

## Loveland Innovations Privacy Policy

Last Updated: April 1, 2019

Loveland Innovations, LLC, a Utah limited liability company (“**Loveland**”, “**we**” or “**us**”) values individual privacy, and we are committed to protecting individuals’ information. We are also committed to keeping individual users (“**you**”) informed about how we collect and use information about you.

This Privacy Policy (this “**Policy**”) is provided to inform you about Loveland’s practices regarding collection, use, disclosure, processing and storage of information, and how you can contact us with any questions about our information practices or to access or request changes to information about you.

Please review this Policy carefully to understand our practices, and how we collect and use personal information. If this Policy is unacceptable to you or if you do not agree with our information practices, you may choose not to visit our websites, not to use our apps, or and not to use any services that we offer.

If you have any questions or concerns that are not addressed here, please contact us at [support@lovelandinnovations.com](mailto:support@lovelandinnovations.com) or as provided in [Section 12](#).

### **1. Scope of this Policy**

This Privacy Policy applies to information that we collect from you through:

- public websites of Loveland and any Loveland websites that directly link to this Policy (collectively, the “**Sites**”);
- mobile applications published by Loveland and any other Loveland mobile applications that include or link to this Policy (collectively, the “**Apps**”); and
- any other features, communications, content, downloads, products or services that are produced, provided, operated or maintained by Loveland or on behalf of Loveland, including your interactions with Loveland personnel (collectively and together with the App and Site, the “**Services**”).

In addition, this Policy includes any separate privacy notices and/or notices relating to personal data that may be posted on or within certain Sites or Apps, or disclosed to users as part of specific Services. Such separate notices may provide additional details regarding information that we collect via those certain Sites, Apps or Services, the purpose of collecting that information, and choices you may have about the ways we use that information.

If you sign up to certain Services or certain features within the Services, you may be asked to expressly consent to specific, additional terms (“**Additional Terms**”), for example, by checking a box or clicking on a button to signal your acknowledgement and/or agreement to those Additional Terms. The Additional Terms will supplement or amend this Privacy Policy, but only with respect to their subject matter, i.e., those certain Services or certain features that the Additional Terms apply to. In cases of conflict between this Policy and any Additional Terms, the Additional Terms will control with respect to their subject matter.

This Policy **does not** apply to information collected by third parties, third-party websites, or content or applications of third parties, including any that may be linked to or accessible from the Services.

### **2. Information We Collect and How We Collect It**

Loveland collects information using the Services through various means.

#### **(a) Information that You Provide to Us**

Loveland collects information that you provide to us through the Services. For example, to use certain of the Services, you may be required to provide information about yourself and/or your customers, which

may include your first and last name, email address, telephone number, home address, employer, insurance information, payment information, images, video, and annotations. We may ask you to provide information in the following situations:

- When you register for a user account on the Services
- When you use the Services
- When you submit payment for the services
- When you submit content to the Services
- When you request Loveland to provide information or alerts to you
- When you communicate with Loveland for any other reason

In these cases, you will know what information is collected through the Services because you will actively provide that information to us.

Certain of the Services require specific personal information from you in order to utilize the Services.

#### (b) Information that We Collect Automatically

As part of the standard operation of the Services, Loveland automatically collects information from your computer or device about your activities relating to the Services. This may include, for example:

- Device and technical information such as IP address (a numerical value used to identify a computer within a network), device ID, hardware version, operating system, information about the type of device or platform used (a Google browser or an Apple platform, for example), flight information, geographic information and browser information
- Information about any image or video recorded, including the file name, length of video, geolocation, time, and other EXIF data relating to the image or video
- Browsing information such as domain name, referral or exit data (the last website that you visited before coming to the Services and the next website you visit afterwards, respectively) and language
- Information and analytics about how you use the Services, such as date and time, how often and the amount of time you spend using the Services, the areas of the Services that you spend the most time on, property information, images, video, flight information, and other click-stream data
- The device location may be required to access and use certain Services, and you may be required to enable certain features of your device(s) which enable the Services to identify your location through a variety of means, including GPS location, IP address, cell tower location, geo-fencing technology, or detection by physical on-location Wi-Fi or Bluetooth sensors.

Information collected automatically is generally statistical data, and it does not necessarily identify you personally.

#### (c) How We Use Cookies and Other Tracking Technologies

Like many websites and applications, Loveland uses cookies and other tracking technologies to help tailor the Services to the needs and interests of users and to improve users' experience of the Services, as well as for systems administration, troubleshooting, and security purposes. A cookie is a small text file stored on your device or computer when you access the Sites or Apps. These small text files allow the Site or App to recognize your computer or device at the next visit and remember your preferences and information (for example, your login, language, font size and other display preferences). This way, you do not need to re-enter that information whenever you return or browse from one page to another within the Services. Cookies may also be used by a website to collect data about user activity, or how the website is used by visitors.

There are two basic types of cookies: Session cookies are temporary files that are cleaned up (deleted) when close your browser program. Persistent cookies store your information and settings for longer periods, in order to remember your information and preferences between visits to a website. In providing the Services, we use both types of cookies for the following purposes:

- *Preferences.* We use cookies to remember you, including your information and preferences, so that you do not have to enter information every time you use the Services.
- *Authentication.* We use cookies to authenticate customers when they log into certain of our Apps and Services. These cookies are necessary for you to use those Services.
- *Analytics.* We use cookies to better understand how people are using the Service, by gathering information described above about usage.

To learn more about management of cookies, see our Cookies Statement at <https://www.lovelandinnovations.com/cookie-statement/> and see [Section 8](#) (entitled [Your Choices](#)) below. To develop information about activity related to the Services, Loveland may also use a small file, called a web beacon. Web beacons do not by themselves collect any personal information from users, but in combination with cookies, web beacons allow Loveland to track, for example, whether web pages are viewed, how often web pages are viewed, and the specific times of day web pages are viewed.

We also use Google Analytics, an analytics service provided by Google, in offering our Services. Google Analytics uses cookies and other tracking technologies to help us analyze how users interact with and use the Services, and to compile activity reports and provide other, related services based on users' activities and usage. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's privacy policies (available at <http://policies.google.com/privacy>). To learn more about Google's partner services and to learn how to opt out of tracking of analytics by Google, see [Section 8](#) (entitled [Your Choices](#)) below or go to <http://policies.google.com/technologies/partner-sites>.

In addition, we may partner with third-party advertising companies and others to collect or use information about you and about individuals who use our Services, and to provide advertisements about our goods and services that may be of interest to you. These third parties may use technologies such as cookies, web beacons, tags or other technologies to collect information about you when you use our Services. These third parties may also collect information about you and your activities across different websites, apps and other online services, and they may use persistent identifiers to collect and correlate this information. These third parties may use information about you to provide you with targeted advertising or content based on your interests and activities. For information about opting out of or managing the collection or use of such information, please see [Section 8](#) (entitled [Your Choices](#)) below.

### **3. How We Use Information We Collect**

Loveland uses information that we collect, including personal information about you, to provide the Services to you and to continually evaluate and improve the Services we offer.

#### **(a) General Uses of Information**

We may use personal information about you for the following general purposes:

- To provide our Services according to your requests
- To present information or content that you may access on via the Services, including personalization of such information and content
- To process transactions, including financial transactions, related to your use of the Services
- To communicate with you about your user account or transactions with Loveland and to send you information and announcements about the Services, or about features or improvements

- To optimize and improve our Services and operations, for example by analyzing usage of or interest in features, identifying areas of interest, providing updates to the Services, or training computer learning, computer vision and other features of the Services
- To maintain our Services, operations and any content or information provided through our Services
- To respond to your questions or requests for information, or to fulfill any other purpose for which you provide your information to us through the Services
- To provide you with information about our Services, or updates, editorial content, industry education, invitations to upcoming events or similar information
- To detect, investigate and prevent activities that may violate our policies or that may be harmful or illegal
- To perform statistical, demographic, market or other analyses of users of the Services or to investigate relevant industries and markets
- To better understand how visitors and users interact with the Services and the performance of the Services, including measuring and monitoring user traffic and using aggregate statistical analysis, which informs future enhancements and changes to the Services, or by combining information collected through the Services with information about our users collected by other means
- For any other purpose that we might describe at the time we collect your information
- For any other purpose with your consent

#### (b) Use of Geographic Location Information

We may use location information, including information about your geographic location, for the following purposes:

- To verify use of the Services, including flight restrictions.
- To provide personalized content, including information about selected products and services relevant to your location, for example local flight restrictions.
- To maintain, optimize and improve the Services and our operations, including systems administration, troubleshooting, and security purposes.
- To perform statistical, demographic, market or other analyses of users of our Services.

#### (c) Combining Information about You

We may combine information collected about you from Sites, Apps or otherwise across our Services, as well as information about you collected through off-line interactions or from third parties, into individualized user records, analyses or reports, or we may combine such information into aggregate reports or analyses.

### **4. How We Disclose Information**

Loveland may disclose aggregate statistical information about our users, which does not identify individual users, without restrictions.

Loveland may also share personal information about you to deliver any requested information, products, or services to you, or otherwise to fulfill a contractual obligation.

#### (a) Disclosures of Personal Information

Personal information about you, i.e., information that identifies or may identify you individually, that you provide or that we collect as described in this Policy, may be disclosed to third parties as follows:

- **Third Parties You Engage via the Services.** In some cases, information, products or services are offered via the Services but provided by a third party. In those cases, if you engage with the third party via the Services, for example by ordering a product or service or requesting information, then we will provide personal information about you to that third party to enable them to provide

you with the product, service or information that you seek. The third party will be instructed to use personal information only for the purpose of offering you the product, service or information that you requested.

- Third Party Agents of Loveland. We may share personal information about you with our third-party service providers, who perform functions on our behalf, such as hosting, billing, payment processing, analytics, notifications, content management, customer service, etc. These third-party agents are bound by confidentiality obligations. For example, we may store your data on servers that are owned and operated by our hosting services provider.
- Trusted Business Partners. We may provide personal information about you to our trusted business partners, to enable them to provide you with information as part of your use of the Services.
- Loveland Affiliates. We may share personal information about you with Loveland subsidiaries and affiliates.

Loveland may also disclose personal information about you in the following circumstances:

- As required by law, court order, or legal process, including to respond to a subpoena, to respond to a government or regulatory request, or to cooperate with law enforcement investigations.
- To enforce our contractual rights, take precautions against liability, investigate suspected or actual illegal activities, or to investigate and defend ourselves against third-party claims or allegations.
- To a buyer or other successor in the event of a merger, restructuring, reorganization, or other sale or transfer of some or all of our assets, including, but not limited to, as part of a bankruptcy, liquidation, or similar proceeding, in which personal information held by us about users of the Services is among the assets transferred.
- When we believe that disclosure is necessary or appropriate to protect the rights, property, or personal safety of ourselves, our customers, or others.

Loveland may also share personal information about you in ways that may be described later, with your consent, or as otherwise described in this Notice.

#### (b) Disclosures of Statistical or De-Identified Information

Loveland also uses statistical and aggregate information about users, as well as de-identified information (together referred to as “**aggregate information**”). This aggregate information does not identify specific individuals and could not be traced to specific individuals.

We may use and disclose aggregate information without restrictions and for a broad range of purposes, including, without limitation, the following:

- To analyze and share characteristics of users of the Services, which may be used to improve the Services or its features, or to better market the Services.
- To develop and publish industry research and reports.

### **5. How Long We Keep Personal Information**

Loveland maintains personal information about you for as long as you maintain a user account, as long as needed to provide the Services, or otherwise with your consent (including consent that is hereby provided by visiting the Sites, using the Apps, or using the Services ), we may continue to maintain information about you for our business purposes.

We may also retain personal information about you for a reasonable time for backup, archival, reactivation or audit purposes, or as needed to comply with our legal obligations, resolve disputes or

enforce our agreements. If you have any questions about how long we may keep personal information about you, please contact us as provided in Section 12.

## **6. International Transfers of Personal Information**

For the purposes described in this Policy, Loveland may transfer information across borders, including from your country or jurisdiction to other countries or jurisdictions around the world, where applicable laws may not provide the same level of protection of personal information as the laws of the country or jurisdiction where you are located. In those cases, we take steps to endeavor to provide that information with the same level of protection in the recipient country or jurisdiction.

By visiting the Sites, using the Apps, or using the Services, you hereby consent to the transfer of your personal information to countries where applicable laws may not provide the same level of protection of personal information as the laws of the country or jurisdiction where you are located, including, without limitation, the United States, in accordance with this Policy.

**Please do not provide information to us, either directly or indirectly, and do not use the Services if you are located in a country or location where this Privacy Policy violates local laws or regulations, or the use of the Services is not permitted.**

## **7. Accessing and Requesting Changes to Personal Information**

If you have registered to use the Services, you can review and change your personal information through your user account.

Please understand that we may not be able to alter or delete your personal information if we are required under applicable law to maintain that information or as required by our archival, backup, or compliance policies or procedures. We are also not obligated to comply with requests that are unreasonably burdensome or expensive, or with requests that would interfere with the rights of another individual. In some circumstances, we may charge a reasonable fee to fulfill your request.

## **8. Your Choices**

You have certain choices about how personal information about you is collected, used and shared. Although you cannot opt out of all collection or use of personal information and still use the Services, you can take steps to limit or control how personal information that identifies you is collected, used and shared.

### **(a) Cookies**

You can control or delete cookies, or otherwise manage cookies, through your browser or device settings. For more details, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or [www.aboutcookies.org](http://www.aboutcookies.org).

However, please understand that if you limit or reject cookies, although you may still access some of the Services, certain functions will be affected. You may not be able to log into or access certain Services unless you accept cookies.

To learn more about our use of cookies and how to manage cookies, see our Cookies Statement at <https://www.lovelandinnovations.com/cookie-statement/>.

### **(b) Advertising Partners**

Loveland has engaged third parties to manage our advertising on other sites, and they may collect information and provide advertising to you based upon your browsing activities and interests.

We do not control these third parties' tracking technologies, how they may be used or the information they may collect, and we are not responsible for their privacy policies or the content that may be provided by those third parties. You can learn more about online and interest-based advertising, including about choices available to you, at <http://www.aboutads.info/consumers>.

If you prefer not to have information used for the purpose of serving you personalized advertising, you may also learn more about your choices or change your preferences

at <http://optout.aboutads.info>, <http://optout.networkadvertising.org>, <http://preferences-mgr.truste.com>, from Google at <http://www.google.com/settings/ads> or <http://policies.google.com/technologies/partner-sites>, from Facebook at [www.facebook.com/about/ads/](http://www.facebook.com/about/ads/) or [www.facebook.com/policy.php](http://www.facebook.com/policy.php), or if you are located in the European Union at <http://www.youronlinechoices.eu/>

You may also learn about your options to opt out of mobile app tracking by certain advertising networks through your device settings. For more information about how to change these settings for Apple, Android or Windows devices, see:

- For Apple, <http://support.apple.com/en-us/HT202074>
- For Android, <http://www.google.com/policies/technologies/ads/>
- For Windows, <http://choice.microsoft.com/en-US/opt-out>

### (c) Email and Other Communications

If you would like to change the types of communications you receive from us or how you receive communications from us, including opting out of promotional communications, you may do so at any time by using the opt-out link and instructions that will be present in any promotional emails that we send.

In addition, you may opt out of receiving communications from Loveland about our products and services that may be of interest to you or otherwise manage your receipt of communications from our trusted business partners by contacting Support or emailing us at [support@lovelandinnoventions.com](mailto:support@lovelandinnoventions.com). (Note that, even if you opt out of Loveland sharing personal information about you with our trusted business partners, if a business partner has already been provided personal information about you, you must contact that business partner directly to opt out of receiving further marketing materials from it.)

Please understand that, even if you opt out of marketing communications, Loveland may continue to send non-promotional communications such as confirmations of transactions, changes to the Services or other information about your use of the Services.

(d) Loveland makes no representation that the Sites will respond to “do-not-track” or similar browser settings.

## **9. Security**

Loveland strives to use commercially reasonable means and to follow generally accepted industry data practices to protect the personal information submitted to us from accidental loss and from unauthorized access, use, alteration, and disclosure.

However, no physical or electronic security system is impenetrable, and there is no completely secure or error-free method of data transmission over the Internet. As such, Loveland cannot and does not guaranty security of personal information about you, nor can Loveland guaranty that information you supply won't be intercepted while being transmitted to Loveland over the internet or other networks.

You are also responsible for the safety and security of your information. It is your responsibility to keep secret any username and password that you use to log into or access and of the Services. You should also adopt strong passwords that others cannot easily guess. Please do not share this information with any other person and remember that you are responsible for any use of the Services when they are accessed with your username and password or under your user account. If you ever suspect or believe that your username or password have been compromised or used by somebody else, please promptly tell us as provided in [Section 12](#).

## **10. Children's Privacy**

The Services are not intended for children under the age of 13 or as defined by applicable local law, and

children should not use the Services for any purpose, even with permission of a parent or other responsible adult.

Loveland does not knowingly collect or solicit personal information from children. If we learn that we have collected or received personal information from a child, we will delete that information. If you believe that we may have any personal information about a child, please contact us at as provided in Section 12.

### **11. Changes to this Privacy Policy**

Loveland may update this Privacy Policy to reflect changes to our information practices. If we make material changes to this Policy, we will provide notice to you by changing the “**Last Updated**” date at the top of this Policy.

We encourage you to periodically review this Privacy Policy to learn of any changes to how we treat the personal information with respect the Services.

### **12. Contact Us**

Please feel free to contact us with any questions or comments regarding this Privacy Policy or our information practices. You can contact us by email at [support@lovelandinnovations.com](mailto:support@lovelandinnovations.com) or by postal mail at:

Loveland Innovations  
ATTN: General Counsel  
2015 W Pleasant Grove Pkwy, Ste E  
Pleasant Grove, UT 84062

We hope that our team can address any concerns or complaints, but if you are a resident of a country in the European Economic Area, you may also lodge a complaint with a supervisory authority, particularly the supervisory authority in your place of residence, place of work, or in the place where any alleged improper acts occurred.