

## Website Privacy Policy

Last modified: 04/29/2021

### 1. Introduction

Prism ("Company", "Our", "Us" or "We") respect your privacy and is committed to protecting it through Our compliance with this **Privacy Policy** ("Policy").

- This Policy describes the types of information We may collect from you or that you may provide when you visit the website [getprismx.com](http://getprismx.com) (Our "Website") and Our practices for collecting, using, maintaining, protecting, and disclosing that information.

**Please read this Policy carefully to understand Our policies and practices regarding your information and how We will treat it. If you do not agree with Our policies and practices, your choice is not to use Our Website. By accessing or using this Website, you agree to this Privacy Policy. This policy may change from time to time (see Changes to Our Privacy Policy).**

### 2. Applicability

This Policy applies to information We collect:

- On this Website.
- In email, text, and other electronic correspondence between you and this Website.
- Through mobile and desktop applications you interact with on this Website.
- When you interact with Our advertising and applications on third-party websites and services, if those applications or advertising include links to this Policy.

This Policy DOES NOT apply to information collected by:

- Us offline or through any other means, including on any other website operated by Company or any third party (including Our affiliates, associates, and subsidiaries); or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website

### **3. Children Under the Age of 13/16**

Our Website is not intended for children under 13, and under 16 years of age in some states ("Children"). No Children may provide any information to or on the Website. We do not knowingly collect personal information from Children. Children may not use or provide any information on this Website or through any of its features, register on the Website, make any purchases through the Website, use any of the interactive or public comment features of this Website, or provide any information about yourself to Us, including your name, address, telephone number, email address, or any screen name or user name you may use. If We learn We have collected or received personal information from Children without verification of parental consent, We will delete that information. If you believe We might have any information from or about Children, please contact Us at [contact@getprismx.com](mailto:contact@getprismx.com).

California residents under 13 years of age may have additional rights regarding the collection and sale of their personal information.

#### **4. Information We Collect About You and How We Collect It**

The information We collect from Our website may include **Personal Information** as a result of **Automatic Data Collection Technologies**, and **Information You Provide Us**.

a. **“Personal Information”** includes any of the following information:

- Including identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.
- Commercial information, including records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
- Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer’s interaction with an Internet Web site, application, or advertisement.
- Geolocation data.
- Audio, electronic, visual, thermal, olfactory, or similar information.

**We collect this information directly from you when you provide it to Us, automatically as you navigate through the site, and from third parties, for example, Our business partners.**

#### **b. Automatic Data Collection Technologies**

As you navigate through and interact with Our Website, We may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to Our Website, such as traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information collected automatically may include usage details, IP addresses, mobile carrier, browser type, hardware type, MAC address, IMEI, Advertiser ID, information collected through cookies, web beacons, and any and all other identifiers and tracking technologies automatically assigned to your device upon accessing Our Website.

We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking).

**“Do Not Track”** or (**“DNT”**) is a privacy preference that users can utilize in certain web browsers and on devices that informs websites and services that the user does not authorize certain data collection regarding their use of a service or webpage(s) over time. That being said, **We DO NOT respond to nor honor DNT signals**. Nor do We honor any similar mechanisms transmitted by any web browser, service, or device.

The information We collect automatically may include Personal Information, and We may maintain it or associate it with Personal Information We collect in other ways or receive from third parties. It helps Us to improve Our Website and to deliver a better and more personalized service, including by enabling Us to estimate Our audience size and usage patterns, store

information about your preferences, allow Us to customize Our Website according to your individual interests, speed up your searches, and recognize you when you return to Our Website. The technologies We use for this automatic data collection and analytics may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of Our Website. Unless you have adjusted your browser setting so that it will refuse cookies, Our system will issue cookies when you direct your browser to Our Website.
- **Flash Cookies.** Certain features of Our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on Our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- **Web Beacons.** Pages of Our the Website and Our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **FB Pixel .** The Facebook pixel is code that We place on Our website. It collects data that helps Us track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on Our website. It works by placing and triggering cookies to track users as they interact with Our website and Our Facebook ads.
- **Google Conversion Tracking.** We add a conversion tracking tag, or code snippet, to Our website code. When you click on Our ad from Google Search or selected Google Display Network sites, or when you view Our video ad, a temporary cookie is placed on your computer or mobile device. When you complete the action We defined, Our system recognizes the cookie (through the code snippet We added), and Google records a conversion.

c. Information You Provide to Us

The information We collect that is provided to Us by you includes:

- Information that you provide by filling in forms on Our Website. This includes information provided at the time of registering to use Our Website, subscribing to Our service, posting material, or requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by Us, and when you report a problem with Our Website.
- Records and copies of your correspondence (including email addresses), if you contact Us.
- Your responses to surveys that We might ask you to complete for research purposes.
- Details of transactions you carry out through Our Website and of the fulfillment of your orders. You may be required to provide financial information before placing an order through Our Website.
- Your search queries on the Website.

You also may provide information to be published or displayed on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, "**User Contributions**"). Your User Contributions are posted on and transmitted to others at your own risk. Although We limit access to certain pages, please be aware that no security measures are perfect or impenetrable. Additionally, We cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, We cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

## **5. How We Use Your Information**

We use information that We collect about you or that you provide to Us, including any Personal Information:

- To present Our Website and its contents to you.
- To provide you with information, products, or services that you request from Us.
- To manage your information, respond to questions, comments and other requests by you.
- To interact with you about specific services.
- To measure interest in Our services.
- To prevent potentially prohibited or illegal activities, such as hacking.
- To tailor Our content.
- To develop new products and services.
- To provide you with notices about your account, including expiration and renewal notices.
- To carry out Our obligations and enforce Our rights arising from any contracts entered into between you and Us, including for billing and collection.
- To notify you about changes to Our Website or any products or services We offer or provide though it.
- To allow you to participate in interactive features on Our Website.
- In any other way We may describe when you provide the information.
- For any other purpose with your consent.

We may also use your information to contact you about Our own or a third-parties' goods and services that may be of interest to you. If you do not want Us to use your information in this way, please check the relevant box located on the form on which We collect your data (the order form/registration form), or contact Us via email at [contact@getprismx.com](mailto:contact@getprismx.com). For more information, see Choices About How We Use and Disclose Your Information.

We may use the information We have collected from you to enable Us to display advertisements to Our advertisers' target audiences. Even though We do not disclose your Personal Information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

## **6. Disclosure of Your Information**

We may disclose aggregated or anonymized information about Our users and information that does not identify any individual, without restriction.

We may disclose Personal Information that We collect, or you provide, as described in this Privacy Policy:

- To Our subsidiaries and affiliates.
- To contractors, service providers, and other third parties We use to support Our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Prism's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by Prism about Our Website users is among the assets transferred.
- To third parties to market their products or services to you if you have consented to/not opted out of these disclosures. We contractually require these third parties to keep Personal Information confidential and use it only for the purposes for which We disclose it to them. For more information, see Choices About How We Use and Disclose Your Information.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by Us when you provide the information.
- With your consent.

We may also disclose your Personal Information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply Our terms of use [getprismx.com](https://www.getprismx.com) and other agreements, including for billing and collection purposes.
- If We believe disclosure is necessary or appropriate to protect the rights, property, or safety of Prism, Our customers, or others. This includes exchanging information with other companies, law enforcement, the government, and organizations for the purposes of fraud protection and credit risk reduction.

This website and applications may contain links and connect you to other websites or services. The fact that We link/connect to a website or service is not an endorsement, authorization or representation that We are affiliated with that third party. We do not exercise control over any of the information you provide, or is collected by, these third-party websites or services. We encourage you to read the Privacy Policies or statements of the other websites you visit and services that you use. For example, we provide links and connect you to [www.darksky.net](http://www.darksky.net), [www.amazon.com](http://www.amazon.com), [www.spotify.com](http://www.spotify.com), and Google. Their respective Privacy Policies are available at:

- <https://darksky.net/privacy>
- <https://www.amazon.com/gp/help/customer/display.html?nodeId=201809740>
- <https://www.spotify.com/Us/legal/privacy-policy/>
- <https://policies.google.com/privacy?hl=en-US>

## **7. Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the Personal Information you provide to Us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Disclosure of Your Information for Third-Party Advertising.** If you do not want Us to share your Personal Information with unaffiliated or non-agent third parties for promotional purposes, you can opt-out by unchecking the relevant box located on the form on which We collect your data (the order form/registration form). You can also always opt-out by checking or unchecking the relevant boxes or by sending Us an email with your request to [contact@getprismx.com](mailto:contact@getprismx.com).
- **Promotional Offers from the Company.** If you do not wish to have your email address/contact information used by the Company to promote Our own or third parties' products or services, you can opt-out by checking the relevant box located on the form on which We collect your data (the order form/registration form)] or at any other time by sending Us an email stating your request to [contact@getprismx.com](mailto:contact@getprismx.com). If We have sent you a promotional email, you may send Us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience or other transactions.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

California residents may have additional Personal Information rights and choices. Please see Your California Privacy Rights for more information.

## **8. Accessing and Correcting Your Information**

You may also send Us an email at [contact@getprismx.com](mailto:contact@getprismx.com) to request access to, correct or delete any Personal Information that you have provided to Us. We cannot delete your Personal Information except by also deleting your user account. We may not accommodate a request to change information if We believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from the Website, copies of your User Contributions may remain viewable in cached and archived pages or may have been copied or stored by other Websites or users. Proper access and use of information provided on the Website, including User Contributions, is governed by Our terms of use [getprismx.com](http://getprismx.com).

California residents may have additional Personal Information rights and choices. Please see Your California Privacy Rights for more information.

## **9. Your California Privacy Rights**

If you are a California resident, California law may provide you with additional rights regarding Our use of your Personal Information. To learn more about your California privacy rights, visit the California Government's page regarding the California Consumer Privacy Act of 2018, [https://leginfo.ca.gov/faces/billTextClient.xhtml?bill\\_id=201720180SB1121](https://leginfo.ca.gov/faces/billTextClient.xhtml?bill_id=201720180SB1121). California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of Our App that are California residents to request certain information regarding Our disclosure of Personal Information to third parties for their direct marketing purposes. To make such a request, please send an email to [contact@getprismx.com](mailto:contact@getprismx.com) and mention "Third party information request" in the email subject.

## **10. Data Security**

We have implemented measures designed to secure your Personal Information from accidental loss and unauthorized access, use, alteration, and disclosure. All information you provide to Us is stored on Our secure servers behind firewalls. Any payment transactions will be encrypted using SSL technology. That being said, **the safety and security of your information also depends on you. Unfortunately, the transmission of information via the internet is not completely secure.**

**Although We do Our best to protect your Personal Information, We cannot guarantee the security of your Personal Information transmitted to Our Website. Any transmission of Personal Information is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on the Website.**

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

It is Our policy to post any changes We make to Our Privacy Policy on this page with a notice that the Privacy Policy has been updated on the Website home page. If We make material changes to how We treat Our users' Personal Information, We will notify you by email to the email address specified in your account and/or through a notice on the Website home page. If we make material changes to the Privacy Policy we may also ask you to re-accept the amended policy. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for ensuring We have an up-to-date active and deliverable email address for you, and for periodically visiting Our Website and this Privacy Policy to check for any changes. For your convenience and easy access, you may want to bookmark this Privacy Policy.

**Your continued use of this Website after We make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.**

## **12. Contact Information**

To ask questions or comment about this Privacy Policy and Our privacy practices, contact Us at [contact@getprismx.com](mailto:contact@getprismx.com).

To register a complaint or concern, please contact Us via email at [contact@getprismx.com](mailto:contact@getprismx.com).