

# Crivella

## Crivella Technologies Limited Collection and Use of Personal Information Policy (Privacy Policy)

### **Collection and Use of Personal Information**

Personal information is data that can be used to identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with Crivella Technologies Limited (hereinafter “Company”) or a Company affiliated company. Company and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising. You are not required to provide the personal information that we have requested, but, if you choose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

Here are some examples of the types of personal information Company may collect and how we may use it:

### **What personal information we collect**

When you create a Company password, register as a user, purchase a product, download a software update, register for a class, contact us or participate in an online survey, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information.

When you share your content using Company products, or invite others to participate in Company services, Company may collect the information you provide about those people such as name, mailing address, email address, and phone number. Company will use such information to fulfill your requests, provide the relevant product or service, or for anti-fraud purposes.

### **How we use your personal information**

The personal information we collect allows us to keep you posted on Company’s latest product announcements, software updates, and upcoming events. If you do not want to be on our mailing list, you can opt out anytime by updating your preferences.

We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising, and for loss prevention and anti-fraud purposes.

From time to time, we may use your personal information to send important notices, such as communications about changes to our terms, conditions, and policies. Because this information is important to your interaction with Company, you may not opt out of receiving these communications.

We may also use personal information for internal purposes such as auditing, data analysis, and research to improve Company’s products, services, and customer communications.

## **Collection and Use of Non-Personal Information**

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information (such as occupation, language, zip code, area code, unique device identifier, referrer URL, location, and the time zone) for any purpose including to understand customer behavior and improve our products, services, and advertising.

We may collect information regarding customer activities on our website and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

We may collect and store details of how you use our services, including search queries. This information may be used to improve the relevancy of results provided by our services. We may collect data about how you use our website and other products and services in order to help us improve our application software and service.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

## **Cookies and Other Technologies**

Company's websites, online services, interactive applications, messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

Company and our partners may also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with Company more convenient and personal.

If you want to disable cookies and go to your browser preferences and then to the privacy pane to manage your preferences. Please note that certain features of the Company website may not be available once cookies are disabled.

As is true of most internet services, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit websites and applications, operating system, date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, to improve our product and services, and to gather demographic information about our user base as a whole. Company may use this information in our marketing and advertising services.

In some of our messages and on our website, we use a “click-through URL” linked to content on the Company website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data.

### **Within Accounts**

The Account Owner of any Account may view any information submitted by Account Users affiliated with that Account, including but not limited to personal information and any activity through the Account.

### **Disclosure to Third Parties**

At times Company may make certain personal information available to strategic partners that work with Company to provide products and services, or that help Company market to customers.

### **Service Providers**

Company shares personal information with companies who provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever Company operates.

### **Others**

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for Company to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

### **Protection of Personal Information**

Company takes the security of your personal information very seriously. Company online services, such as the Commons, protect your personal information during transit using encryption such as Transport Layer Security (TLS). When your personal data is stored by

Company, we use computer systems with limited access housed in facilities using physical security measures.

When you use some Company products, services, or applications or post on a Company forum, chat room, or social networking service, the personal information and content you share is visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to share or submit in these instances. For example, if you list your name and email address in a forum posting, that information is public. Please take care when using these features.

### **Integrity and Retention of Personal Information**

Company makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

### **Access to Personal Information**

You can help ensure that your contact information and preferences are accurate, complete, and up to date by logging in to your account. Access, correction, or deletion requests can be made by emailing [acrivella@crivellatech.com](mailto:acrivella@crivellatech.com).

### **Location-Based Services**

To provide location-based services on Company products, Company and our partners and licensees may collect, use, and share precise location data, including your IP Address

### **Third-Party Sites and Services**

Company websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties.

Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

### **Our Companywide Commitment to Your Privacy**

To make sure your personal information is secure, we communicate our privacy and security guidelines to Company employees and strictly enforce privacy safeguards within the company.

### **Outside of the United States**

The information collected by Company is hosted in the United States of America and is subject to U.S. state and federal law. If you are accessing Company products or services from other jurisdictions, please be advised that you are transferring your personal information to us in the United States where data protection and privacy laws may be less stringent than the laws of your country. BY USING OUR PRODUCTS OR SERVICES, YOU CONSENT TO THE TRANSFER AND USE OF YOUR PERSONAL INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY.

## **Privacy Questions**

If you have any questions or concerns about Company's Privacy Policy or data processing or if you would like to make a complaint about a possible breach of local privacy laws, please contact us. You can always contact us by phone at 412-561-1900 or at [acrivella@crivellatech.com](mailto:acrivella@crivellatech.com).

All such communications are examined and replies issued where appropriate as soon as possible.

Company may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.

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Crivella Technologies Limited, 712 Washington Road Pittsburgh, Pennsylvania 15228 USA

Dated: 09/10/2018