

## YipitData Privacy Notice

**Last Updated: March 12, 2019**

This privacy notice (the “Privacy Notice”) explains how Yipit, Inc. d.b.a. YipitData (“YipitData,” “we,” “our,” and/or “us”) collects, uses, and shares information from visitors (“Visitors,” “you,” and/or “yours”) to the YipitData website (the “Website”).

### **Information We Collect**

#### **A. Information You Provide to Us**

**Contact Information.** When you request to receive additional information from YipitData, you provide us your work email address, and if you choose, your phone number and any other information that you may provide at the time of the request.

**Feedback.** If you provide us your contact information, we may send you an email requesting feedback on YipitData. If you respond, we receive and store the information you include in your feedback, including the content of your comments and any other information you may provide in your response.

**Communications.** If you contact us directly, we may receive additional information about you. For example, when you contact our customer support, we may receive your name, email address, the contents of messages or attachments that you may send to us, other information you choose to provide, and other information that may be associated with your communications.

#### **B. Information We Collect When You Visit the Website**

**Device Information.** YipitData receives information from Visitors’ devices, including device identifiers.

**Usage Information.** YipitData receives information about your interactions with the Website, including the pages or other content you view and the dates and times of your visits.

**Information from Cookies and Similar Technologies.** YipitData and our advertising partners collect information about how you interact with the Website through the use of cookies, tracking pixels, and similar technologies. Cookies are small text files that websites place on the computer or mobile device you use to access the Website that are designed to store basic information and to recognize your browser. We and our partners may use both first party and third party cookies on the Website.

**Google Analytics.** We collect analytics data about your usage of the Website using third-party analytics services like Google Analytics cookies. You can learn more information about Google Analytics cookies at [google.com/policies/privacy/partners/](https://www.google.com/policies/privacy/partners/).

### **How We Use the Information We Collect**

We use the information we collect to:

- Communicate with you, including for marketing and promotional purposes as well as to seek feedback
- Provide, improve, expand, and, promote our services;
- Analyze usage and personalize the Website;
- Sharing data with third parties to provide technical support or provide specific services, such as communicating with you via marketing emails;
- Advertise, including to you on other websites;
- Provide you with customer support; and
- Respond to valid legal process and valid requests from government authorities.

### **How We Share the Information We Collect**

**Service Providers.** We may share the information we collect about you with third party service providers to help us provide the Website.

**Other Sharing.** We may also share your information with third parties in the following cases:

- To comply with a legal requirement or process, including but not limited to, civil and criminal subpoenas, court orders or other compulsory disclosures;
- If law enforcement or a government authority requests information and we think disclosure is required or appropriate in order to comply with laws, regulations, or a legal process;
- To protect the rights, property, or safety of Visitors, YipitData, or the public;
- While negotiating or in relation to a change of corporate control such as a restructuring, merger, or sale of our assets; and
- Whenever you consent to the sharing.

**Data Transfer.** Except as otherwise stated in this Privacy Notice, we do not sell, trade, share, or rent the data collected from you or from your use of our Website to third parties other than as outlined in this Privacy Notice.

### **Your Choices**

**Email Subscriptions.** You can always unsubscribe from our commercial or promotional emails.

### **Other**

**Data Security.** We are committed to protecting your data. Even though we take reasonable precautions to protect your data, no security measures can be 100% secure, and we cannot guarantee the security of your data.

**Third Party Links.** The Website may allow you to connect with other websites, products, or services that we do not have control over. We cannot speak to the privacy practices of these third parties, and we encourage you to read their privacy policies before deciding whether to use their services.

**Advertising.** You may receive advertising from YipitData if you provide us with your contact information, visit the Website or a different Yipit run website including the AlternativeData or ReadyPipe websites, or we receive your contact information from one of our partners.

**Contact Information.** Feel free to contact us at any time with any questions or comments about this Privacy Notice, your personal information, our use and sharing practices, or your choices by contacting us at [privacy@yipitdata.com](mailto:privacy@yipitdata.com).