

YipitData Privacy Notice

Last updated: September 22, 2021

This privacy notice (the "Privacy Notice") explains how Yipit LLC d.b.a. YipitData ("YipitData," "Yipit," "we," "our," and/or "us") and its affiliates and subsidiaries collect, uses, and shares information from visitors to and users of ("Visitors," "users," "you," and/or "yours") any websites that Yipit operates that link to this Privacy Notice, including www.yipitdata.com and related online and offline services, including any Yipit access portal accessible via external sites and other offline engagement you might have with us (collectively, the "Services").

This Privacy Notice outlines: (i) information we collect through your use of our Services, (ii) our use of this information, (iii) who we share it with; and (iv) how we protect your privacy. In addition, this Privacy Notice describes how those with the legal right to do so can (i) request access, stop the collection of, or delete your personal information; and (ii) how to opt out of our use of your personal information in our products and data sets.

This Privacy Notice does not govern the data practices of third parties that may interact with our Services. Our Services may include access to third party content and may allow you to connect with other websites, products, or services, which we do not control. We recommend that you consult the applicable privacy policies of third parties whose websites or apps you may be accessing through our Services.

By using our Services, you agree to the collection and use of information in accordance with this Privacy Notice. If you have any questions or concerns about this Privacy Notice, our practices with regards to your personal information, or your rights related to our collection of your personal information, please contact us at privacy@yipitdata.com or 22 W 19th Street, 7th Floor, New York, NY 10011.

Your use of the Services and any information you provide through the Services remains subject to the terms of this Privacy Notice which may be updated from time to time. By using the Services and by submitting information to us through the use of the Services, this Privacy Notice will apply. If there are any terms in this privacy notice that you do not agree with, please discontinue use of our Services immediately.

This Privacy Notice does not apply to de-identified and aggregate data that we obtain or collect to build our data products.

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Information We Collect

Information You Provide To Us

While using our Services, we may ask you to provide us with certain categories and pieces of information that can be used to contact or identify you, including:

Contact Information. Email address (work and/or personal), first name and last name, phone number, mailing address (including State, Province, ZIP/Postal code, City).

Employment Information. Employer name and your position, title, business address, and the size, location, and needs of your employer.

Account Information. You may be asked to create an account, including a username and password, to access certain parts of the Services. We will collect and maintain that information for use in providing the Services.

Feedback. If you provide us your contact information, we may send you an email requesting feedback on YipitData. If you respond, we receive and store the information you include in your feedback, including the content of your comments and any other information you may provide in your response.

Communications. If you contact us directly, we may receive additional information about you. For example, when you contact our customer support, we may receive your name, email address, the contents of messages or attachments that you may send to us, other information you choose to provide, and other information that may be associated with your communications.

Additional Information. Any other information that you may provide at the time of submitting a request for services or in using or engaging with the Services.

Information We Collect Through Automated Means

We automatically collect certain information about the computer or devices you use to access the Services. For example, we may collect and analyze information, such as your device's IP address, browser type, browser version, the pages of our Services that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data. We also collect certain information about the ways that you use and interact with the Services.

When you access the Services by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

We may also collect information that your browser sends whenever you visit our Services or when you access the Services by or through a mobile device.

YipitData and our advertising partners collect information about how you interact with the Services through the use of cookies, tracking pixels, and similar technologies. We and our partners may use both first party and third-party cookies on the Website.

We use 'cookies', or text files placed on your device's hard drive when you visit websites, and similar tracking technologies to track the activity while using our Services and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze our Services. The technologies we use may include:

- Cookies or browser cookies. A cookie is a small file placed on your device. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some parts of our Services. Unless you have adjusted your browser setting so that it will refuse cookies, our Services may use cookies.
- Flash cookies. Certain features of our Services may use local stored objects (or 'flash cookies') to collect and store information about your preferences or your activity on our Services. Flash cookies are not managed by the same browser settings as those used for browser cookies. For more information on how you can delete flash cookies, please read "Where can I change the settings for disabling, or deleting local shared objects?" available at https://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html#main_Where_can_I_change_the_settings_for_disabling_or_deleting_local_shared_objects
- Web Beacons. Certain sections of our Services and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit YipitData, 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 a certain section and verifying system and server integrity).

Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web browser.

We use both session and persistent cookies for the purposes set out below:

Necessary / Essential Cookies

Type: Session cookies

Administered by: YipitData

Purpose: These cookies are essential to provide you with the Services available through the website and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these cookies, the Services that you have asked for cannot be provided, and we only use these cookies to provide you with those Services.

Functionality Cookies

Type: Persistent cookies

Administered by: YipitData

Purpose: These cookies allow us to remember choices you make when you use the

website, such as remembering your login details or language preference. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use the website.

Tracking and Performance Cookies

Type: Persistent cookies

Administered by: Third-Parties

Purpose: These cookies are used to track information about traffic to the website and how users use the website. The information gathered via these cookies may directly or indirectly identify you as an individual visitor. This is because the information collected is typically linked to a pseudonymous identifier associated with the device you use to access the website. We may also use these cookies to test new pages, features or new functionality of the website to see how our users react to them.

Information We Collect from Other Sources

We collect information from third party sources, such as third-party service providers, third party providers of business contact information, other individual(s) at your organization, or publicly available sources. This information may include log-in and verification information; name, telephone number, email address, physical address and other contact information; company name, occupation, title, and other professional or employment information; education information; commercial information; internet activity information; and inferences about preferences and behaviors.

Use of Your Information

YipitData and our service providers may use information for the following purposes:

- To provide, improve, expand, promote, and maintain our Services, including to monitor the usage of our Services.
- To manage your account: to manage your registration as a user of the Services. The information you provide can give you access to different functionalities of the Services that are available to you as a registered user.
- For the performance of a contract: the development, compliance and undertaking of any contract with us through the Services, including completion of transactions.
- To communicate with you: To contact you by email, telephone calls, SMS, or other equivalent forms of electronic communication, regarding updates, marketing or promotional opportunities, to obtain feedback, or to provide informative communications related to the functionalities, products or contracted services, including changes to our Services and security updates, when necessary or reasonable for their implementation.
- To provide you with news, special offers, seminars, and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.
- To manage your requests: To attend and manage your requests to us, including to provide you with customer and technical support.
- To personalize your experience and our communications with you.
- To deliver targeted advertising to you: We may use your information to develop and display content and advertising (and work with third-party vendors who do so)

tailored to your interests and/or location and to measure its effectiveness. We may deliver ads to you on our site/Services and on third party platforms.

- To respond to valid legal process and valid requests from government authorities.
- For business transfers: We may use your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about the users of our Services is among the assets transferred.
- To secure our Services, prevent fraud, enforce the legal terms that govern your use of the Services, provide customer service support, monitor, investigate, and protect the performance, integrity and security of our Services, and serve other legal purposes.
- For other purposes: We may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Services, products, apps, websites, marketing and your experience.

Combined Information. For the purposes discussed in this Privacy Notice, we may combine the information that we collect through the Services with information that we receive from other sources, both online and offline, and use such combined information in accordance with this Privacy Notice.

Aggregate/De-Identified Information. We may aggregate and/or de-identify any information collected through the Services so that such information can no longer reasonably be linked to you or your device ("Aggregate/De-Identified Information"). This may include information regarding your usage of the Services. We may use Aggregate/De-Identified Information for any purpose, including without limitation for research and marketing purposes, and may also share such data with any third parties, including advertisers, promotional partners, and sponsors, in our discretion.

Disclosure of Your Information

We may share or disclose your information in the following situations and for the following business or commercial purposes:

- **With service providers:** We may share your information with service providers to monitor and analyze the use of our Services, to help provide aspects of the services, to advertise to you on third party websites after you visited or used our website or apps, to contact you.
- **For business transfers:** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of YipitData assets, financing, or acquisition of all or a portion of our business to another company.
- **With affiliates:** We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Notice. Affiliates include our parent company and any other subsidiaries, joint venture partners or other companies that we control or that are under common control with us.
- **With business partners:** We may share your information with our business partners to offer you certain products, services or promotions.

- With Customers with Whom You Are Affiliated: If you use our Services as an authorized user of our customer, we may share your information with the affiliated customer responsible for your access to the Services, for example to verify accounts and activity, investigate suspicious activity, or enforce our terms and policies;
- In Connection with Legal Proceedings: We may share information when we believe disclosure is appropriate to comply with a legal requirement or process, including but not limited to, civil and criminal subpoenas, court orders or other compulsory disclosures; where law enforcement or a government authority requests information and we think disclosure is required or appropriate in order to comply with laws, regulations, or a legal process.
- For the Protection of Yipit and Others to protect and defend the rights, property, or safety of Visitors, YipitData, or the public; to prevent or investigate possible wrongdoing in connection with the Services; to protect the personal safety of users of the Services or the public; and to protect against legal liability
- In Connection with Corporate Transactions, such as in the event that Yipit is involved in, or is contemplating, a merger, acquisition, sale, bankruptcy, insolvency, reorganization, receivership, assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, or other change of control.
- With your consent: We may disclose your information for any other purpose with your consent.

Retention of Your Information

YipitData will retain your information for as long as we have a business need for it or as needed to comply with applicable legal obligations. We will also retain and use your information as necessary to resolve disputes, protect YipitData and our users and customers, and enforce our agreements.

Security of Your information

We implement a variety of security safeguards designed to protect your information and the security of your information is important to us, but remember that no method of transmission over the internet, or method of electronic storage is 100% secure, so there is no guarantee that such data may not be accessed, disclosed, altered, or destroyed in connection with a breach of our physical, technical, organizational, or managerial safeguards.

The service providers we use may have access to your personal information. These third-party vendors collect, store, use, process and transfer information about your activity on our Services in accordance with their posted privacy policies and similar notices and information.

When you create an account, you may be prompted to create a username and password. If you create an account with us, you are responsible for maintaining the confidentiality of your account password and for any activity that occurs under your account. We are not responsible for any loss or damage arising from your failure to maintain the confidentiality of your password. We urge you to change your passwords often, use a combination of letters and numbers, and make sure you are using a secure browser. If you have reason to believe that your interaction with us is no longer secure or if you suspect someone else is using your

account, please let us know immediately by contacting us as indicated in the “Contact Information” section below.

Information on the Processing of Your Information

Analytics

We may use third-party service providers to monitor and analyze the use of our Services.

Google Analytics

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Services. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Services available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity.

You may opt-out of certain Google Analytics features through your mobile device settings, such as your device advertising settings or by following the instructions provided by Google in their policy: <https://policies.google.com/privacy>

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>

Email Marketing

We may use your personal information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt-out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us.

We may use email marketing service providers to manage and send emails to you.

Behavioral Remarketing

We use remarketing services to advertise to you after you accessed or visited our Services. We and our third-party vendors use cookies and non-cookie technologies to help us recognize your device and understand how you use our Services so that we can improve our Services to reflect your interests and serve you advertisements that are likely to be of more interest to you.

These third-party vendors collect, store, use, process and transfer information about your activity on our Services in accordance with their privacy policies and similar notices and information and to enable us to:

- Measure and analyze traffic and browsing activity on our Services

- Show advertisements for our products and/or Services on third-party websites or apps
- Measure and analyze the performance of our advertising campaigns

Some of these third-party vendors may use non-cookie technologies that may not be impacted by browser settings that block cookies. Your browser may not permit you to block such technologies. You can use the following third-party tools to decline the collection and use of information for the purpose of serving you interest-based advertising:

- The NAI's opt-out platform: <http://www.networkadvertising.org/choices/>
- The EDAA's opt-out platform <http://www.youonlinechoices.com/>
- The DAA's opt-out platform: <http://optout.aboutads.info/?c=2&lang=EN>

You may opt-out of all personalized advertising by enabling privacy features on your mobile device such as Limit Ad Tracking (iOS) and Opt Out of Ads Personalization (Android). See your mobile device help system for more information.

We may share information, such as hashed email addresses (if available) or other online identifiers collected on our Services with these third-party vendors. This allows our third-party vendors to recognize and deliver you ads across devices and browsers. To read more about the technologies used by these third-party vendors and their cross-device capabilities please refer to the privacy information provided by each vendor at the links listed below.

The third-party vendors we use are:

Google Ads (AdWords)

Google Ads (AdWords) remarketing service is provided by Google LLC

You can opt-out of Google Analytics for Display Advertising and customise the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out Browser Add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy>

Facebook

Facebook remarketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/516147308587266>

To opt-out from Facebook's interest-based ads, follow these instructions from Facebook: <https://www.facebook.com/help/568137493302217>

Facebook adheres to the Self-Regulatory Principles for Online Behavioural Advertising established by the Digital Advertising Alliance. You can also opt-out from

Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings.

For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

Twitter

For more information on the privacy practices of Twitter, please visit Twitter's Privacy Policy: <https://twitter.com/en/privacy>

LinkedIn

For more information on the privacy practices of LinkedIn, please visit LinkedIn's Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>

Usage, Performance and Miscellaneous

We may use third-party service providers to improve our Services.

Information for California Residents

Collection, Use, and Disclosure of Californian's Personal Information

We have described in the relevant sections above the personal information that we collect, from whom, and with whom we share it and for what purposes. During the 12 months leading up to the effective date of this Privacy Notice, we collected (and continue to collect) all of the categories of information described in the "Information We Collect" section of our Privacy Notice, including identifiers (such as name, address, email address, phone number, and other contact information); professional or employment related information (such as your position and title, and employer's name, size, location, and needs); account information; internet or other network or device activity; and other information that identifies or can be reasonably associated with you. We collect information about you from various sources, including, you, our customers, service providers, analytics providers, cookies and tracking technologies, and marketing partners.

This information was and continues to be used for providing our Services, sending communications, personalizing the Services, engaging in transactions, improving the Services, enforcing legal terms, investigation and prevention of security issues and abuse, and compliance with laws, as described in more detail in the "Use of Your Information" section of this Privacy Notice.

We share certain information as set forth in "Disclosure of Your Information" section, and we allow third parties to collect certain information about your activity, for example through cookies, as explained in the "Information We Collect Through Automated Means" section of the

Privacy Notice. This section for California residents supplements the information contained elsewhere in our Privacy Notice and it applies solely to all Visitors, users, and others who reside in the State of California.

If we decide to collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes we will update this Privacy Notice.

Sale of Personal Information

As defined in the CCPA, "sell" and "sale" mean selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumer's personal information by the business to a third party for valuable consideration. This means that we may have received some kind of benefit in return for sharing personal information, but not necessarily a monetary benefit.

To the extent that our activities could be considered a sale, you can opt out of such sales by visiting this [Do Not Sell My Personal Information Page](#).

Please note that we do not knowingly sell the personal information of minors under 16 years of age.

Your Rights under the CCPA

The CCPA provides California residents with specific rights regarding their personal information. Specifically, unless certain exceptions apply, the CCPA allows you to request us to:

- Inform you about the categories of personal information we collect or disclose about you; the categories of sources of such information; the business or commercial purpose for collecting your personal information; and the categories of third parties with whom we share/disclose personal information.
- Provide access to and/or a copy of certain personal information we hold about you.
- Delete certain personal information we have about you.
- Provide you with information about certain financial incentives that we offer to you, if any.

You also have certain rights under the CCPA not to be subject to certain negative consequences for exercising CCPA rights in addition to the rights regarding the "sale" of personal information identified above.

Exercising Your Rights

We reserve the right to verify your identity before responding to a request, which may include, depending on the sensitivity of the information you are requesting and the type of request you are making, verifying your name, email address, phone number, or other information. You are also permitted to designate an authorized agent to submit certain requests on your behalf. In order for an authorized agent to be verified, you must provide the authorized agent with signed, written permission to make such requests or a power of attorney. We may also follow up with you to verify your identity before processing the authorized agent's request.

Please note that certain information may be exempt from such requests under California law. For example, we need certain information in order to provide the Services to you or to comply with legal obligations, so we would need to either reject your request to delete the information or, if we are legally permitted to delete it, we would need to terminate our provision of Services to you after deleting it. If you would like to exercise any of your rights under California law, please contact us at privacy@yipitdata.com

Other Choices and Preferences

Do Not Track

Our services do not currently respond to Do Not Track signals.

However, some third party websites do keep track of your browsing activities. If you are visiting such websites, you can set your preferences in your web browser to inform websites that you do not want to be tracked. You can enable or disable DNT by visiting the preferences or settings page of your web browser.

California Shine the Law

The California “Shine the Light” law gives residents of California the right under certain circumstances to opt out of the sharing of certain categories of personal information (as defined in the Shine the Light law) with third parties for their direct marketing purposes. We do not share your personal information with third parties for their own direct marketing purposes within the meaning of that law.

Privacy Rights for Nevada Residents

Under Nevada law, certain Nevada residents may opt out of the “sale” of “covered information” (as such term is defined under Nevada law) for monetary consideration to a person for that person to license or sell such information to additional persons. We do not engage in such activity as of the effective date of this Privacy Policy; however, if you are a Nevada resident who has purchased or leased goods or services from us, you may submit a request to opt out of the sale of your covered information under Nevada law by emailing us at privacy@yipitdata.com. Please note we may take reasonable steps to verify your identity and the authenticity of the request.

Children’s Privacy

Our Services are not directed at or structured to attract children under the age of 18, and we do not knowingly collect or maintain personal information from persons under the age of 18. If we learn that we have inadvertently collected personal information (as defined by the United States Children’s Online Privacy Protection Act) from a child under the age of 18 without parental consent, we will take reasonable steps to delete the personal information as soon as

reasonably possible. If you believe that we might have any personal information from a child under 18, please contact us at privacy@yipitdata.com.

Changes to this Privacy Notice

We may update our Privacy Notice from time to time. We will notify you of any changes by posting the new Privacy Notice on this page.

We will let you know via email and/or a prominent notice on our Services, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Notice.

You are advised to review this Privacy Notice periodically for any changes. Changes to this Privacy Notice are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Notice, you can contact us:

By email: privacy@yipitdata.com

By visiting this page on our website: <https://www.yipitdata.com>