

# Privacy Policy

Last modified: June 10<sup>th</sup>, 2022

## Introduction

Illumis, Inc. (“**Illumis**”, “**we**”, or “**us**”) respects your privacy and is committed to protecting it through our compliance with this policy. This policy describes the types of information we and our affiliates may collect from you or that you may provide when you visit any website owned or operated by Illumis, Inc. (our “**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On any website owned or operated by Illumis, Inc
- In e-mail, text and other electronic messages between you and our Website.

It does not apply to information collected by:

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

Please read this policy carefully to understand our policies and practices regarding your information and how that information is treated. If you do not agree with our policies and practices, you should not access or 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* below). 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.

## Children Under the Age of 13

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any information to or on the Website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website. This includes any of its data collection features and registration functions. Persons under 13 should not provide any information about yourself to us, including your name, address, telephone number, e-mail address or username you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us through any means set forth below in the Contact Information section.

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

We may collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, or any other identifier by which you may be contacted online or offline (“**personal information**”);
- That is about you, but does not identify you; and
- About your internet connection, the equipment you use to access our Website and usage details.

We may collect this information:

- Directly from you when you provide it to us;
- Automatically as you navigate through the Website (NOTE: information collected automatically may include usage details, IP addresses and information collected through cookies, web beacons and other tracking technologies); and
- From third parties, for example, our service providers for our business partners.

## **Information You Provide to Us**

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website, including our customer portals. This includes information provided at the time of subscribing to one of our services, posting material or requesting further services.
- Business names, addresses, sales leads, contact information for third parties that may include individuals' names, phone numbers, and email addresses. Some of this information may contain personal information, but typically will be business related only.
- We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including e-mail addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- You may be requested to provide financial information in connection with sales leads through our Website or service partner websites.

You also may provide information to be published or displayed (hereinafter, "**posted**") in the portal or 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 the Website 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.

## **Information We Collect Through 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, including traffic data, location data, logs and other communication data and the resources that you access and use on the Website; and
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

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). See below for information on how you can opt out of behavioral tracking on this Website and how we respond to web browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking. The information we collect automatically may include personal information or 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, allowing 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 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 features of our Website.
- **Web Beacons.** Pages of our 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 Illumis, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

We do not collect personal information automatically, but we may tie this information to personal information about you that we collect from other sources or you provide to us.

## **Do Not Track.**

As discussed above, because we may track Website usage information through the use of cookies, pixels and other tracking mechanisms, your selection of the “Do Not Track” option provided by your browser may not have any effect on our collection of cookie information. The only way to completely “opt out” of the collection of any information through cookies or other tracking technology is to actively manage the settings on your browser to delete and disable cookies and other tracking/recording tools. However, getting a “Do Not Track” signal to work as you might want is difficult. Using browsers as an example, not all tracking technologies can be controlled by browsers; unique aspects of your browser might be recognizable even if you disable a tracking technology; not all settings will necessarily last or be effective; even if a setting is effective for one purpose data still may be collected for another; and even if one website observes a “Do Not Track” signal, that website usually will not be able to control other websites.

## **Third-party Use of Cookies and Other Tracking Technologies**

Some content or applications, including advertisements, on the Website may be served by third-parties, including advertisers, ad networks and servers, content providers and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based advertising or other targeted content.

We do not control any third party’s tracking technologies or how that information may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see *Choices About How We Use and Disclose Your Information*.

## **Google Remarketing**

We use 3rd party vendor re-marketing tracking cookies, including the Google Ads tracking cookie. This means we may show our ads to you across the internet, specifically on the Google Search & Display Network. As always we respect your privacy and are not collecting any identifiable information through the use of Google's or any other 3rd party remarketing system.

The third-party vendors, including Google, whose services we use – will place cookies on web browsers in order to serve ads based on past visits to our website. – Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to your website. This allows us to make special offers and continue to market our services to those who have shown interest in our service.

## **Facebook Pixel**

A Facebook Pixel is a tiny piece of java script code that we have incorporated into each of our web pages. This piece of code provides a series of functions for transmitting application-specific events and user-defined data to Facebook. We use pixels to record information about the way visitors use our website. For this reason, each of our web pages contains a remarketing pixel. This pixel records information about the user's browser sessions, which it sends to Facebook, along with a hashed version of the Facebook ID and the URL viewed. Every Facebook user has a unique, device-independent Facebook ID that allows us to address and recognize users across a range of devices using the Facebook social network, so that we can address our visitors for commercial purposes using Facebook Ads.

## **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 fulfill any other purpose for which you provide it;

- To provide you with notices about your portal 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 through it;
- To allow you to participate in interactive features on our Website;
- In any other way we may describe when you provide the information; and
- For any other purpose with your consent.

We may also use your information to contact you about our own and third-party 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 registration form). 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.

## **Disclosure of Your Information**

We may disclose aggregated 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 Illumis's assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by Illumis about our Website users is among the assets transferred;
- To third parties to market their products or services to you if you have not opted out of these disclosures. 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 Illumis Website Terms of Use and other agreements, including for billing and collection purposes; and
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Illumis, our customers or others.

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

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this Website may then be inaccessible or not function properly.

We do not control third party data collection or the 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](#).



## **Accessing and Correcting Your Information**

You may contact us by any means below to request access to, correct or delete any personal information that you have provided to us. 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. Proper access and use of information provided on the Website, including User Contributions, is governed by our Terms of Use.

## **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Unfortunately, the transmission of information via the internet is not completely secure. Although we strive 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 circumvention of any privacy settings or security measures contained on the Website.

## **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on this page. 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 e-mail address for you, and for periodically visiting our Website and this privacy policy to check for any changes. This policy receives (at a minimum) annual updates/reviews.

## **Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us

[here](#) or call [1+877-884-3775](tel:1+877-884-3775) or write to us at:

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