

Upshot Technologies, Inc.

Privacy Policy

The Upshot Technologies website and proprietary software platform (the “Service”) is owned and operated by Upshot Technologies Inc. (“Upshot Technologies”). This Privacy Policy describes:

- Why we collect personal information
- What personal information we collect and when it is collected
- Our lawful basis for collecting and using personal information
- How your information is used and protected
- When and with whom your information is shared
- Your choices regarding your personal information

We will post notices of all changes that materially affect the way in which your personally identifiable information may be used or shared in updates to our Privacy Policy.

This policy does not apply to the practices of those third-party plug-ins, exchanges, networks or websites that Upshot Technologies has a relationship with or other companies or individuals that Upshot Technologies does not own, employ, manage or control.

If you have any questions about this Privacy Policy, please feel free to contact us through our Service or write to us at Upshot Technologies Inc., contact@upshot.io.

Information We Collect

The information we learn from users helps us provide the Services by communicating with users. Here are the types of information we gather:

Information You Give Us

Personal Information: When you fill out a contact form on our website, we ask you for certain limited personally identifiable information such as your name and email address, which we will use to contact you and send you the information you request and, if applicable, to create your account. You can choose not to provide us with any or all of the information we specify or request, but then you may not be able to receive communications from us.

Automatic Information Collected

Like many other websites, we also collect information through cookies and other automated means. Information of this sort includes:

Technical information about your browser and mobile device: This information is used in the aggregate to help us optimize the Service for common browsers and devices.

Usage information, such as the features and emails from Upshot Technologies that you interact with: We collect and use this behavioral information and may use it in anonymized and aggregate forms to generate statistics about users and how the Services are being used and to facilitate targeted communications and advertisements but the information is not shared in any form that could be used to identify you personally. Please see “How we use and share the information we collect,” below, for further information and choices about sharing information with third parties.

IP address and log file information, web beacons, cookies, tokens and device identifiers: These are alphanumeric identifiers that help us to distinguish between unique browsers and devices in order to avoid showing you the same information twice, prevent duplicate actions, and improve your experience. The information we collect from cookies may include your IP address, browser and device characteristics, referring URLs, and a record of your interactions with our Service. By using the Service, you are consenting to such use of cookies. Most Web browsers can be set to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. We will respect your choices relating to on-line tracking, whether you choose to reject individual cookies or set your web

browser to reject cookies and other tracking technology. However, refusing a cookie may, in some cases, preclude you from using, or negatively impact the display or function of, the Service or certain areas or features of the Service.

Crashes and error reports: If you encounter a crash or error while using our Service, we may generate a crash report that includes technical and usage information so that we can diagnose and potentially prevent the problem in the future.

Information Collected from other Sources. We may also periodically obtain both personal and non-personal information about you from third parties that you have authorized us to access. These parties may install tracking scripts and cookies when you integrate them with the Service. This policy only covers the use of cookies by Upshot Technologies. Cookies placed by third party services are governed by the third party terms and privacy policies applicable to those services (which we encourage you to read).

Lawful Basis to Information Processing

We process your personal data only when we have a lawful basis. Presently, we have a legitimate interest and, in some cases, your consent as the lawful basis for processing. Our legitimate interest is to deliver the Service to you. We have determined that our processing of your personal data is necessary to deliver the Service to you, and that there is no less intrusive means of delivering you the Service. Finally, we believe that our processing of personal data will not cause unjustified harm in a way that would override our legitimate interest basis.

In some cases, we may use consent as our lawful basis for collecting and processing certain types of personal information. In such cases, you have a right to withdraw the consent at any time.

In some cases, we may also have a legal obligation to collect personal information from you or may otherwise need the personal information to protect your vital interests or those of another person.

How We Use and Share the Information We Collect

Use

We use the information we collect for things like:

- Providing the Service by sending you the information you request from us
- Conducting research and analysis
- Identifying you on the Service and communicating things like surveys and offers
- Operating, evaluating and improving our business

Share

We will not share your personal information with third parties unless you tell us to or as described here.

In the normal course of business Upshot Technologies may share your information with individuals (such as employees, contractors and lawyers) and companies (such as consultants and providers such as a push notification delivery service) to perform tasks on our behalf and may need to share certain information with them in order to provide products or services to you. However, our agents do not have any right to use the information we share with them beyond what is necessary to assist us in providing the service to you as described in this Privacy Policy.

Sometimes we may be required to share your information in response to a regulation, court order or subpoena. We may also share information when we believe it's necessary to comply with the law. We also may share information to respond to a government request or when we believe disclosure is necessary or appropriate to protect the rights, property or safety of Upshot Technologies, our customers, or others; to prevent harm or loss; or in connection with an investigation of suspected or actual unlawful activity.

We may also share your information in the event of a corporate sale, merger, acquisition, dissolution or similar event.

How We Store and Protect the Information We Collect

Upshot Technologies uses reasonable security measures to store and protect the information under our control and appropriately limit access to it. However, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk.

We use a variety of information security measures to protect your online transactions with us. The Service uses encryption technology, such as Secure Sockets Layer (SSL), to protect your sensitive personal information during data transport.

We want you to feel confident using the Services. However, no system can be completely secure. Therefore, although we take steps to secure your information, we do not promise, and you should not expect, that your personal information or other communications will always remain secure. We will notify you by email if we have reason to believe that your personal information has been compromised due to a security breach or used in an unauthorized manner, but by using this Service, you agree to release us from any and all claims arising out of unauthorized use of your information.

Your Rights Regarding the Information We Collect

You have the right to:

- Update and correct your personal information
- Object to the processing of your personal information
- Request to have your personal information or usage data deleted or restricted from our Service
- Request for portability of your personal information

To do any of these, simply notify us of this decision by one of these methods:

- Follow the unsubscribe link in any marketing email or following the directions included in any other promotional material received from Upshot Technologies
- Send an email to us at contact@upshot.io

Data Retention

We will retain your contact information for as long as you continue to receive communications from us or as needed to provide you services, comply with our legal obligations, resolve disputes, and enforce our agreements. If you choose to stop receiving communications from us, we may still retain certain information about you for analytical purposes and recordkeeping integrity, as well as to prevent fraud, collect any fees owed (if applicable), enforce our terms and conditions, take actions we deem necessary to protect the integrity of our web site or our users, or take other actions otherwise permitted by law. Regardless of any retention policy we will make reasonable efforts to enable you to delete your profile information from our database upon request.

Third Party Services and Links to Other Websites

Our website may contain links to other websites, many of which have their own privacy policies. Be sure to review the privacy policy on any site you are visiting or uploading content to.

Additionally, we may integrate third party services in to our Service in order to personalize your experience. This policy only covers the use of cookies by Upshot Technologies. Cookies placed by third party services are governed by the third party terms and privacy policies applicable to those services.

Children's privacy

We restrict use of the Service to individuals age 18 and above, and do not knowingly seek or collect personal information from anyone under the age of 18.

Using the Services from outside the United States

This Privacy Policy is intended to cover collection of information from residents of the United States and is not intended for users located outside the United States. The hosting facilities, servers and central database for the Service are located in the United States. If you are accessing the Service from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States by us as data controller and as data processor. By signing up for and using the Service you agree to this transfer. Please be assured that we seek to take reasonable steps to ensure that your privacy is protected.

Changes to this Privacy Policy

Please note that this Privacy Policy may change from time to time. We will post any Privacy Policy changes on this page and, if the changes are significant or involve changes to the way we use personal information, we will notify you by delivering an announcement via our Service or your email address. If you opt out of communications from Upshot Technologies, you may not receive these notifications, however they will still govern your use of the Service, and you are responsible for proactively checking for any changes. If you continue to use the Service after changes have been posted, you agree to abide by and be bound by the modified privacy policy. Each version of this Privacy Policy will be identified by its effective date found at the bottom of this page.

If you have any additional questions or concerns about this Privacy Policy, please feel free to contact us any time through this Service, or email us at contact@upshot.io.

Last Updated: April 2, 2021