



Optivon Privacy Policy

Rev. 4/1/2016

General. Optivon, Inc. ("Optivon") operates www.optivon.com (the "Site"), utilizes the public Internet and third party networks to provide fax, voice, chat, Text Messages and video communication services, provides various software installed in mobile devices ("Software"), and hosted software services ("SaaS Services"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site, Services, Software, and SaaS Services, together the "Services". We use your Personal Information only for providing and improving the Services. By using the Services, you agree to the collection and use of information in accordance with this policy.

Optivon respects the privacy of every individual who uses the Services. To better protect your privacy, we provide this notice explaining our online information practices. We recognize the right of all end-users to opt-out of location based social media participation through their service provider or device privacy settings. We also strongly encourage the highest privacy standards from our customers and partners.

Except as otherwise noted, the content of our Services, including but not limited to text, graphics and icons, are copyrighted materials of Optivon and its suppliers and affiliates, and contain trademarks, service marks and trade names of Optivon and its suppliers and affiliates. ALL RIGHTS RESERVED. You may use the content ONLY to learn about, evaluate, and/or acquire our Services.

We make every effort to provide accurate and timely information; however, there may be inadvertent technical factual inaccuracies, omissions, and typographical errors, for which we apologize. Our Services and associated content are delivered on an "as-is" and "as-available" basis. Optivon cannot ensure that files you download from our Site or using our Services will be free of viruses or contamination or destructive features. Optivon cannot guarantee the confidentiality or security of the Services. Optivon reserves the right to make changes and corrections at any time, without notice.

Should you decide to use Services from Optivon, our online Terms of Purchase and Use and EULA are considered the governing agreement between both you, as a user of our Services, and Optivon, and it supersedes any other information on our Site, unless an alternate written Subscription Agreement is executed by you and Optivon, in which case, that Subscription Agreement will govern.

Optivon is the sole owner of the information collected on Site, by the Software or SaaS Services. We will not offer, sell, advertise, share, rent or distribute any such information to third parties, except as required by subpoena, search warrant

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or other legal process, or if the failure to disclose information will lead to imminent harm to the customer or others. This includes information derived from registration, subscription and use of the services provided by us.

Optivon is committed to doing e-business with the highest ethical standards and appropriate internal controls. We are also committed to providing better service to our members. Our Privacy Policy applies to all users of our Services. Optivon's Subscription Agreement and Terms of Purchase and Use are incorporated herein by reference. All defined terms in the Privacy Policy shall have the same meaning as defined in the Subscription Agreement and the Terms of Purchase and Use. Optivon adheres to the following policies with regards to your privacy.

1) **Definitions**

- a) "Non-Personal Information" is information that is in no way personally identifiable and that is obtained automatically through your simple use of our Website with a web browser or our Software.
- b) "Personally Identifiable Information" is non-public information that is personally identifiable and obtained in connection with providing a product or service to you. It may include information such as name, address, phone number, transaction information related to your purchase of the Services, credit or debit card number, expiration date and verification number, and financial estimates you provide to us.

2) **Information Collected.** When you enter our Website, we collect Non-Personal Information such as your browser type and IP address. Likewise, in order to offer you meaningful products and services and for other reasons, we may collect Personally Identifiable Information about you from the following sources:

- a) Information you give us on applications or other forms on our Website and/or Software, and/or SaaS Service; or
- b) Information about your transactions with us and our affiliates (contractors and service providers); or
- c) Information you send us via any medium, including, but not limited to, texts, mail, telephone, and social media interaction; or
- d) If you use a mobile device platform to access the Services or communicate with Optivon, information transmitted from your mobile device; or
- e) Information purchased from third parties.

3) **Registration.** In order to become a Customer (as defined in Optivon's End User License Agreement and Terms of Service), you must provide us the following information to create an account: name, email address, country, and password. Without this minimal amount of information, you cannot create an Optivon account. Like other passwords, you should choose one that is known

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only by you. Optivon may request other information from you during the registration process, (e.g., gender, location, etc.) that Optivon uses to provide better and more customized services to Customers. You acknowledge that this information is personal to you, and by creating an account at Optivon, you may allow others, including Optivon, to identify you and to allow Optivon to use your information in accordance with our User Agreement.

- 4) **Additional Information.** Once you become a Customer, you may provide additional information to Optivon related to your account, the Service, or promotions by Optivon or its affiliates. Any information you provide Optivon or any of its affiliates may be used by Optivon as described in the Terms of Purchase and Use and this Privacy Policy, including for the purpose of improving the Service or directing marketing opportunities to you. If you decide not to share certain information, you may not receive the full benefit of being a Customer.
- 5) **Customer Service.** We collect information when you interact with Optivon's customer service in order to accurately categorize and respond to customer inquiries and investigate breaches of our terms.
- 6) **Using Third Party Services and Visiting Third Party Sites.** Information you provide to third-party sites/websites through the Service are not within the control of Optivon and you provide such information at your own risk. The terms and conditions of use and the privacy policies of those websites that you provide information to through the Service will govern their use of such information. Any information you share with a third-party site through the Service will be collected by Optivon. Optivon will use such information in compliance with this Privacy Policy.
- 7) **Use of Cookies.** When you visit the Site, Optivon may store some information on your computer in the form of a "cookie." Cookies are text files placed in your computer's browser to store your preferences. Cookies, by themselves, do not provide Optivon with any Customer Information about you. Optivon uses cookies to understand web site usage and to improve the content and offerings on this web site. A cookie cannot read data off your hard disk or read cookie files created by other sites. Cookies do not damage your system. Cookies allow us to recognize you as a user when you return to the Site using the same computer and web browser. We use cookies to identify which areas of our site you have visited, so the next time you visit the site, those pages may be readily accessible. We also may use this information to better personalize the content that you see on the Site. Most browser software can be set to reject Cookies. However, if you reject our Cookies, certain functionality on our Site may not work correctly or at all. We do not link Non-Personal Information from Cookies to your Personally Identifiable Information. In the course of serving advertisements or optimizing the Service to our Customers, we may allow authorized third parties to place or recognize a unique cookie on your browser. Any information provided to third parties through cookies will not be personally identifiable, but may

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provide general segment information for the enhancement of your user experience by providing more relevant advertising. Optivon does not store unencrypted personally identifiable information in the cookies.

- 8) **Web Beacons.** Optivon also may use web beacons, pixels, anonymous ad network tags, and cookies to more effectively serve ads to our Users, as well as to collect Non-Personal Information about your use of our Website and the websites of selected sponsors and advertisers, to collect anonymized, aggregated auditing, research and reporting for advertisers, and to collect data related to your use of special promotions or newsletters. The information collected by Web Beacons also allows us to statistically monitor how many people open our emails and for what purposes these actions are being taken. Our Web Beacons are not used to track your activity outside of our Website or the websites of our sponsors. We do not link Non-Personal Information from Web Beacons to Personally Identifiable Information without your permission. However, because your web browser requests advertisements and web beacons directly from ad network servers, these networks can view, edit or set their own cookies, just as if you had requested a web page from their site. If you are a non-registered Visitor to the Site, the only information we collect will be Non-Personal Information through the use of cookies or web beacons.
- 9) **Log files, IP Addresses and information about your computer and mobile device.** Due to the communications standards on the Internet, when you visit the Site we automatically receive the URL of the site from which you came and the site to which you are going when you leave the Site. Additionally, advertisers receive the URL of the page you were on when you click on an ad on the Site. Optivon also receives the internet protocol ("IP") address of your computer (or the proxy server you use to access the World Wide Web), your computer operating system and type of web browser you are using, email patterns, your mobile device (including your UDID) and mobile operating system (if you are accessing the Site using a mobile device), as well as the name of your ISP or your mobile carrier. Optivon may also receive location data passed to it from third-party services or GPS-enabled devices that you have enabled. Also, as described above in Section 2.D. Optivon receives information when you access third-party web pages through the Service. The link between your IP address and your personally identifiable information is not shared with third parties without your permission, except as described in ("Compliance with Legal Process"), below.
- 10) **Anonymous setting in SentiGuard.** If the User sends information using the Anonymous button in our mobile app SentiGuard, Optivon discards the IP address and other personal identifiable information before forwarding the message to the intended recipient. We do not retain such information.
- 11) **Exemptions from Privacy Policy.** Our Privacy Policy does not apply to any information you may send to Optivon or using our Services by email or instant messaging programs (i.e. AOL, Yahoo, etc.), as email and instant messages

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are not recognized as secure communication forms. As such, we request that you do not send any information, which you consider private, to us by email or instant message. Furthermore, our Privacy Policy does not apply to any information you post from our Software to other websites (i.e. Twitter, Facebook, etc.), due to the public nature of such postings.

12. Use of Personally Identifiable Information. Optivon uses and/or intends to use Personal Information to:

- a. Operate and improve our Services;
- b. Provide Customers with the Service and other products and services that a Customer may request or that a Customer has expressed interest in;
- c. Facilitate subscription processing, reviews and analysis;
- d. Evaluate a person's/entity's eligibility for the Service or certain offers, products or services;
- e. Evaluate Customer interest and needs in order to improve the Service and make available other offers, products or services;
- f. Evaluate the types of offers, products or services we make available to Customers and potential Customers;
- g. Track use of the Services;
- h. Track use of the offers, products and services made available by third-party partners or advertisers;
- i. Provide customer support;
- j. Communicate and provide additional information that may be of interest to Customers, such as news, special offers, announcements, and marketing materials;
- k. Send you reminders, technical notices, updates, security alerts and support and administrative messages, service bulletins, or marketing;
- l. Provide advertisements to you through the Website, email messages, text messages, applications, or other methods of communication; and
- m. Manage our everyday business needs such as Site administration, forum management, fulfillment, analytics, fraud prevention, enforcement of our corporate reporting obligations, Terms of Use or to comply with the law.
- n. You are responsible for ensuring the accuracy of the Personally Identifiable Information you submit to Optivon. Inaccurate information will affect your ability to access our Software, your ability to purchase other products and services from our Website, and our ability to

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contact you as described in this Privacy Policy (i.e. your email address should be kept current).

13. Children. Optivon is committed to protecting the privacy of children. Neither our Website nor our Services are designed or intended for use by individuals under the age of 18 without parental supervision. Optivon is not responsible for determining the age of its users and has no liability whatsoever should a minor use our Services to acquire goods and/or services that would otherwise be prohibited due to the minor's age. Optivon encourages parents and guardians to monitor their children's Internet usage as a result.

14. Use of Credit Cards. You may have to provide a credit card to purchase other products and services from our Website. We use 3rd party billing services and HAVE NO CONTROL over these services. We will use our best efforts to make sure that your credit card number is kept STRICTLY CONFIDENTIAL by using only 3rd party billing services that use the latest security encryption technology to protect your credit card number from unauthorized use. However, you understand and agree that we are in no way responsible for any misuse of your credit card number by a third-party.

15. Use of Aggregate Data. Optivon may combine Non-Personal Information you provide through our Services with information from other users to create aggregate data that may be disclosed to third parties. Aggregate information does not contain any information that could be used to identify you and does not include your personal contact information. For example, we may use information gathered to create a composite profile of all the users of a particular third party site. Depending on the circumstances, we may or may not charge third parties for this aggregate information. In any case, Optivon will not disclose your Personally-Identifiable Information to any third party without your prior permission, except as otherwise permitted by this Privacy Policy. We require parties with whom we share aggregate information to agree that they will not attempt by any means or use of other parties to transform such information into Personally Identifiable Information.

16. Modifications to the Optivon Privacy Policy. We may make changes to this privacy policy from time to time. Changes will be posted on this site and will be effective upon posting. You are encouraged to return to this site periodically to review the posted changes.

17. Security Policy & User ID/Password. Our site utilizes various information security measures such as internet firewalls, an intrusion detection system, encrypted data transmission, and operating procedures to protect your personal data, accounts, passwords, etc. This information is kept completely

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separate and confidential, unless you have given someone-else your user ID and password. As such, you should protect your user ID and password and NOT share it with anyone. If you believe your user ID and password have been compromised, please contact our technical support department so they can issue you a new user ID/password (privacy@Optivon.net).

18. CAN-SPAM Compliance Notice. Optivon and its affiliates fully comply with the federal CAN-SPAM Act. You can always opt out of receipt of further email correspondence from us.

19. Transfer of Ownership. If the entire or substantial ownership of our Website were to change, your user information may be transferred to the new owner so the service can continue operations. In any such transfer of information, your user information would remain subject to the promises of our then current Privacy Policy.

20. Notice to Residents of Countries outside of the United States of America. Optivon is headquartered in the United States of America. Personal Information may be accessed by us or transferred to us in the United States or to our affiliates, business partners, merchants, or service providers elsewhere in the world. By providing us with Personally Identifiable Information, you consent to this transfer. We will protect the privacy and security of Personally Identifiable Information according to our Privacy Policy, regardless of where it is processed or stored.

21. California Privacy Rights. Pursuant to Section 1798.83 of the California Civil Code, residents of California can obtain certain information about the types of Personally Identifiable Information that companies with whom they have an established business relationship have shared with third parties for direct marketing purposes during the proceeding calendar year. In particular, the law provides that companies must inform consumers about the categories of Personally Identifiable Information that have been shared with third parties, the names and addresses of those third parties, and examples of the types of services or products marketed by those third parties. To request a copy of the information disclosure provided by Optivon pursuant to Section 1798.83 of the California Civil Code, please contact us via email to privacy@Optivon.net. Please allow 60 days for a response.

22. Your Acceptance of This Privacy Policy. This is our entire Privacy Policy and it supersedes any earlier version. You agree to it every time you use our Website and/or Services. We reserve the right to modify this Privacy Policy at any time, so please review it frequently. Changes to this policy may be made with or without notice. If we make material changes to this policy, we will notify you here, by means of a notice on our home page so that you may access and review the changes to this document in advance of your continued use of the service. If you object to any changes, you may close your account. By continuing to use the Optivon Services after notice of changes has been sent to you or published on Optivon's Website, you are consenting to the changes.

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- 23. Questions About This Privacy Policy.** Should you have a privacy question about our Website and/or Services, please email our customer service department (privacy@Optivon.net).
- 24.** This Privacy Policy is an integral part of the End User License Agreement and Terms of Service. In the event of conflict between the End User License Agreement and the Optivon Privacy Policy, the terms of this Privacy Policy shall prevail.