

Privacy Policy

Last modified: January 1, 2024

This Website ("Site") is operated by 448 Connect, LLC, (the "Company" "We" or "Us"). This policy describes the types of information we may collect from or about you or that you may provide when you visit our Site and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy only applies to information we collect on or through this Site. It does not apply to information collected by us offline or through any other means, including on our software application or any other Site operated by our company, including any affiliates or subsidiaries, nor does it apply to any other website that may be accessible via a link from this Site.

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 Site. By accessing or using this Site, you agree to this privacy policy. This policy may change from time to time. Your continued use of this Site after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

SECTION ONE: INFORMATION WE COLLECT

1.1 Information we Collect. We collect several types of information from and about visitors of our Site ("Visitors"), including information by which they may be personally identified ("Personally Identifiable Information" or "PII"). This includes Visitor name, street address, email, phone, and other information tied to a Visitor online. We also collect information about Visitor Internet connections, the equipment used to access our Site, and usage details ("General Information"), which does not individually identify someone but may do so in combination with other data points.

1.2 How Information is Collected. We collect PII directly from Visitors when they

provide it to us by completing a contact form on the Site and from various other sources, including marketing partners, social media platforms, and publicly available sources. We collect General Information automatically as when Visitors access the pages of the Site. Such information may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies described below.

1.3 Automatic Data Collection Technologies. As Visitors navigate our Site, we may use automatic data collection technologies to collect certain information about their equipment, browsing actions, and patterns, including details of prior visits to our Site and information about their Internet access device and Internet connection, including IP address, operating system, device ID, and browser type. We also may use these technologies to collect information about online activities over time and across third-party websites or other online services. The information we collect automatically does not include PII, but we may maintain it or associate it with PII we collect in other ways or receive from third parties. The technologies we use for this automatic data collection may include pixel tags and other tracking technologies, including:

Cookies (or browser cookies). A cookie is a small file placed on the hard drive of a 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 Site. 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 Site.

Web Beacons. Pages of our Site 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 among other things permit us to count users who have visited those pages or opened an email and for other related Site statistics (for example, recording the popularity of certain Site content and verifying system and server integrity).

1.4 Third-Party Use of Cookies and Other Tracking Technologies. Some content or applications on this Site are served by third parties, including application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information from Visitors using our Site, which may include PII, including PII about online activities over time and across different websites and other online services. These third parties may use this information to deliver

interest-based (behavioral) advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

SECTION TWO: HOW INFORMATION IS USED AND DISCLOSED

2.1 Why We Collect Information. We collect information to improve our Site and our service, including by enabling us to: (i) understand our Visitors and their usage patterns; (ii) store information about Visitor preferences, allowing us to customize our Site according to their individual interests; (iii) speed up searches; (iv) recognize Visitors when they return to our Site; and (v) interact with Visitors during and after their visit to our Site, including sending marketing and promotional communications.

How We Use Information. We use information that we collect about or from Visitors (including PII), for the following purposes: (i) to present our Site and its contents; (ii) to provide Visitors with information they may request from us; (iii) to fulfill any other purpose for which the information is provided; (iv) to carry out our obligations and enforce our rights; (v) to notify Visitors about our company and the services we offer; (vi) in the manner described when the information is provided; and (vii) for any other purpose with consent.

2.3 How We May Disclose Information. We may disclose aggregated information about our Visitors, and General Information that does not identify any individual, without restriction. We may disclose PII to the following parties:

To our subsidiaries and affiliates. To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them. 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 our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about Site Visitors is among the assets transferred. To fulfill the purpose for which you provide it. For any other purpose disclosed by us when you provide the information.

We may also disclose PII:

- (i) to comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- (ii) to enforce or apply our Terms of Use and other agreements; and
- (iii) if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our company, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

How Long We Keep Information. We reserve the right to maintain any information collected from and about Visitors to this Site for so long as we deem necessary, in our sole and absolute discretion.

SECTION THREE: INFORMATION CONTROL

3.1 Informational Control Mechanisms. The following mechanisms provide Visitors with some control over how we obtain and use information:

Tracking Technologies and Advertising: Visitors can set their browser to refuse all or some browser cookies, or to alert them when cookies are being sent. NOTE: If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

Promotional Offers: If you do not wish to receive any promotional emails from us, you may click the "unsubscribe" link included with the email or send us a return email asking to be omitted from future emails.

Residents of certain states may have additional personal information rights and choices as described in Section 3.2. 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 Site.

3.2 Your State Privacy Rights. California's "Shine the Light" law (Civil Code Section §

1798.83) permits users of our Site who 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 legal@448connect.com.

The California Privacy Rights Act (CPRA) and similar state laws enacted in Colorado, Connecticut, Virginia, and Utah, provide residents of those states with certain rights to access, delete, and correct PI collected from and about them by Site operators, and to opt-out of personal data processing for targeted advertising and profiling. As of the effective date of this Policy, our company does not fall within the scope of CPRA coverage, or the privacy laws of other states. If and when we do fall within the scope of such coverage, we will update this Policy accordingly.

SECTION FOUR: OTHER PRIVACY PRACTICES

4.1 Data Security. We have implemented measures designed to secure Visitor PII from accidental loss and from unauthorized access, use, alteration, and disclosure. All information Visitors provide to us is stored on our secure servers behind firewalls. Any payment transactions taking place on the Site are processed by Stripe, which encrypts the data using SSL technology. For more information on how Stripe safeguards your data, visit <https://stripe.com/privacy>.

To a large degree, the safety and security of your information depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Site, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. 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 Site. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Site.

4.2 Underage Visitors. This site and the services we provide are intended for adults over the age of 18. We do not knowingly collect or maintain personal information from anyone under the age of 18. If we become aware that we have collected information from anyone under 18, we will delete any such information immediately.

4.3 Do Not Track Requests. We employ certain technologies that enable us to track your online activities over time and to a certain extent across third-party Web sites. We currently offer no response to Do-Not-Track requests transmitted by Web browsers, but you may limit tracking by adjusting your browser settings.

4.4 Changes to Our Privacy Policy. It is our policy to post any changes we make to our privacy policy on this page. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Site home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically visiting our Site and this privacy policy to check for any changes.

4.5 Contact Information. Any questions or comments concerning this privacy policy, or our privacy practices should be directed via email to legal@448connect.com.