

Pivotalogic Acceptable Use Policy (AUP)

UPDATED: December 1, 2016

At Pivotalogic, Inc. ("**Pivotalogic**" or "**us**" or "**we**"), we respect the privacy rights of our Web Site visitors and recognize the importance of protecting the information we collect about you on our Web Sites. Our Acceptable Use Policy is designed to help you understand how we collect and use the personal information you decide to share with us. This Acceptable Use Policy applies to our Web Site located at www.Pivotalogic.com and its related subdomains (collectively, the "**Web Site**").

By using or accessing the Web Site, you are accepting the practices described in this Acceptable Use Policy below.

If you have questions or complaints regarding our Acceptable Use Policy or practices, please feel free to contact us at privacy@Pivotalogic.com or write to us at:

Pivotalogic, Inc.
21308 John Milless Drive, Suite 201
Minneapolis, MN 55374

1. How We Collect & Use Information

In general, you can use our Web Site without providing us with any personal information. However, there may be instances where you must provide us with certain personal information to receive full access to certain features of the Web Site or to assist us in delivering a superior level of customer service. In such instances, we may collect the following types of information:

- **Registration Information** - When you register with Pivotalogic, you provide us with certain personal information, such as first name, last name, and e-mail address. We may use this information to contact you regarding notifications about the Web Site or new products and services we make available.
- **Cookies and tracking technologies** - Technologies such as: cookies, beacons, tags and scripts are used by Pivotalogic, Inc. and our marketing partners, analytics and service providers delivering chat capabilities. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our Web Site, but your ability to use some features or areas of our Web Site may be limited.
- **Widgets** - Our Web Site includes certain social media features, such as the Twitter "like" button. These features may collect your IP address, which page you are visiting on our Web Site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our Web Site. Your interactions with these features and widgets are governed by the Acceptable Use Policy of the company providing it.
- **Order Information** - If you purchase a product or service from us, we request certain personal information from you on our order form. You must provide contact information (such as name and email) and financial information (such as credit card number and expiration date). We use this information for billing purposes and to fill your orders. If we have trouble processing an order, we will use this information to contact you.
- **User Communications** - When you send email, initiate Chat or use other types of communications with us, we may retain those communications to process your inquiries, respond to your requests and improve the Web Site.

- User Content - If you use a message board or post reviews or comments on the Web Site (e.g., to our blog), you should be aware that any personal information you submit there can be read, collected, or used by other users of the Web Site, and could be used to send you unsolicited messages. We are not responsible for the personal information you choose to post on the Web Site. Please see our Web Site Terms of Service for more details and for other guidelines about posting content on the Web Site. To request removal of your personal information from our message boards or any blog comment section or have your review or comment removed, contact us at privacy@Pivotallogic.com. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why. Alternatively, if you used third-party application to post such information you can remove it, by either logging into the said application and removing the information or by contacting the appropriate third party application provider.

By using the Web Site, you are consenting to have your personal data transferred to and processed in the United States.

2. How to Opt-out

We provide you with the opportunity to "opt-out" of having your personal information used for certain purposes. For example, if you no longer wish to receive our newsletter and promotional communications, you may opt-out of receiving them by following the instructions included in each newsletter or communication.

You will be notified when your personal information is collected directly by any third party that is not Our Partner, so you can make an informed choice as to whether or not to share your information with that party.

You can decline to submit personal information to the Web Site, in which case we may not be able to provide all features of the Web Site to you.

3. Children Under Age 13

Pivotallogic does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register. If you are under 13, please do not attempt to register for the Web Site or send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 may provide any personal information to or on the Web Site. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us immediately at privacy@Pivotallogic.com.

4. Web Site Links

The Web Site may contain links to other third party Web Sites. Even if the third party is affiliated with Pivotallogic through a business partnership or otherwise, we are not responsible for the privacy practices of other Web Sites. We encourage our users to be aware when they leave the Web Site to read the Acceptable Use Policy of each Web Site that collects personal information. This Acceptable Use Policy applies solely to information collected by Pivotallogic.

5. Third Parties Sharing of Information

We will share your personal information with third parties only in the ways that are described in this acceptable use policy. These companies are authorized to use your personal information only as necessary to provide these services to us. Pivotallogic does not sell, trade, share or transfer your personal information to third parties except in the following limited circumstances:

- We have your consent. We will ask for your consent before using your personal information.
- We may share your personal information with our subsidiaries, affiliated companies, contractors, agents or service partners ("**Our Partners**") for processing your personal information on our behalf about the Web Site or to assist us with marketing, advertising, customer service or product/service offerings. For

example, we provide personal information to our service providers for direct emailing of our newsletters, online surveys or notifications of our product/service offerings. We require that these parties agree to process such information based on our instructions, only as necessary to provide these services to us, and in compliance with appropriate confidentiality or security measures.

- We have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to (a) satisfy any applicable law, regulation, legal process or governmental request; (b) enforce the Web Site Terms of Use, including investigation of potential violations thereof; (c) protect our rights, protect your safety or the safety of others, detect, prevent, or otherwise address fraud, security or technical issues; or (d) protect against imminent harm to the rights, property or safety of Pivotalogic, its users or the public as required or permitted by law.

If Pivotalogic becomes involved in a merger, acquisition, or any form of sale of some or all its assets, you will be notified via email and/or a prominent notice on our Web Site of any change in ownership or uses of your personal information as well as any choices you may have regarding your personal information.

We may share with third parties aggregate, non-personal information. Such information does not identify you individually.

6. Use Cases

We display personal use cases of satisfied customers on our Web Site in addition to other use cases. With your consent, we may post your use case along with your name. If you wish to update or delete your use case, you can contact us at privacy@Pivotalogic.com.

7. Updating Personal Information

We will retain your personal information for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. If you wish to cancel your account or request that we no longer use your information to provide you services, contact us at privacy@Pivotalogic.com.

8. Securing Personal Information

The security of your personal information is important to us. We use a variety of security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. Examples are: physical security controls, limited access to a database and applications, encryption techniques, such as SSL/TLS.

We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security. If you have any questions about security on our Web Site, you can contact us at security@Pivotalogic.com.

9. Changes to Our Policy

We reserve the right to change our Web Site Acceptable Use Policy and our Web Site Terms of Use at any time. Non-material changes and clarifications will take effect immediately, and material changes will take effect within 30 days of their posting on the Web Site (unless we specify a different notice period). If we make changes, we will post them and will indicate at the top of this page the policy's new effective date. If we make material changes to this policy, we will notify you here, by email, or through notice on our home page prior to the change becoming effective. We encourage you to refer to this page on an ongoing basis so that you understand our current privacy policy. Unless stated otherwise, our current Acceptable Use Policy applies to all information that we have about you.

10. Concerns About Our Policy

Pivotalogic regularly reviews its compliance with this Acceptable Use Policy. Please feel free to direct any questions or concerns regarding this Acceptable Use Policy or Pivotalogic' treatment of personal information by emailing us at privacy@Pivotalogic.com or by writing to us at:

Pivotalogic, Inc.
21308 John Milless Drive, Suite 201
Minneapolis, MN 55374

When we receive formal complaints at this address, it is our policy to contact the complaining user regarding his or her concerns. We will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that cannot be resolved between Pivotalogic and an individual.

11. Contact Us

If you have any questions or suggestions regarding our Web Site Acceptable Use Policy, please contact us at privacy@Pivotalogic.com. You may also contact us in writing at 21308 John Milless Drive, Suite 201 Minneapolis, MN 55374