



JOURNEY TELLR<sup>®</sup>

## Privacy Policy

JourneyTellr, Inc. (“JourneyTellr,” “we,” or “us”) respects your privacy. This Privacy Policy Statement (“Privacy Policy”) describes the ways we collect information from and about you, and what we do with the information, so that you may decide whether or not to provide information to us. This Privacy Policy describes our practices with information that we collect from users (sometimes referred to as “you” or “your”) of our website, located at [www.journeytellr.com](http://www.journeytellr.com) (the “Site”) or our mobile application (the “App”). By accessing the Site, using the App or purchasing our products or services, you agree to this Privacy Policy in addition to any other agreements we might have with you. In the event that such agreements contain terms that conflict with this Privacy Policy, the terms of those agreements will prevail.

### JourneyTellr’s Privacy Policy Statement

#### 1. Our Collection of your Personal Information

The information we collect may include your personal information, such as your name, contact information, IP addresses, product and service selections and other things that identify you (“personal information”). We collect personal information from you at several different points, including but not limited to the following:

- when we correspond with you as a customer or prospective customer;
- when you visit the Site or use the App;
- when you register as an end-user of our services and an account is created for you;
- when you contact us for help;
- when you attend our customer conferences or webinars; and
- when the Site sends us error reports or application analytics data.

#### 2. Our Use of your Personal Information

JourneyTellr may use information that we collect about you to:

- deliver the products and services that you have requested;
- manage our relationship with and provide you with customer support;
- perform research and analysis about your use of, or interest in, our products, services, or content, or products, services or content offered by others;
- communicate with you by e-mail, postal mail, telephone or mobile devices about products or services that may be of interest to you either from us, or other third parties;
- develop and display content tailored to your interests on the Site, the App, and other websites;
- enforce our terms and conditions;
- exercise our legal rights or comply with applicable legal requirements;
- manage our business, and
- perform functions as otherwise described to you at the time of collection.

#### 3. Our Disclosure of your Personal Information to Third Parties

We may share your personal information with third parties only in the ways that are described in this Privacy Policy:

- we may provide your information to vendors who perform functions on our behalf, such parties provide hosting and maintenance services, virtual infrastructure, payment processing, analysis and other services for us;
- third party contractors may have access to our databases. Usually these contractors sign a standard confidentiality agreement;
- we may share your data with any parent company, subsidiaries, joint ventures, other entities under a common control or third-party acquirers. We expect these other entities will honor this Privacy Policy;
- we may allow a potential acquirer or merger partner to review our databases, although we would restrict their use and disclosure of this data during the diligence phase;

- as required by law enforcement, government officials, or other third parties pursuant to a subpoena, court order, or other legal process or requirement applicable to JourneyTellr; or when we believe, in our sole discretion, that the disclosure of personal information is necessary to prevent physical harm or financial loss; to report suspected illegal activity or to investigate violations of our agreements or company policies; to enforce our terms and conditions, to protect the security or integrity of our products and services, and
- when you give us consent to do so.

Please note that these third parties may be in other countries where the laws on processing personal information may be less stringent than in your country.

#### 4. Our Security Measures to Protect your Personal Information

JourneyTellr uses industry-standard technologies when transferring and receiving data exchanged between JourneyTellr and other companies to help ensure its security. The Site has security measures in place to help protect information under our control from the risk of accidental or unlawful destruction or accidental loss, alteration or unauthorized disclosure or access. However, perfect security cannot be guaranteed for any electronic transmission of data. Also, if the Site or App contain links to other sites, JourneyTellr is not responsible for the security practices or the content of such sites.

#### 5. Our Use of Cookies, Web Beacons, Web Analytics Services, and Links

- **Cookies.** Many of our web pages use “cookies.” Cookies are text files we place in your computer’s browser to store your preferences. Cookies, by themselves, do not tell us your e-mail address or other personally identifiable information unless you choose to provide this information to us by, for example, registering on the Site. However, once you choose to furnish the site with personal information, this information may be linked to the data stored in the cookie. We use cookies to understand site usage and to improve the content and offerings on the Site. We also may use cookies to offer you products, programs, or services. You have many choices with regards to the management of cookies on your computer. All major browsers allow you to block or delete cookies from your system. To learn more about your ability to manage cookies, please consult the privacy features in your browser.
- **Web Beacons.** JourneyTellr and third parties may also use small pieces of code called “web beacons” or “clear gifs” to collect anonymous and aggregate advertising metrics, such as counting page views, promotion views, or advertising responses. These “web beacons” may be used to deliver cookies that conform to JourneyTellr’s cookie requirements.
- **Web Analytics Services.** We may use Google Analytics and or similar services for the marketing analysis of the Site provided by Google, Inc. Google Analytics and other similar services use cookies to allow us to see how you use our site, so we can improve your experience. Google’s ability to use and share information collected by Google Analytics about your visits to the Site is restricted by the Google Analytics Terms of Use available at <http://www.google.com/analytics/terms/us.html> and the Google Privacy Policy available at <http://www.google.com/policies/privacy/>. You can prevent Google Analytics from recognizing you on return visits to the site by disabling cookies in your browser. If you prefer to not have data reported by Google Analytics, you can install the Google Analytics Opt-out Browser Add-on available at <https://tools.google.com/dlpage/gaoptout>.
- **Website Links.** We may create links to other web sites. We will make a reasonable effort to link only to sites that meet similar standards for maintaining each individual’s right to privacy. However, many other sites that are not associated with or authorized by JourneyTellr may have links leading to our site. JourneyTellr cannot control these links and we are not responsible for any content appearing on these sites. Since we do not control the privacy policies of third parties, you are subject to the privacy practices of that third party. We encourage you to ask questions before you disclose any personal information to others.
- **App Links.** The App may provide you with an advertising link to other, third-party sites and applications. Such third-party sites will have their own data collection practices and policies. Please review the privacy policy for such sites and exercise caution in providing information that personally identifies you. We have no responsibility, access, or control over the data collection practices and policies of such third-party sites and applications. You will use such sites and applications at your own risk and outside of the scope of this Privacy

Policy. The provision of such advertisements is done on an “As Is” basis, with no endorsements or representations.

## **6. Lawful Basis for Processing your Personal Information (EEA and Switzerland only)**

With respect to personal information collected from individuals from the European Economic Area or Switzerland, our lawful basis for collecting and using the personal information will depend on the personal information concerned and the specific context in which we collect it. JourneyTellr will normally collect personal information from you only where: (a) we have your consent to do so, (b) where we need the personal information to perform a contract with you (e.g. to deliver the services you have requested), or (c) where the processing is in our or a third party’s legitimate interests (and not overridden by your data protection interests or fundamental rights and freedoms).

## **7. Limiting Use, Disclosure, Retention**

JourneyTellr identifies the purposes for which the information is being collected before or at the time of collection. The collection of your personal information will be limited to that which is needed for the purposes identified by JourneyTellr. Unless you consent, or we are required by law, we will only use the personal information for the purposes for which it was collected. If JourneyTellr will be processing your personal information for another purpose later on, JourneyTellr will seek your further legal permission or consent; except where the other purpose is compatible with the original purpose. We will keep your personal information only as long as required to serve those purposes. We will also retain and use your personal information for as long as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## **8. Location of Processing**

Information collected from you may be stored and processed in the United States, and applicable data protection laws may not establish the same rights and restrictions as the laws of other countries. By providing your personal information, you consent to any transfer and processing in accordance with this Policy.

## **9. Accuracy of Personal Information**

We do our best to ensure that the personal information we hold and use is accurate. We rely on the customers we do business with to disclose to us all relevant information and to inform us of any changes.

## **10. Your Access to and Updating of your Personal Information**

Reasonable access to your personal information may be provided upon request made to JourneyTellr at the contact information provided below. If access cannot be provided within that time frame, JourneyTellr will provide the requesting party a date when the information will be provided. If for some reason access is denied, we will provide an explanation as to why access has been denied. We may charge a reasonable fee in advance for copying and sending the information requested. If you would like us to delete any personal information held about you, we will do so on request unless we need to hold the information as part of the provision of products and services to you or in order to comply with applicable laws.

## **11. Marketing Communications**

We may offer those who provide personal contact information a means to choose how we use the information provided. You may manage your receipt of marketing and non- transactional communications by clicking on the “unsubscribe” link located on the bottom of our marketing emails.

## **12. Additional Rights (EEA and Switzerland only)**

If you reside in the European Economic Area or Switzerland, you may have the right to exercise additional rights available to you under applicable data protection laws, including:

- **Right of erasure.** You may have a broader right to erasure of personal information that we hold about you, if, for example, it is no longer necessary in relation to the purposes for which it was originally collected. Please note, however, that we may need to retain certain information for record keeping purposes, to complete transactions or to comply with our legal obligations, among other things.

- **Right to object to processing.** You may have the right to request that we stop processing your personal information or to stop sending you marketing communications.
- **Right to restrict processing.** You may have the right to request that we restrict processing of your personal information in certain circumstances. For example, where you believe that the personal information we hold about you is inaccurate or unlawfully held.
- **Right to data portability.** In certain circumstances, you may have the right to be provided with your personal information in a structured, machine readable and commonly used format and to request that we transfer the personal information to another data controller without hindrance.
- **Right to lodge a complaint.** If you are within the European Union, you may have the right to lodge a complaint based on the alleged violation of applicable data protection laws with a supervisory authority, in particular in the EU Member State of your habitual residence, place of work, or place of an alleged infringement of the applicable data protection law.

If you would like to exercise any of the rights set forth in this Section, please contact our support team or contact our Data Protection Officer (see our contact details in Section 17 below). We will consider your request in accordance with applicable laws. To protect your privacy and security, we may take steps to verify your identity before complying with the request. To the extent we are unable to verify the identity of the person making a request under this Section, we may decline to comply with such a request. If you need further assistance regarding your rights, please contact us using the contact information provided below and we will consider your request in accordance with applicable law. In some cases, our ability to uphold these rights for you may depend upon our obligations to process personal information for security, safety, fraud prevention reasons, compliance with regulatory or legal requirements, or because processing is necessary to deliver the services you have requested. Where this is the case, we will inform you of specific details in response to your request.

### 13. Additional Rights and Disclosures (California only)

The categories of personal information we have collected in the past twelve months, our business purposes for doing so, and the categories of entities with which we have shared personal information in the past twelve months, are set forth in Sections 1, 2, and 3 above.

If you reside in the state of California, you may have the right to exercise additional rights available to you under applicable data protection laws, including:

- **Right of access.** You may have the right to request that we disclose to you certain information about personal information we collected about you within the past twelve months. Once we confirm your verifiable request, we will disclose to you, in accordance with the terms of your request, as applicable:
  - the categories of personal information we have collected about you;
  - the categories of sources from which the personal information is collected;
  - our business or commercial purpose for collecting personal information;
  - the categories of third parties with whom we share personal information; and
  - the specific pieces of information we have collected about you.
- **Right to Deletion.** You have the right to request deletion of your personal information we collected from you and retained, subject to certain exceptions. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:
  - complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you;

- detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities;
  - debug products to identify and repair errors that impair existing intended functionality;
  - comply with the California Electronic Communications Privacy Act;
  - enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us;
  - comply with a legal obligation; or
  - make other internal and lawful uses of that information that are compatible with the context in which you provided it.
- **Right to Non-Discrimination for Exercise of California Privacy Rights.** We will not discriminate against you because of your exercise of any of the above rights, or any other rights under the CCPA, including by:
    - denying you goods or services;
    - charging different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties;
    - providing you a different level or quality of goods or services; or
    - suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services.

If you would like to exercise any of the rights set forth in this Section, please contact our support team or contact our Data Protection Officer (see our contact details in Section 17 below). We will consider your request in accordance with applicable laws.

To protect your privacy and security, we may take steps to verify your identity before complying with the request. We may require you to provide information sufficient to allow us to reasonably verify you are the person about whom we collected personal information. To the extent we are unable to verify the identity of the person making a request under this Section, we may decline to comply with such a request.

You may designate an authorized agent to make a request on your behalf. As permitted by law, we may require additional verification in response to a request even if you choose to use an agent, including verification of your own identity, signed permission for the agent to act on your behalf, and direct confirmation from you that the agent is authorized to submit the request.

#### **14. Notice to End Users**

Most of our services are intended for use by organizations. Where the services are made available to you through an organization (e.g. your employer), that organization is the administrator of the services and is responsible for the accounts and/or service over which it has control. Please direct your data privacy questions to your administrator, as your use of the services is subject to that organization's policies. We are not responsible for the privacy or security practices of an administrator's organization, which may be different from this Policy.

Administrators may be able to:

- help you exercise the rights described in Sections 12 and 13 (if applicable);
- allow you to reset your account password;
- restrict, suspend or terminate your access to the services;
- access information in and about your account;
- access or retain information stored as part of your account;
- change your information, including profile information associated with your account; and
- allow you or restrict your ability to edit, restrict, modify or delete information.

Please contact your organization or refer to your administrator's organizational policies for more information.

#### **15. Children's Information**

Because of the nature of our business, our services are not designed to appeal to minors. We do not knowingly attempt to solicit or receive any information from anyone under the age of 13. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us immediately.

#### **16. Changes to our Privacy Policy**

JourneyTellr reserves the right to update or modify this Privacy Policy at any time at its sole discretion, and new policy information will be posted on the Site. Any such update or modification will be effective immediately when posted. The use of personal information collected from the Site will be subject to the terms of the Privacy Policy in effect at the time of collection. Your continued use of the Site, the App, and our products and services represents your agreement with the then-current Privacy Policy. This Policy was last updated on May 7<sup>th</sup>, 2020.

#### **17. Contacting Us**

We have designated a Data Protection Officer who is responsible for monitoring JourneyTellr's ongoing compliance of this Privacy Policy. If you have any questions about this Privacy Policy, the practices or concerns of this site, please contact our Data Protection Officer at: [privacy@JourneyTellr.com](mailto:privacy@JourneyTellr.com).