

## **Simplified Business Marketing Privacy Policy**

### **Our Privacy Commitment**

SBM dba Simplified Business Marketing (“**Company**,” “**we**,” “**us**” or “**our**”) is committed to respecting the privacy rights and concerns of all users of the Company website where this Privacy Policy is posted (individually and collectively, the “**Site**”) (we refer to the Site, the services and the software made available through the Site, collectively, as the “**Company Features**”). As such, we have established and implemented this Privacy Policy to inform visitors to the Site and users of the Company Features how we use and protect the information we collect through the Site and the Company Features. By visiting the Site or using any of the Company Features, you consent to Company’s collection, use, storage, deletion and disclosure of information relating to you as set forth in this Privacy Policy. This Privacy Policy is effective as of the date set forth above and is only applicable to the Site and not to any other website that you may be able to access from the Site which may have its own data collection and use practices and policies.

The Company provides its services to you subject to the following conditions. Please take the time to read them carefully.

This policy answers the following questions:

- What information do we collect about you and how do we use it?
- Will we share your personal information with third parties?
- What choices do you have about the collection and use of your personal information?
- What security measures do we take to safeguard your personal information?

### **What information do we collect about you?**

#### **Types of Information We Collect**

Personal information means information that can be used to identify and contact you. You will not be able to access certain areas of the Site anonymously; personal information is required to create an account and access certain aspects of the Company Features.

We collect personal information when you create an account through the Company Features; participate in feedback forms, order forms or questionnaires; purchase a product through the Company Features; or receive customer or technical support.

To create an account for the Company Features, we require you to provide certain information, including your name, mailing address, email address and phone number. Providing additional information beyond what is required to create an account is entirely optional, but may enable you to gain more from the Company Features.

When you order from us, we also collect financial qualification and billing information, such as your billing name and address and shipping address.

### **Cookies**

“Cookies” are small bits of electronic information that a website sends to a visitor’s browser and are stored on the visitor’s hard drive. We may employ cookies in certain areas of the Site to allow us to provide information to make your online experience more convenient. While the Company may use cookies to track your visit to the Site, this information does not identify you personally and you remain anonymous, even if you have previously submitted personal information to the Company through the Site or otherwise. Most cookies are “session cookies” which means that they are automatically deleted at the end of each session. Most browsers are initially set to accept cookies. You can set your browser to notify you when you receive a cookie, giving you a chance to decide whether or not to accept it.

### **Do Not Track**

In compliance with California legislation, AB370, effective January 1, 2014, the Company’s practices in responding to “do not track signals and collecting user information over time and across a network of websites when you visit the Site are described below. We honor the request of “do not track” signals sent by your browser when you visit the Site. Additionally, Company does not collect user information about your online activities over time and across different websites, or authorize third parties to do so.

### **Google Analytics**

We use Google Analytics (or a similar service) to help us learn about who visits the Site and what pages are being viewed.

### **Log Information**

Our servers automatically record information that your browser sends when you visit the Site, including your browser type. We use this information to monitor and analyze how users use the Company Features, to provide customer service and to maintain and improve the Company Features.

### **Children’s Privacy**

We do not knowingly collect personal information from children under 13. We take children’s privacy seriously, and encourage parents to play an active role in their children’s online experience at all times.

### **How We Use Your Personal Information**

The personal information you provide to us will allow us to fulfill your product order; alert you of new products, services, features, or enhancements; handle your customer service questions or issues; and notify you of promotions or special offers that we think may interest you. We may also use personal information you provide to us, including your email address, postal address and/or phone number, as part of the Company Features to contact you when necessary, to send you messages about the Company Features, to respond to any of your requests and for other general announcements. Our automated systems may

analyze your content (including emails) to provide you personally relevant product features and spam and malware detection.

We may keep track of your interactions with us, including but not limited to your activity within the Company Features. Except as set forth in this Privacy Policy, or unless we have your consent, we will not share your personal information with any person or entity other than those affiliated with the Company, entities acting on behalf of the Company and as described below.

### **Electronic Communications**

When you visit the Site or send us an email, you are communicating with us electronically. You consent to receive communications from us electronically. For the avoidance of doubt, in addition to other forms of communication, we will communicate with you by email or by posting notices on the Site. You agree that all agreements, notices, disclosures and other communications that we provide to you electronically satisfy any legal requirement that such communications be in writing.

### **Will we share your personal information with third parties?**

#### **Sharing of Information**

In addition to the foregoing, we may share your personal information with carefully selected vendors and business partners, including companies that perform marketing services and other business operations for us, under strict terms described below. In addition, we will share the personal information we collect from you under the following circumstances:

- *Protection of rights.* We will share personal information if we have a good faith belief that (i) access, use, preservation or disclosure of such information is reasonably necessary to satisfy any applicable law, regulation, legal process, such as a court order or subpoena, or a request by law enforcement or governmental authorities, (ii) such action is necessary to detect, prevent, or otherwise address fraud, security or technical issues associated with the Company Features, or (iii) such action is appropriate to protect the rights, property or safety of the Company, its employees, users of the Company Features or others.
- *Asset transfers.* If we become involved in a merger, acquisition or other transaction involving the sale of some or all of Company's assets, user information, including personal information collected from you through your use of the Company Features, could be included in the transferred assets. Should such an event occur, we will use reasonable means to notify you through email and/or a prominent notice on the Site.
- *Service Providers.* We may share your personal information with service providers that we engage for the purpose of processing information on our and your behalf. While providing services for us, these companies may access your personal information. To the extent applicable, we require these entities to comply with this Privacy Policy and appropriate confidentiality and security measures.

## **Additional Information You Should Know About Third Parties**

The Site may contain direct links to websites operated by our business partners and other third party entities. These third party websites may collect information about you when you visit them or otherwise communicate with them. This Privacy Policy does not cover the information practices of third party websites linked to the Site or accessible through the Company Features. Although we encourage such third parties to adopt and follow their own privacy policies, we are not responsible for their collection and use of your personal information. You should refer to the privacy policies and statements of other websites or contact the respective webmasters of those websites to obtain information regarding their information collection, use and disclosure policies.

When you have clicked on a third party logo or URL displayed on our Site which links you to a different website, our Privacy Policy no longer applies and you must read the privacy policy of the third party to see how your personal information will be handled on their website.

### **What choices do you have about the collection and use of your personal information?**

#### **Control of Your Information**

You may update your personal information or modify your account preferences for the Company Features by accessing the account interface of the Site.

#### **Opting Out of Receiving Communications from Us**

For marketing and promotional purposes, we send out email notifications to our customers about products or events that we think may be of interest to them. You can opt out of these emails by sending a request to opt-out by emailing [customerservice@simplifiedmktg.com](mailto:customerservice@simplifiedmktg.com). Please note that you cannot unsubscribe from certain correspondence from us that is necessary to administer your account, including messages relating to your account transactions.

#### **Mediation**

If you are a resident of a country outside of the European Union, you also agree that, in the event any dispute or claim arises out of or relating to this Privacy Policy that you and the Company will attempt in good faith to negotiate a written resolution of the matter directly between the parties. If you reside in the United States, you agree that if the matter remains unresolved for forty-five (45) days after notification (via certified mail or personal delivery) that a dispute exists, all parties shall join in mediation services in Los Angeles, California with a mutually agreed mediator in an attempt to resolve the dispute. Should you file any arbitration claims, or any administrative or legal actions without first having attempted to resolve the matter by mediation, then you agree that you will not be entitled to recover attorneys' fees, even if you would otherwise be entitled to them.

### **What security measures do we take to safeguard your personal information?**

The personal information that you provide to us is stored on servers which are located in secured facilities and protected by protocols and procedures designed to ensure the security of such information. In addition, we restrict access to personal information to

Company employees, independent contractors and agents who need to know this information in order to develop, operate and maintain the Company Features. All Company personnel who have access to this information are trained in the maintenance and security of such information. However, no server, computer or communications network or system, or data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect user information, we cannot ensure or warrant the security of any information you transmit to us or through the use of any of the Company Features and you acknowledge and agree that you provide such information and engage in such transmissions at your own risk. Once we receive a transmission from you, we will endeavor to maintain its security on our systems.

**Site Policies, Modification, And Severability**

We reserve the right to make changes to the Site and this Privacy Policy at any time. If any of these conditions shall be deemed invalid, void, or for any reason unenforceable, that condition shall be deemed severable and shall not affect the validity and enforceability of any remaining condition.