out below:

- we may use cookies to remind us who you are and to find your account information in our database when you access a service so you do not need to log in at every visit. This helps us to provide you with service tailored to your specific needs and interests. A cookie is created when you register for a service;
- among other things, cookies help us improve our Service and your experience;
- we may use cookies to determine the browser the visitor uses so the site can be designed to work properly with the most common versions of different browsers;
- we may use cookies in conjunction with sending you e-mail newsletters;
- we may use cookies in conjunction with analysis of your use of our Service and generate analytics regarding our Service;
- we may use cookies to see which areas and features are popular and to count visits to our Service; and
- we may use cookies to estimate our audience size. Your browser is given a unique cookie that helps us determine whether yours is a repeat visit or a first visit.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but, if you prefer, you can usually modify your browser setting to decline cookies. If you choose to delete, remove or reject cookies, this could affect certain aspects, features and functions of the Service and these may not work or may not work as designed. For more information on cookies and how to disable them, you can consult the information provided by the Interactive Advertising Bureau at www.allaboutcookies.org.

In order to understand and improve the quality of our Service we may use services like Google Analytics to monitor user's interactions with our Service. Google Analytics is a web analytics service provided by Google, Inc. Google Analytics uses "cookies" to help the website analyse how users use the Service. The information generated by the cookie about your use of the Service (including your IP address) will be transmitted to and stored by Google on servers located around the world. Google will use this information for the purpose of evaluating your use of the Service, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage.

Google may transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this, you may not be able to use the full functionality of this Service. By using this Service, you consent to the processing of data about you by Google in the manner and for the purpose set out above.

We do not use flash cookies, web storage, web beacons or other technology that tracks your browsing history across multiple websites.

Payment Information

We collect and process payment information from you when you subscribe to the Subscription Services, including credit card numbers and billing information, using third party PCI-compliant service providers.

Children and Minors

The Service is only intended for use by business customers or other legal persons in a non-consumer capacity who have the legal capacity to enter into legally binding contracts under the law applicable in their country of residence. We do not intend our Service be used for individual personal use.

Before using the Service you confirm to us that you are using the Service in a business capacity only.

Minors between 13 and 17, inclusive, must get the permission of their parent(s) or legal guardian(s) before subscribing to the Service.

Children below 13 years old are not allowed to use the Service.

Xpanse encourages parents to instruct their children to never give out personal information when online. Parents who are concerned about the transfer of personal information from their children may contact us.

Location Information – Collection of Your Source IP Address

We may collect and store location information about you on the Service and associated with your account that you volunteer on the Service or enable through the Service or your device. Specifically, we use your location information to:

- personalize the content of our Service;
- optimize or improve our products, services and operations;
- detect, investigate, and prevent activities that may violate our policies or be illegal; and
- perform statistical, demographic, and marketing analyses of users of the Service and their purchasing patterns.

We will not collect any location information that you do not volunteer or enable. We will delete any location information that you request is deleted. We do collect and store your device's source IP address which may disclose the location of your device at the time you access the Service.

USE OF INFORMATION WE COLLECT

We use personal information collected via the Service for purposes described in this Policy. For example, we may use your information to:

1. manage your registration preferences;
2. allow you to download documents, obtain access to services or otherwise engage in services you select;
3. understand you and your preferences to improve and enhance your experience and enjoyment using our Service, products and other services;
4. communicate with you about changes to our policies;
5. provide you with information about product upgrades, new products, services, newsletters, informative emails and research on future product ideas or improvements;
6. fulfil your orders and deliver products and services you request;
7. communicate with you about comments submitted to blog posts;
8. to send you related information, including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages;
9. send you renewal notifications;
10. assist us in creating content and offers that may be relevant to you;
11. to automatically update the Service on your devices;
12. process and deliver contest entries and rewards;
13. we may also use your information for in-house research and analysis
14. respond to your comments and questions and provide customer service; and
15. link or combine it with other personal information we get from third parties, to help understand your needs and provide you with better service.

This helps us to:

1. improve our understanding of customer needs;
2. create marketing profiles; and
3. support strategic development.

We post customer testimonials and comments on our Websites, which may contain Personal Information. We obtain each customer's consent via email prior to posting the customer's name and testimonial.

If you provide us with credit card information, we use it solely to check your financial qualifications and collect payment from you. We may use a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use information you provide except for the sole purpose of credit card processing on our behalf.

Combining Your Personal Information

We may use the information from one aspect of the Service, on/or within other aspects of the Service or elsewhere in our network of services, apps, and other interactive features, or in reports and analysis, all of which are owned and operated by Xpanse, and we may combine information gathered from multiple aspects of the Service into a single customer record or analysis or report. We may also use and/or combine information that we collect off-line or we collect or receive from third party sources to enhance, expand, and check the accuracy of your customer records.

SHARING OF PERSONAL INFORMATION

We do not disclose information about your Personal Information collected online to any companies not part of Xpanse, subsidiaries or related entities. In no event will we sell or rent your Personal Information as part of a customer list or similar transaction.

Xpanse will not share personally identifying information with third parties other than as follows:

- a) with your consent, for example, when you agree to our sharing your information with other third parties for their own marketing purposes subject to their separate privacy policies;
- b) with third party vendors, consultants and other service providers who work for us and need access to your information to do that work;
- c) to (i) comply with laws or to respond to lawful requests and legal process, (ii) to protect our rights and property and that of our agents, customers, members, and others including to enforce our agreements, policies and terms of use or (iii) in an emergency to protect the personal safety of any person; and
- d) in connection with or during a reorganization, sale, or negotiation of any merger, financing, acquisition, or dissolution, transaction or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of our business or assets to another company.

We may also share aggregated or anonymised information.

Business Partners and Third Parties

We may share your Personal Information with our business partners from time to time. You may withdraw your consent to our sharing of your Personal Information with business partners and third parties at any time by following the opt-out process described below.

Third-Party Agents

We have third party agents, subsidiaries, affiliates and partners that perform functions on our behalf, such as hosting, billing, push notifications, storage, bandwidth, content management tools, analytics, customer service, fraud protection, etc. These entities have access to the Personal Information needed to perform their functions and are contractually obligated to maintain the confidentiality and security of that Personal Information. They are restricted from using, selling, distributing or altering this data in any way other than to provide the requested services to support the Service.

Emergency Situations

We may also use or disclose Personal Information if required to do so by law or in the good-faith belief that such action is necessary to (a) conform to applicable law or comply with legal process served on us or the Service; (b) protect and defend our rights or property, the Service or our users, and (c) act under

emergency circumstances to protect the personal safety of us, our affiliates, agents, or the users of the Service or the public. This includes exchanging information with other companies and organizations for fraud protection.

Security of Your Personal Information

As the internet is a global environment, collecting and processing personal information may involve the transmission of this data internationally. Whenever you provide personal information on the Internet, there is always a risk that it may be intercepted and used by third persons whom we are unable to control. Although Xpanse takes reasonable steps to help protect your personal information and privacy in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction, Xpanse is unable to guarantee the security of the information you make available over the internet.

How Can We Transfer Your Personal Information?

We are concerned about ensuring the security of your Personal Information. We exercise great care in providing secure transmission of your information from your device to our servers. Personal Information collected by our Service is stored in secure operating environments that are not available to the public. Our security procedures mean that we may occasionally request proof of identity before we disclose your Personal Information to you. Please understand, however, that while we try our best to safeguard your Personal Information once we receive it, no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure.

Your information collected through the Service may be stored and processed in Ireland or any other country in which Xpanse, its Clients, Affiliates or service providers maintain facilities. Xpanse, its Clients, Affiliates, or service providers may transfer information that we collect about you, including personal information across borders and from your country or jurisdiction to other countries or jurisdictions around the world.

By registering for and using the Service you consent to the transfer of information to any other country in which Xpanse, its Clients, Affiliates or service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

How Long Do We Keep Your Information?

Following termination or deactivation of your account, Xpanse, its Clients, Affiliates, or its service providers may retain information (including your profile information) and user Content for a commercially reasonable time for backup, archival, and/or audit purposes and as long as we consider it potentially useful in contacting you about the Service or other services. If you have any questions about termination or deactivation of your account, please contact us directly at legal@xpanseanalytics.com.

Links

This Service may contain links to other websites operated by third parties. Please be advised that the practices described in this Privacy Policy for Xpanse do not apply to information gathered through these other websites. Xpanse cannot guarantee or verify the contents of any externally linked website despite our best efforts. Visitors to, and users of the Service should therefore note that they click on external links at their own risk and Xpanse cannot be held liable, nor may it be considered as such, for any damages or implications caused by visiting any external links mentioned. We are not responsible for the actions and privacy policies of third parties and other websites.

We encourage you to read their privacy statements, as they may differ from ours.

Through social media platform accounts, Xpanse may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses] (An example: <http://bit.ly/zy36Bo>).

You are advised to take caution and use good judgment before clicking any shortened URLs published on social media platforms purporting to relate to Xpanse. Despite our best efforts to ensure only genuine URLs are published, many social media platforms are prone to spam and hacking and therefore Xpanse cannot be held liable for any damages or implications caused by visiting any shortened links.

YOUR INFORMATION CHOICES AND CHANGES

As part of your use of the Service, you are responsible for maintaining, updating, as applicable, your Account information with current, accurate and complete information. You may do this, using your password and user name, by visiting the "My Account" service portion of the Xpanse Service to make such changes. To protect your privacy and security, we will take reasonable steps to verify your identity before granting access or making corrections.

You may opt out of receiving marketing communications and emails from us by following the "unsubscribe" instructions within those communications and emails or by contacting us directly at info@xpanseanalytics.com. If you opt out, please note that you generally cannot opt-out of emails about your accounts, our ongoing business relations or Service related announcements, e.g. if the Service is temporarily suspended or if delivery of a product or service is delayed and therefore we may still send you such non-promotional emails. You may also send requests about your contact preferences and changes to your information including requests to opt-out of sharing your personal information with third parties by email info@xpanseanalytics.com.

Email

Xpanse may use third parties to deliver the e-mails you receive when you have subscribed to e-mail newsletters, or have chosen to receive information about Xpanse products, services and offers. Xpanse will only work with reputable third party email providers. The email technologies may use unique identifiers and invisible images (often called "pixel tags" or "clear GIFs") to perform message open sensing, message format sensing, and click-through sensing in order to bring you more relevant information.

If you experience difficulties in changing your personal information you may contact us for assistance at support@xpanseanalytics.com.

You may request a copy of personal information held about you by Xpanse. A small administration fee will be payable. If you would like a copy of the information held on you please write to the Xpanse registered business address (see contact and notification details).

GOVERNING LAW

This Privacy Policy shall be governed by and construed in accordance with the laws of Ireland as to contracts and agreements entered into and wholly performed therein. The venue for any action pursuant to this Agreement shall be in Ireland. If you are uncertain whether this privacy policy conflicts with the applicable local privacy laws where you are located, you should not submit your Personal Information to Xpanse.

ASSIGNMENT

We may change our ownership or corporate organization while providing the Service. We may also sell certain assets associated with the Service. As a result, please be aware that in such event we may transfer some or all of your information to a company acquiring all or part of our assets or to another company with which we have merged. Under such circumstances we would, to the extent possible, require the acquiring party to follow the practices described in this Privacy Policy, as it may be amended from time to time. Nevertheless, we cannot promise that an acquiring company or the merged company will have the same privacy practices or treat your information the same manner as described within this Privacy Policy.

CHANGES TO THIS POLICY

As our Service continues to develop, we may add new services and features to our Service. We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time. If we make any changes to this Policy, we will change the “Last Updated” date above. Your continued use of the Service following the posting of changes to this Privacy Policy means you accept these changes. We do, however, recommend that you read this Privacy Policy each time you use our Service in case you missed our notice of changes to the Privacy Policy. We will not, however, materially change our policies and practices to make them less protective of Personal Information we have previously collected from you without your express consent.

CONTACT AND NOTIFICATION DETAILS

If you have any questions about this Policy, please contact us at legal@xpanseanalytics.com