

## Privacy Policy

**Last Updated:** February 10, 2017

Protecting your privacy is important to BoviSync (“BoviSync”, “we”, “us”, “our”). We have enacted this privacy policy (“Policy”) to disclose our data collection and dissemination practices. By accessing our website(s) or mobile application(s) (“the Platform”) on any computer, mobile phone, tablet, console or other device (collectively, “Device”), you agree to the terms of this Policy. We reserve the right to modify this Policy at any time and will do so from time to time. Each modification shall be effective upon posting to the Site. It is your responsibility to periodically review the Policy and any changes made. Your continued use of the Platform constitutes your acknowledgement of and agreement to any changes made to the Policy. This Privacy Policy is incorporated into, and is subject to, the Terms of Use.

### Information We Collect

By accessing the Platform, we may collect information about your device, including your IP address, operating system, hardware type and browser, for system administration and in order to create reports. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual. We may collect additional data as stated and defined in our End User License Agreement should you choose to use any of our software products.

Parts of our platform may also use cookies for user interaction analytics. These are first-party cookies created by our products, but may be provided Google Analytics, Clicky or another web analytics provider at our discretion. Web analytics tools help website owners understand how visitors engage with their website, which provide the basis for future product improvements.

Cookies contain information that is transferred to your computer’s hard drive. These cookies are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page.

We may also collect information that you provide to us directly through the Platform. Any information described in this section will be known as Provided Information throughout this Policy.

### How We Use the Information We Collect

The goods and services we provide require the use of your Provided Information. Provided Information will only be used for its intended purpose. By submitting this information, you are giving us permission to use the Provided Information in connection with the services. Any of the information we collect from you may be used in one of the following ways:

- i. To improve our Platform: we continually strive to improve our Platform offerings based on the information and feedback we receive from you;
- ii. To improve our customer service: your Provided Information helps us to more effectively respond to your customer service requests and support needs. We may also use your Provided Information to improve our services and product offerings;

- iii. To provide you with the goods and services: we use your Provided Information to provide you with the goods and services we offer and you have requested on the Platform,
- iv. Email marketing: With your permission, we may send you emails about our business, new products, and other updates. Your Provided Information may also be used to improve our marketing and promotional efforts. You retain the option to opt-out of all email marketing communication.

### **Sharing of Information**

All information collected by us is for its own use. By submitting your e-mail address and providing consent on the Platform, you agree to receive e-mail communication including, but not limited to, email marketing from us.

You may choose to share certain information or to share your activity on other platforms, such as Facebook and Twitter. Please read the privacy policies of those platforms, because your activity published on those platforms will no longer be governed by our Privacy Policy.

We will not publish user e-mail addresses anywhere on our website, print them in our mailings or marketing materials, or otherwise disclose your e-mail address without your consent.

Users, at all times, have the ability and the option to stop receiving e-mail communications from us; unsubscribe from our mailing list; or remove their personal information from the Platform by contacting [info@bovisync.com](mailto:info@bovisync.com).

We will not share or sell user information to third parties, except that it retains the right to use third-party analytics tools to track aggregate user statistics for its own use.

Please note, however, that we reserve the right to surrender user information (1) if we believe our website has been used to commit an unlawful act, (2) if the information is subpoenaed, (3) or if we are sold or acquired.

### **Minors**

Visitors under 13 years of age are not permitted to submit their personal information to the Platform. We do not market to children under 13 years of age and does not knowingly solicit or collect information from users who are under 13 years of age.

### **E-mails and Feedback Information That You Provide**

We want to hear from you about our services. If you send an e-mail to use we may collect your e-mail, phone number, and the full content of the message you provide, including attached files and other information you provide (collectively "Feedback Information"). All Feedback Information collected will be treated in accordance with this Privacy Policy. If you provide Feedback Information to us, we may use and disclose such information for any purpose, except we will not associate the Feedback Information with your personal information, such as name, e-mail, and phone number. You agree that any Feedback Information that you provide in an e-

mail or form becomes our property. We may use this Feedback Information for marketing purposes or to add, modify, or improve our mobile application or services without paying any royalties or other compensation to you. We may use your e-mail or phone number to contact you regarding the content of your message to us. You may indicate your preference not to be contacted by us, and we will respect this preference.

### **Changes to Our Privacy Policy**

If we decide to change our Privacy Policy, we will post those changes on this page. All changes to this Privacy Policy become effective as of the date posted to our mobile applications. The date of the most recent revision is found at the beginning of this Privacy Policy.

### **Contacting Us**

If you have any questions regarding our Privacy Policy, you may contact us at [info@bovisync.com](mailto:info@bovisync.com).