



**Useful Systems, Inc.**  
**Privacy Policy**

Last Modified October \_\_, 2015

This Privacy Policy ("Policy") discloses the privacy practices of Useful Systems, Inc. ("Useful") and the possible uses of the information that Useful gathers via [www.usefulsystemsinc.com](http://www.usefulsystemsinc.com) and any related web sites (collectively, the "Site") along with software applications for mobile and desktop platforms (the "Applications"). The Site and the Applications, together with any other products and services provided by Useful, are collectively referred to as the Service (the "Service").

Except as set forth in any other Useful agreement or terms and conditions, this Policy does not apply to information collected by Useful offline or through any other means, including on any other website operated by Company or any third party, or through any third party, including through any applications or content (including advertising) that may link to or be accessible from or on the Service.

Please read this Policy carefully to understand Useful's policies and practices regarding your information and how Useful will treat it. If you do not agree with this Policy, including having your personally identifiable information ("Personal Information" as defined below) used in any of the ways described in this Privacy Policy, your choice is not to use the Service or you may be precluded from using much of the Service and your account with Useful may be terminated and suspended. By accessing or using the Service, you agree to this Privacy Policy.

You should also read Useful's Website Terms of Use located at [www.usefulsystemsinc.com/TermsOfUse](http://www.usefulsystemsinc.com/TermsOfUse) (the "Terms of Use"). Capitalized terms that are used but not defined in this Privacy Policy have the same meaning and description as stated in the Terms of Use.

**Information Collected**

Useful collects information on its users in various ways, such as by voluntary submissions, participation in services provided via the Site and the Applications, from third parties, and through cookie and other tracking technology. Useful collects the following information:

- **Personal Information.** "Personal Information" refers to information that tells Useful specifically who you are, such as your name, phone number, email address, postal address, and possibly information relating to certain support or customer service issues. Much of this Personal Information is collected when you create an Account using the Service.
- **Financial Information.** Useful may also collect and store credit card, bank account or other payment information in order to periodically charge you for the use of any paid components of the Service.
- **Submission of User Content.** Useful collects User Content such as messages, posts, comments, and responses that you voluntarily provide in Useful's Support & Community Areas or through the Applications. Certain Support & Community Areas are deemed public, and Useful may in its sole discretion share any User Content submitted in these areas with others. Other Support & Community Areas are private, and any User Content submitted in these areas will only be accessible to the User's

employer and its employees.

- **Aggregate Information.** Useful may collect general, non-personal, statistical information about the use of the Site, Applications and Service, such as how many visitors visit a specific page on the Site, how long they stay on that page, and which hyperlinks, if any, they click on. This information represents a generic overview of our users, including their collective viewing habits, and allows us and other third parties to modify information, promotions, offers and/or discounts on products and services based on user traffic and behavior. Useful collects this information through the use of technologies such as 'cookies' and web beacons, which are discussed in greater detail below. Useful collects this information in order to help enhance the Site and Service.
- **Usage Details.** When you access and use the Applications, Useful may automatically collect certain details of your access to and use of the Applications, including traffic data, location data, logs and other communication data and the resources that you access and use on or through the Applications.
- **Device Information.** Useful may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information and the device's telephone number.
- **Stored Information and Files.** The Applications also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts and address book information.
- **Location Information.** This Applications collect real-time information about the location of your device.

### **Third Party Information**

Useful may supplement information you provide to Useful with information from other sources, such as information to validate or update your address, payment card or other demographic and lifestyle information. Useful use this information to help it maintain the accuracy of the information it collects, to enable Useful to provide the Service, to target its communications so that Useful can inform you of products, services and offers that may be of interest, and for internal business analysis or other business purposes consistent with the Service.

### **Cookies**

Useful may automatically collect non-personally identifiable information and data through the use of cookies. Cookies are small text files a website uses to recognize repeat users, facilitate the user's ongoing access to the website and facilitate the use of the website. Cookies also allow a website to track usage behavior and compile site usage information that will allow for the improvement of content and target advertising. Most browsers allow you to control cookies, including whether or not to accept them and how to remove them. You may set your browsers to notify you if you receive a cookie, or you may choose to block cookies with your browser. However, please be aware that some features of the Service may not function or may be slower if you refuse cookies. You may also get cookies from our advertisers or other third parties with links on the Site as described below. We do not control these cookies. The use of advertising cookies sent by third party ad servers is standard in the Internet industry.

### **Other Tracking Technologies**

Tracking technologies may record information such as Internet domain and host names; Internet protocol (IP) addresses; browser software and operating system types; clickstream patterns; and dates and times that the Site, Applications and Services are accessed. An IP address is a number that is automatically assigned to your computer whenever you are surfing the web. Web servers, the computers

that 'serve up' webpages, automatically identify your computer by its IP address. The Site, Applications and Services may also use technology called "tracer tags". These may also be referred to as "Pixels", "Clear GIFs" or "Web Beacons". This technology allows Useful to understand which pages you visit on the Site and other ways you interact with the Site and the Service. These tracer tags are used to help Useful to optimize and tailor the Site and Services for you and other users of our Site and the Service. Useful may link the information it records using tracking technologies to Personal Information Useful collects.

### **Use of Information**

The information Useful collects is used in a variety of ways, including:

- For internal review
- To provide and improve the Site, Applications and the Service, and to deliver a better and more personalized experience by enabling Useful to
  - Estimate the audience size and usage patterns
  - Store information about your preferences, allowing us to customize the Service according to your individual interests
  - Speed up your searches
  - Recognize you when you use the Service
- To optimize third-party offers of products and/or services
- To verify the legitimacy of User Content
- To notify you about updates to the Site, Applications and the Service
- To let you know about products, services, and promotions that you may be interested in
- For marketing purposes and the marketing of discounts offered through the Site, Applications and the Service by service contractors ("Service Providers")
- Internal business analysis or other business purposes consistent with our mission

### **Disclosures and Transfers of Information**

Useful does not disclose Personal Information to third parties, except when one or more of the following conditions is true:

- Useful has your permission to make the disclosure
- The disclosure is consistent with the purpose for which the Personal Information was obtained
- The disclosure is to financial service providers in order to fulfill and carry out the purchase and provision of the Service requested by you
- The Personal Information to be disclosed is publicly available
- The disclosure is reasonably related to the sale or other disposition of all or part of Useful's business or assets
- The disclosure is for Useful's own marketing purposes, or, with your authorization, for the marketing purposes of third parties
- The party to whom the disclosure is made controls, is controlled by, or is under common control with Useful
- The disclosure is in Useful's sole discretion necessary for the establishment or maintenance of legal claims or legal compliance, to satisfy any law, regulation, subpoena or government request, or in connection with litigation
- The disclosure is in Useful's sole discretion about users who Useful believes are engaged in illegal activities or are otherwise in violation of the Terms of Use or other agreement with Useful, even without a subpoena, warrant or court order
- The disclosure is to outside businesses to perform certain services for Useful, such as maintaining the Site, Applications and the Service, mailing lists, processing orders and delivering

products and services, sending postal mail, providing marketing assistance, and data analysis ("Administrative Service Providers")

Prior to sharing of your Personal Information with others, agreements are made between Useful and such outside parties to whom Useful is transferring data. If Useful becomes aware that any such outside party is improperly using or disclosing Personal Information, it will notify that outside party and request that it take reasonable steps to cease such use or disclosure.

Useful may also disclose aggregate visitor data in order to describe the use of the Site, Applications and Services to Useful's existing or potential business partners or other third parties, or in response to a government request. Useful may also share aggregated demographic and preference data with third parties to enable the provision of targeted information, promotions, offers and/or discounts on products and services.

### **Choice: Opt-in/Opt-out**

To help you review, edit, and control how we use much of the information Useful collects about you, you can visit your account webpage on the Site or through the Application, where you can update certain information and unsubscribe from receiving specific types of email messages and telephone calls. You cannot, however, unsubscribe from receiving certain emails, such as account status and billing related emails.

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. You can also choose whether or not to allow the Application to collect information through other tracking technologies on the device. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the Service may then be inaccessible or not function properly.

For location information, you can choose whether or not to allow the Application to collect and use real-time information about your device's location through the device's privacy settings. If you block the use of location information, some parts of the Service may then be inaccessible or not function properly.

If you delete your User Contributions from the Service, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other users. Proper access and use of information provided on the Service, including User Contributions, is governed by the Website Terms of Use or the Applications' end user license agreement.

Useful may provide certain Personal Information as a service to others for their marketing purposes. If you properly notify Useful that you no longer want Useful to share your Personal Information with such third parties, Useful will cease sharing your Personal Information. However, except as otherwise stated in this Privacy Policy, Useful does not control the third parties to which Useful shares such Personal Information and you will need to further notify such third parties directly if you would like them to cease use of your Personal Information. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

### **Data Security, Integrity, and Access**

The Personal Information you provide and Useful collects is stored within databases that Useful controls directly or through its Administrative Service Providers. As Useful deems appropriate, Useful uses security measures consistent with industry standards, such as firewalls, to protect your Personal Information. Useful also uses industry standard encryption technology to protect credit card and password information. However, since no security system is impenetrable, Useful cannot guarantee the security of the databases, nor can it guarantee that information you supply will not be intercepted while being transmitted over the Internet.

Your information may be transferred to, and maintained on, computers located outside of your state,

province, or country where the privacy laws may not be as protective as those where you live. If you are located outside the United States and choose to provide information to Useful, please be aware that Useful transfers Personal Information to the United States and processes and store it there. By submitting your Personal Information, you consent to having your personal data transferred to, processed, and stored in the United States.

Any user ID and password associated with your account may only be used by you. You may not share your user ID and password with anyone else, and you are solely responsible for maintaining and protecting the confidentiality of your user ID and password. You are fully responsible for all activities that occur under your user ID and password. You can access and update your login information on your account webpage.

### **Third Party Websites and Links**

Please note that you may have cookies placed on your computer by third party websites that refer you to the Site. Although we do not share your Personal Information with these third party websites unless you have authorized us to do so, they may be able to link certain non-personally identifiable information Useful transfers to them with Personal Information they previously collected from you.

The Site, Applications and the Service may contain links (including advertising banners) to other sites operated by third parties. Please review the privacy policies of each website you visit to better understand their privacy practices. Useful does not control such other sites and is not responsible for their content, their privacy policies, or their use of Personal Information. Useful's inclusion of such links does not, by itself, imply any endorsement of the content on such sites or of their owners or operators except as disclosed on the Site and Services. Any information submitted by you directly to these third parties is subject to that third party's privacy policy. While we support the protection of our customer's privacy on the Internet, Useful expressly disclaims any and all liability for the actions of third parties, including but without limitation to actions relating to the use and/or disclosure of Personal Information by third parties.

### **Children's Privacy**

Useful does not intend the Site and the Service to be used by individuals under the age of 18 without the supervision of a parent or guardian 18 years of age or older. Useful relies upon parents or guardians 18 years of age or older to determine if the Site and the Service is appropriate for the viewing, access, or participation by such individuals under the age of 18. If an individual under the age of 18 uses the Site and the Service, such individual may only use the Site and the Service under the supervision of a parent or guardian 18 years of age or older.

Useful does not seek or knowingly collect any Personal Information about children under 13 years of age. If Useful becomes aware that it unknowingly collected Personal Information from a child under the age of 13, Useful will make commercially reasonable efforts to delete such information from our database.

### **Governing Law; Visitors Residing Outside the United States**

This Privacy Policy and the privacy practices of Useful will be subject exclusively to the laws of Colorado, without regard to its conflict of law principles, and the applicable laws of the United States. Useful makes no representation that this Privacy Policy and such practices comply with the laws of any country outside the United States.

### **Changes to Privacy Policy**

Useful may update this Privacy Policy from time-to-time in its sole discretion. It is your responsibility to review the Privacy Policy for any changes each time that you use the Site and Services and you are bound by such changes. Use of the Site and Services by you following us posting a new privacy policy on our Site constitutes your acceptance of the Privacy Policy as modified.

## **Your California Privacy Rights**

California Civil Code Section § 1798.83 permits users of the Service and Site that are California residents to request certain information regarding Useful's disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an e-mail to or write us at the addresses identified below.

### **How To Contact Us**

All requests, questions or concerns about your Personal Information or this Privacy Policy, please contact us by mail or email at the following:

1007 Pearl Street Suite 200  
Boulder CO 80302  
Attn: Legal

E-mail: [info@usefulsystemsinc.com](mailto:info@usefulsystemsinc.com)

Useful welcomes your questions and comments.