



# Privacy Policy

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This is the Privacy Policy (“Privacy Policy”) of Itrica Corp. (“Itrica” or “us” or “we”). Itrica is committed to maintaining privacy protections for its users. Our Privacy Policy was developed as an extension of our commitment to combine quality infrastructure services (the “Service”) with integrity in dealing with our users and customers. The Privacy Policy is designed to assist you in understanding how we collect, use and store the personal information you provide to us. Our Master Service Agreement, which incorporates by reference this Privacy Policy, governs your use of our online services, any content or information therein, the Itrica website at [www.itrica.com](http://www.itrica.com), any subdomains of [itrica.com](http://www.itrica.com), and any other website pages on which services are provided by us (collectively, the “Site”).

## Information We Collect 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 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 information that can be linked to a specific individual, such as a name, address, telephone number, email address, payment information and other information that you submit to us at the Site. Sharing Personal Information with us is entirely optional.

In an effort to improve the quality of the Site and the Service, we track information provided to us by your browser when you view the Site or use the Service, such as your Internet service provider, the website you came from (known as the “referring URL”), the type of browser you use, your operating system, the device from which you connected to the Service, the time and date of access, the Site pages viewed, time spent at our Site, and the sites visited just before and just after our Site. We track this information using cookies, or small text files that include an anonymous unique identifier.

Cookies are a feature of web browser software that allows web servers to recognize the computer used to access a site. They are small pieces of data that are stored by a user’s web browser on one site to simplify subsequent interactions with that site by the same user or to use the information to streamline the user’s transaction on related web pages. This makes it easier for a user to move from site to site and to complete transactions over the Internet. Cookies should make your online experience easier and more personalized. Cookies are sent to a user’s browser from our servers

and are stored on the user’s computer or mobile device. Sending a cookie to a user’s browser enables us to collect information about that user and keep a record of the user’s preferences when utilizing our services, both on an individual and aggregate basis. Itrica may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser.

Most Internet browsers automatically accept cookies, but if you do not want your information to be collected through the use of cookies, you can change the settings on your browser to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. However, please be aware that some features of the Service may not function properly if you disable cookies. In addition to the information provided automatically by your browser when you visit the Site, you may choose to provide us with personally identifiable information, such as your email address, name, payment information and postal address. To use elements of the Service a personal profile will be created for you. By registering, you are authorizing us to collect, store and use your email address in accordance with this Privacy Policy.

When you register for Itrica MARS Alerts we ask for information such as your name, email address, and phone number. Itrica uses collected information for the following general purposes: products and services provision, identification and authentication, maintenance event and/or outage notification, as well as services improvement.

## How We Use 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 without your consent. We do share Personal

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Information with vendors who are performing services for Itrica, such as third-party payment processors and service providers who send communications to you on behalf of Itrica. Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy.

Itrica uses the Personal Information and other information we collect from you in various ways including in connection with: providing service and support to you; billing you for Service Offerings; verifying your identity; carrying out our obligations and enforcing our rights arising from any contracts entered into between you and Itrica; communicating information about the Site, Service, and other interactions such as customer service inquiries; contacting you to complete surveys that we use for marketing or quality assurance purposes; sending you promotional information; and for any other purpose with your consent.

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also may 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.

We may also use or disclose information collected on the Site to resolve disputes or investigate problems. We may disclose or access such information when we believe in good faith that the law requires it, or if we consider it necessary to maintain the Service and improve our products and services.

## How We Protect Information

We implement security measures designed to protect your information from unauthorized access, disclosure or accidental loss or destruction of Non-Personal Information and Personal Information, including credit card information. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls and secure socket layer technology.

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. Although we take reasonable steps to safeguard and prevent unauthorized access to your personally identifiable information, we can't be responsible for the acts of those who gain unauthorized access, and we make no warranty, express, implied or otherwise, that we will prevent such access. By visiting our Site and using our Service, you acknowledge that you understand and agree to assume these risks. Communications you may have with us via email or U.S. Mail may not be secure unless we advise you that security measures are in place prior to your sending information. Therefore, if you choose to communicate with us through these means, you are assuming the risk of doing so and we request that you do not send or post sensitive information through these means.

## Links to Other Websites

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 or by emailing us at [privacy@itrica.com](mailto:privacy@itrica.com) using the subject line "Unsubscribe Request."

Please note that notwithstanding the promotional preferences you indicate by unsubscribing, we may continue to send you administrative emails including, for example, in order to effectively provide you with the Service and periodic updates to our Privacy Policy. As part of the Service, we may provide links to or compatibility with other websites or applications. Some of these sites may even be co-branded with the Itrica name or logo. 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. 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



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read the privacy statements of other websites before proceeding to use them.

## Children's Privacy

The Site is not intended for use by anyone under 18, except with the explicit permission and under the supervision of a parent or guardian who accepts full legal responsibility for the minor's use. No person under 13 is permitted to use the Site or the Service, and Itrica does not knowingly permit children under 13 to use the Site or the Service or collect or use personally identifiable information from children under 13. If a child under 13 has provided us with personally identifiable information without parental or guardian consent, the parent or guardian should contact us at the email address provided below to remove the information and opt out of promotional opportunities. You may learn more about protecting children's privacy online by visiting FTC Children's Online Privacy Protection.

## Mergers, Acquisitions and Similar Business Transactions

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 as well as Non-Personal Information may be among the assets transferred. In the event that such a transfer occurs, 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 consent to the new information practices.

## Changes to Our Privacy Policy

Please read the Master Service Agreement and this Privacy Policy carefully. Itrica reserves the right to change this Privacy Policy and our terms of use at any time. We will notify you of significant changes to our Privacy Policy by placing a prominent notice on our Site. Any modifications will be effective immediately as of the date the modified Privacy Policy is posted on our Site. You should periodically check the Site and this privacy page for updates. The effective date of the latest version of the Privacy Policy will appear on this page.

## Consent

By using the Site or Service, you consent to the use, storage and disclosure of your Information by us in the manner described in this Privacy Policy. We reserve the right to make changes to this Statement from time to time and will alert you to such changes via the Notification procedure described in the preceding paragraph.

## Contact Us

If you desire not to receive information about products or services we think may be of interest to you or if you wish to access, delete or correct your personal information that is controlled by Itrica, please send an email to [privacy@itrica.com](mailto:privacy@itrica.com) If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to [privacy@itrica.com](mailto:privacy@itrica.com).