

Privacy Policy

for RecognitionNow App

DEFINITIONS:

- a) APPLICATION: This Privacy Policy will refer to and be applicable to the App listed above, which shall hereinafter be referred to as "our **App**."
- b) EFFECTIVE DATE: "Effective Date" means the date this Privacy Policy comes into force and effect.
- c) PARTIES: The parties to this privacy policy are the following: BI WORLDWIDE as the "Operator" or "Data Processor", and you as the user of our **App**. Hereinafter, the parties will individually be referred to as "Party" and collectively as "Parties."
- d) DATA CONTROLLER: "Data Controller" is a Party responsible for the collection of information described herein. An "**independent Data Controller**" is an entity that is responsible for the collection of information with another Data Controller, but whose responsibility is exercised independent of the other Data Controller.
- e) OPERATOR: "**Operator**" (aka "Data Processor") is the publisher, owner, and operator of our **App** and is the Party responsible for the collection of information as directed by the Data Controller. Operator shall be referred to either by Operator's name ("BI WORLDWIDE") or "Operator." If Operator or Operator's property shall be referred to through first-person pronouns, it shall be through the use of the following: us, we, our, ours, etc.
- f) YOU: Should you agree to this Privacy Policy and continue your use of our **App**, you will be referred to herein as either "you", the "user", or if possibly another second-person pronoun is required and applicable, such pronouns as 'your', "yours", etc.
- g) PERSONAL DATA: "**Personal Data**" means personal data and information that we obtain from you in connection with your use of our **App** that may identify you in any manner.
- h) PROGRAM: "**Program**" is a general term used within this Privacy Policy to reference the primary web application you may interact with using our "RecognitionNow" App in conjunction with the underlying business-to-business services provided by BI WORLDWIDE.

GENERAL INFORMATION:

This privacy policy (hereinafter "**Privacy Policy**") describes how we collect and use the Personal Data that we receive about you, as well as your rights in relation to your Personal Data when you use our **App** to interact with the Program website in any way.

This Privacy Policy does not cover any information that we may receive about you through sources other than the use of our **App**. Our **App** may provide links out to other third-party websites or mobile

Effective Date: December, 2021

applications, but this Privacy Policy applies only when you interact with our App and does not, and will not apply to any of those linked websites or applications. Please read the Privacy Policy and/or Privacy Notice of any such linked sites or applications for information regarding how your privacy is protected by their owners.

We are committed to the protection of your privacy while you use our **App**.

By continuing to use our **App**, you acknowledge that you have had the chance to review and consider this Privacy Policy, and you acknowledge that you agree to it. This means that you also consent to the use of your information and the method of disclosure as described in this Privacy Policy. If you do not understand the Privacy Policy or do not agree to it, then you agree to immediately cease your use of our **App**.

CONTACT:

The name, address, telephone number, and email address of the Operator running our **App** is as follows:

BI WORLDWIDE
7630 E Bush Lake Road
Minneapolis, MN 55439
PH: 952-835-4800
EMAIL: apps@biworldwide.com

Contact information regarding the Independent Data Controller responsible for your personal data when not interacting with our App is provided within a Privacy Notice available via a link clearly posted on the Program website.

LOCATION:

Please be advised the data processing activities take place in the United States but will only be done in a manner that complies with existing and applicable Data Privacy laws. The location where the data processing activities take place is:

Oregon, United States

MODIFICATIONS AND REVISIONS:

We reserve the right to modify, revise, or otherwise amend this Privacy Policy at any time and in any manner and we will post the updated Privacy Policy. It is your responsibility to periodically check this Privacy Policy for any such modifications, revisions or amendments.

THE PERSONAL DATA WE RECEIVE FROM YOU:

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Depending on how you use our **App**, you will be subject to different types of Personal Data collected and different manners of collection:

a) You may choose to order merchandise by clicking a link on the Program website displayed within our **App**.

During the process of placing an order, we will collect some of the following Personal Data from you through your voluntary disclosure:

Shipping information.

In addition, Personal Data may be collected through your voluntary disclosure in relation to:

- I) Interaction with our representatives in any way
- II) placing orders
- III) receiving general emails from us

By using our **App**, you consent to us collecting your Personal Data as described in this clause, as well as storing, using or disclosing your Personal Data in accordance with this Privacy Policy.

b) All users: If you are a user of our **App** you may be subject to certain passive data collection ("**Passive Data Collection**"). Such Passive Data Collection may include IP address information, location information, and certain browser data, such as history and/or session information.

c) Combined or Aggregated Information: We may combine or aggregate some of your Personal Data and Passive Data in order to better serve you and to better enhance and update our **App** for your and other users' use.

THE PERSONAL DATA WE RECEIVE AUTOMATICALLY:

Cookies: We may collect information from you through automatic tracking systems (such as information about your browsing preferences) as well as through information that you volunteer to us (such as information that you provide when placing an order or at other times while using our **App**, as described above).

For example, we use cookies to make your browsing experience easier and more intuitive: cookies are small strings of text used to store some information that may concern the user, their preferences or the device they are using to access the internet (such as a computer, tablet, or mobile phone). Cookies are mainly used to adapt the operation of the site to your expectations, offering a more personalized browsing experience and memorizing the choices you made previously.

A cookie consists of a reduced set of data transferred to your browser from a web server and it can only be read by the server that made the transfer. This is not executable code and does not transmit viruses.

Cookies do not record or store any Personal Data. If you want, you can prevent the use of cookies, but then you may not be able to use our **App** as we intend. To proceed without changing the options related to cookies, simply continue to use our **App**.

Technical cookies: Technical cookies, which can also sometimes be called HTML cookies, are used for navigation and to facilitate your access to and use of the site. They are necessary for the transmission of communications on the network or to supply services requested by you. The use of technical cookies allows the safe and efficient use of the site.

You can manage or request the general deactivation or cancelation of cookies through your browser. If you do this though, please be advised this action might slow down or prevent access to some parts of the site.

Cookies may also be retransmitted by an analytics or statistics provider to collect aggregated information on the number of users and how they use our **App**. These are also considered technical cookies when they operate as described.

Temporary session cookies: Temporary session cookies are deleted automatically at the end of the browsing session - these are mostly used to identify you and ensure that you don't have to log in each time you navigate to a different page - whereas permanent cookies remain active longer than just one particular session.

Support in configuring your browser: You can manage cookies through the settings of your browser on your device. However, deleting cookies from your browser may remove the preferences you have set for our **App**.

For further information and support, you can also visit the specific help page of the web browser you are using.

Log Data: Like all websites and mobile applications, our **App** also makes use of log files that store automatic information collected during user visits. The different types of log data could be as follows:

- internet protocol (IP) address;
- type of browser and device parameters when our App is used to connect to the **Program** website;
- name of the Internet Service Provider (ISP);
- date and time of visit;
- web page of origin of the user (referral) and exit;
- possibly the number of clicks.

The aforementioned information is processed in an automated form and collected in an exclusively aggregated manner in order to verify the correct functioning of the site, and for security reasons. This information will be processed according to the legitimate interests of the Data Controller.

For security purposes (spam filters, firewalls, virus detection), the automatically recorded data may also include Personal Data such as IP address, which could be used, in accordance with applicable laws, in order to block attempts to disrupt or damage our **App**, or disrupt or do damage to other users, or in the case of harmful activities or crime. Such data are never used for the identification or profiling of the user, but only for the protection of our **App** and our users. Such information will be treated according to the legitimate interests of the Data Controller.

THIRD PARTIES:

We may utilize third-party service providers ("**Third-Party Service Providers**"), from time to time or all the time, to help us with our **App**, and to help serve you.

- We may use Third-Party Service Providers to assist with information storage (such as cloud storage).
- We may use Third-Party Service Providers to host the Mobile App. In this instance, the Third-Party Service Provider will have access to your Personal Data.
- We may use Third-Party Service Providers to fulfill orders you place.
- We only share your Personal Data with a Third-Party Service Provider if that provider agrees to our privacy standards as set out in this Privacy Policy.
- Your Personal Data will not be sold or otherwise transferred to other third parties without your approval.
- Notwithstanding the other provisions of this Privacy Policy, we may provide your Personal Data to a third party or to third parties in order to protect the rights, property or safety, of us, our customers or third parties, or as otherwise required by law.
- We will not knowingly share your Personal Data with any third parties other than in accordance with this Privacy Policy.
- If your Personal Data might be provided to a third party in a manner that is other than as explained in this Privacy Policy, you will be notified. You will also have the opportunity to request that we not share that information.
- In general, you may request that we do not share your Personal Data with third parties. Please contact us via email, if so. Please be advised that you may lose access to certain services that we rely on third party providers for.

HOW PERSONAL DATA IS STORED:

We use secure physical and digital systems to store your Personal Data when appropriate. We ensure that your Personal Data is protected against unauthorized access, disclosure, or destruction.

Please note, however, that no system involving the transmission of information via the internet, or the electronic storage of data, is completely secure. However, we take the protection and storage of your Personal Data very seriously. We take all reasonable steps to protect your Personal Data.

Personal Data is stored throughout your relationship with us. We delete your Personal Data as directed by the Data Controller, and in accordance with applicable Data Privacy laws.

In the event of a breach of your Personal Data, you will be notified in a reasonable time frame, but in no event later than two weeks, and we will follow all applicable laws regarding such breach.

PURPOSES OF PROCESSING OF PERSONAL DATA:

We primarily use your Personal Data to provide you the services and/or information you may have requested.

Information that does not identify you personally, but that may assist in providing us broad overviews of our customer base, will be used for market research or marketing efforts. Such information may include, but is not limited to, interests based on your cookies.

Personal Data that may be considered identifying may be used for the following:

- a) Improving your personal user experience
- b) Communicating with you about your user account with us
- c) Fulfilling orders you may have placed
- d) Providing customer service to you
- e) Advising you about updates to our **App** or related Items

DISCLOSURE OF PERSONAL DATA:

Although our policy is to maintain the privacy of your Personal Data as described herein, we may disclose your Personal Data if we believe that it is reasonable to do so in certain cases, in our sole and exclusive discretion. Such cases may include, but are not limited to:

- a) To satisfy any local, state, or Federal laws or regulations
- b) To respond to requests, such as discovery, criminal, civil, or administrative process, subpoenas, court orders, or writs from law enforcement or other governmental or legal bodies
- c) To bring legal action against a user who has violated the law or violated the terms of use of our **App**
- d) As may be necessary for the operation of our **App**
- e) To generally cooperate with any lawful investigation about our users
- f) If we suspect any fraudulent activity on our **App** or if we have noticed any activity which may violate our terms or other applicable rules

CHILD ACCESS:

We do not collect information from children, or allow and encourage children to use our **App**.

PUBLIC INFORMATION:

We may allow users to post their own content or information publicly via our **App**. Such content or information may include, but is not limited to, photographs, comments, or other personal snippets. Please be aware that any such information or content that you may post to a public site should be

considered entirely public and that we do not purport to maintain the privacy of such public information.

OPTING OUT OF TRANSMITTALS FROM US:

From time to time, we may send you informational or marketing communications related to our **App** such as announcements or other information. If you wish to opt-out of such communications, you may contact the following email: apps@biworldwide.com.

You may also click the opt-out link which will be provided at the bottom of any and all such communications.

Please be advised that even though you may opt-out of such communications, you may still receive information from us that is specifically about your use of our **App** or about your account with us.

By providing any Personal Data to us, or by using our **App** in any manner, you have created a commercial relationship with us. As such, you agree that any email sent from us or third-party affiliates, even unsolicited email, shall specifically not be considered SPAM, as that term is legally defined.

MODIFYING, DELETING, AND ACCESSING YOUR INFORMATION:

If you wish to modify or delete any information we may have about you, or you wish to simply access any information we have about you, you may do so from your account settings page, or you may contact the applicable Independent Data Controller as described within the Privacy Notice available via a link clearly posted on the Program website.

ACCEPTANCE OF RISK:

By continuing to use our **App** in any manner, you manifest your continuing assent to this Privacy Policy. You further acknowledge, agree and accept that no transmission of information or data via the internet is always completely secure, no matter what steps are taken. You acknowledge, agree and accept that we do not guarantee or warrant the security of any information that you transmit to us, and that you transmit such information at your own risk.

YOUR RIGHTS:

You have many rights in relation to your Personal Data. Specifically, your rights are as follows:

- the right to be informed about the processing of your Personal Data
- the right to have access to your Personal Data
- the right to update and/or correct your Personal Data
- the right to portability of your Personal Data
- the right to oppose or limit the processing of your Personal Data

- the right to request that we stop processing and delete your Personal Data
- the right to block any Personal Data processing in violation of any applicable law
- the right to launch a complaint with the Federal Trade Commission (FTC) in the United States or applicable data protection authority in another jurisdiction

Such rights can all be exercised by contacting the Data Controller as described within the Privacy Notice available via a link clearly posted on the Program website.

PRIVACY POLICY CONTACT INFORMATION:

If you have any questions about this Privacy Policy or the way we collect information from you, or if you would like to launch a complaint about anything related to this Privacy Policy, you may contact us at the following email address: apps@biworldwide.com.