

Modology, PRIVACY POLICY

At Modology your privacy is important to us. Our Privacy Policy describes the information we collect, how we collect information, and the reasons we collect information. This Privacy Policy also describes the choices you have with the information we collect, including how you can manage, update, or request to delete information.

Please take a moment to review this Privacy Policy. You may scroll through this Privacy Policy or use the headings below. It is important that you understand this Privacy Policy. By using our Platform, you are agreeing to the terms of this Privacy Policy. If you have any questions or concerns about this Privacy Policy, you may [Contact Us](#) at any time.

Table of Contents

I. [Key Terms & Definitions and Our Privacy Policy](#)

**When does our Privacy Policy apply?
When does our Privacy Policy not apply?
Our Privacy Policy and Terms of Service.**

II. [Personal Information](#)

**What is Personal Information?
What types of Personal Information do we collect?
How do we collect your Personal Information?
How do we use your Personal Information?
How do we share your Personal Information?
Your choices about how we share your Personal Information.
How do I access and correct my Personal Information?**

III. [Who may use the Platform and/or the Services?](#)

IV. [Children's Privacy](#)

V. [Does Modology respond to Do Not Track signals?](#)

VI. [Data Security](#)

VII. [California Privacy Rights - Notice to California Residents](#)

**Collection of Personal Information.
Categories of Sources from which we have collected Personal Information.
Use of Personal Information collected from California Residents.
Sharing the Personal Information of California Residents.
Disclosures of Personal Information for Business Purposes.
Access Request Rights.
Deletion Request Rights.
Exercising Access and Deletion Rights.
Non-Discrimination.**

[VIII. California's Shine the Light Law.](#)

[IX. International Users](#)

Consent to Processing of Personal Information.

What rights do I have?

Automated Decision Making.

[X. Changes to our Privacy Policy](#)

[XI. Contact Us](#)

I. Key Terms & Definitions and Our Privacy Policy

It is helpful to start by explaining some of our key terms and definitions used in this Privacy Policy.

Key Term	Definition
“Personal Information”	Any information relating to an identified or identifiable individual and any information listed here .
our “Platform”	Our Website and services provided therein.
“Privacy Policy”	This privacy policy.
“Products”	Any products available for purchase on our Platform.
our “Services”	Any services provided through our Platform.
our “Terms of Service”	Our terms of service located here.
our “Website(s)”	Our websites, including: <ul style="list-style-type: none">• https://modology.com/
“Modology,” “we,” “us,” or “our”	Modology,

When does our Privacy Policy apply?

This Privacy Policy describes the types of information we may collect from you when:

- You visit or use our Platform;

- We communicate in email, text message and other electronic messages between you and us; and
- We communicate in person, such as on the phone or through video interaction.

When does our Privacy Policy not apply?

This Privacy Policy does not apply to information collected by any other website operated either by us or by a third party, unless the website is listed above or links to this Privacy Policy. It also does not apply to any website that we may provide a link to or that is accessible from our Platform.

Our Privacy Policy and Terms of Use.

This Privacy Policy is incorporated into our Terms of Use, which also apply when you use our Platform.

II. Personal Information

What is Personal Information?

Personal information is information from and about you that may be able to personally identify you. We treat any information that may identify you as personal information. For example, your name and email address are personal information. See Categories of Personal Information below for additional details.

What types of Personal Information do we collect?

We may collect and use the following personal information (hereinafter, collectively referred to as “Personal Information”):

Categories of Personal Information	Specific Types of Personal Information Collected
Personal Identifiers	a real or legal name, birth date, email address, shipping address.
Information that identifies, relates to, describes, or is capable of being associated with a particular individual	name, username or online identifier, telephone number,
Internet or other electronic network activity information	IP address, cookie data, device mode, device identifiers, OS version, device language, operating system, browser

	type, browsing history, search history, page view, click activity and information regarding a consumer's interaction with a website, application, advertisement or email.
User Generated Content	Reviews, preferences, comments, feedback, photos, videos, other posts or uploads

How do we collect your Personal Information?

We collect most of this Personal Information directly from you. For example, when we speak to you by phone, text message, and email. Additionally, we will collect information from you when you visit and use our Website or App and fill out forms, use our Software, wear one of our Devices, or purchase our Services.

We may also collect Personal Information in the following ways:

- **When you make payments through the Platform.** We do not collect or store financial account information, though we may receive transaction identifiers and summary information that does not include credit card or bank account numbers.
- **When You Contact Us.** When you contact Modology directly, such as when you contact our Customer Support team, we will receive the contents of your message or any attachments you may send to us, as well as any additional information you choose to provide.

Information Collected Automatically. We will also collect **Internet or Other Electronic Network Activity Information** automatically as you use and navigate through our Platform. We use the following technologies to automatically collect data:

- We also may use "persistent" cookies, which remain on your computer or device unless deleted by you (or by your browser settings). We may use persistent cookies for various purposes, such as statistical analysis of performance to ensure the ongoing quality of our Platform and/or the Services. We and third parties may use session and persistent cookies for analytics and advertising purposes, as described herein. On your computer, you may refuse to accept browser cookies by activating the appropriate setting on your browser, and you may have similar capabilities on your mobile device in the preferences for your operating system or browser. However, if you select this setting you may be unable to access or use certain parts of our Platform or the Services. Unless you have adjusted your browser or operating system setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Platform.

- **Google Analytics.** We use Google Analytics, a web analytics service provided by Google, Inc. (“Google”) to collect certain information relating to your use of our Platform. Google Analytics uses cookies, to help our Platform analyze how users use our Website. You can find out more about how Google uses data when you visit our Platform by visiting “How Google uses data when you use our partners' sites or apps”, (located at www.google.com/policies/privacy/partners/). For more information, please visit Google and pages that describe Google Analytics, such as www.google.com/analytics/learn/privacy.html.
- **Other third party tools.** We use other third party tools which allow us to track the performance of our Platform. These tools provide us with information about errors, app and website performance, and other technical details we may use to improve our Platform and/or the Services. For more information related to these third-party analytics providers please review [How do we collect your Personal Information?](#)

How do we use your Personal Information?

We may use your Personal Information for the following purposes:

- Operate, maintain, supervise, administer, and enhance our Platform or the Services, including monitoring and analyzing the effectiveness of content on the Platform, aggregate site usage data, and other usage of the Platform and/or the Services such as assisting you in completing the registration process.
- Provide our Products and Services to you.
- Provide you with information, Products, or Services that you request from us or that may be of interest to you.
- Promote, market and advertise our Platform, Products and/or the Services to you. We may use your information to provide interest-based and/or targeted advertising.
- To provide you notices or about your account.
- Contact you in response to a request.
- To notify you about changes to our Platform and/or the Services or any Products we offer or provide through them.
- Fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Anonymize and aggregate information for analytics and reporting.
- To respond to law enforcement requests, court orders, and subpoenas and to carry out our legal and contractual obligations.
- Authenticate use, detect fraudulent use, and otherwise maintain the security of our Platform and the safety of others.
- To administer surveys and questionnaires.

- To provide you information about goods and services that may be of interest to you, including through newsletters.
- Any other purpose with your consent.

How do we share your Personal Information?

We may share Personal Information with third parties in certain circumstances or for certain purposes, including:

- **Our business purposes.** We may share your Personal Information with our affiliates, vendors, service providers, and business partners, including providers and vendors we use for activities such as data hosting and data storage partners, analytics, ad network, advertising, technology services and support, and data security. We may also share your Personal Information with professional advisors, such as auditors, law firms, and accounting firms.
- **With your consent.** We may share your Personal Information if you request or direct us to do so.
- **Compliance with law.** We may share your Personal Information to comply with applicable law or any obligations thereunder, including cooperation with law enforcement, judicial orders, and regulatory inquiries.
- **Business Transfer.** We may share your Personal Information 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 a bankruptcy, liquidation, or similar proceeding, in which Personal Information held by us about our users are among the assets transferred.
- **To enforce our rights.** We may share your Personal Information to enforce any applicable terms and conditions and Terms of Use, and to ensure the safety and security of our Services and our users.
- **Targeted Advertising.** We may partner with third party advertising networks that collect IP addresses, unique device identifiers, browser type, operating system, time zone, country, referring pages, and other information through the use of cookies, web server logs and pixel tags on our Platform. They use this information to provide you with advertisements that are customized to your particular preferences, including for companies that are not affiliated with us. You may see these advertisements on our Website, on third party websites and apps, and across different devices you use. We may use this process to help us manage and improve the effectiveness of our marketing efforts. If you would like to learn more about the third party advertisers that may be aware of the fact that you visit our Website or use our App, and to understand your opt-out choices, please visit the website of the [National Advertising Initiative here](#). Please note this does not opt you out of being served advertising. You will continue to receive generic ads. Please also understand that Company does not control these third party cookies and tracking technologies, and you should check the privacy policies of third party advertising networks to see whether and how it uses cookies.

- **De-identified information.** We may also disclose de-identified information, so that it cannot be reasonably used to identify any individual, with third parties for marketing, advertising, research, or similar purposes.
- **To market our products and services.** We may share your Personal Information with affiliates and third parties to market our products and services.
- **To market third party products and services.** We may share your Personal Information with affiliates and third parties to market their products or services to you if you have not opted out of these disclosures. For more information on opting out, see [Your Choices about how we share your Personal Information](#).
- **Third Party Analytics.** We use Google Analytics and other data analytics tools to understand and evaluate how visitors interact with our Platform and/or the Services. These tools help us improve our Platform and/or the Services, performance, and your experience.

Your choices about how we share your Personal Information.

We offer you choices on how you can opt out of our use of tracking technology, disclosure of your Personal Information for our advertising to you, and other targeted advertising. **We do not control the collection and use of your information collected by third parties.** These third parties may aggregate the information they collect with information from their other customers for their own purposes. You can learn more about interest-based advertisements and your opt-out rights and options from members of the Network Advertising Initiative (**NAI**) on its website (www.networkadvertising.org) and from members of the Digital Advertising Alliance on its websites (www.aboutads.info and www.privacyrights.info). 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 also opt out of receiving targeted ads from members of the NAI on its website.

Each type of web browser provides ways to restrict and delete cookies. Browser manufacturers provide resources to help you with managing cookies. Please see below for more information.

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android Browser](#)
- [Opera](#)
- [Opera Mobile](#)

For other browsers, please consult the documentation that your browser manufacturer provides.

If you do not wish to have your email address used by Modology to promote our own products and services, you can opt-out at any time by clicking the unsubscribe link at the bottom of any

email or other marketing communications you receive from us or logging onto your Account Preferences page. This opt out does not apply to information provided to Modology as a result of a product purchase, or your use of our Platform and/or the Services. You may have other options with respect to marketing and communication preferences through our Platform.

You may also see certain ads on other websites because we participate in advertising networks. Ad networks allow us to target our messaging to users through demographic, interest-based, and contextual means. These networks track your online activities over time by collecting information through automated means, including through the use of cookies, web server logs, and web beacons. The networks use this information to show you advertisements that may be tailored to your individual interests.

How do I access and correct my Personal Information?

You can review and change your Personal Information by logging into our Services and visiting the _____ section of our Services. You may also [Contact Us](#) to inform us of any changes or errors in any Personal Information we have about you to ensure that it is complete, accurate, and as current as possible or to delete your account. We cannot delete your personal information except by also deleting your account with us. We may also not be able to accommodate your request if we believe it would violate any law or legal requirement or cause the information to be incorrect.

III. Who may use the Services?

Modology operates subject to state and federal regulations, and the Platform and/or the Services may not be available in your state. You represent that you are not a person barred from enrolling for or receiving the Services under the laws of the United States or other applicable jurisdictions in which you may be located. Access to and use of the Platform and/or the Services is limited exclusively to users located in states within the United States where the Platform and/or the Services is available. The Platform and/or the Services are not available to users located outside the United States. Accessing the Platform and/or obtaining the Services from jurisdictions where content is illegal, or where we do not offer the Platform and/or the Services, is prohibited

IV. Children's Privacy

Our Services are not intended for children under 18 years of age. We do not knowingly collect or sell Personal Information from children under the age of 18. If you are under the age of 18, do not use or provide any information on or to the Platform or through any of its features. If we learn we have collected or received Personal Information from a child under the age of 18 without verification of parental consent, we will delete it. If you are the parent or guardian of a child under 18 years of age whom you believe might have provided use with their Personal Information, you may [Contact Us](#) to request the Personal Information be deleted.

V. Do Not Track signals

Some web browsers have a "Do Not Track" feature. This feature lets you tell websites you visit that you do not want to have your online activity tracked. These features are not yet uniform across browsers. Our Platform is not currently set up to respond to those signals.

VI. Data Security

We have taken steps and implemented administrative, technical, and physical safeguards designed to protect against the risk of accidental, intentional, unlawful, or unauthorized access, alteration, destruction, disclosure, or use. The Internet is not 100% secure and we cannot guarantee the security of information transmitted through the Internet. Where you have been given or you have chosen a password, it is your responsibility to keep this password confidential.

The sharing and disclosing of information via the internet is not completely secure. We strive to use best practices and industry standard security measures and tools to protect your data. However, we cannot guarantee the security of Personal Information transmitted to, on, or through our Services. Any transmission of Personal Information is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on our Platform, in your operating system, or mobile device.

VII. California's Shine the Light Law.

California Civil Code Section 1798.83 (California's "Shine the Light" law) permits users of our Platform and/or the Services that are California residents and who provide Personal Information in obtaining products and services for personal, family, or household use to request certain information regarding our disclosure of Personal Information to third parties for their own direct marketing purposes. If applicable, this information would include the categories of Personal Information and the names and addresses of those businesses with which we shared your Personal Information with for the immediately prior calendar year (e.g. requests made in 2021 will receive information regarding such activities in 2020). You may request this information once per calendar year. To make such a request, please [Contact Us](#) using the information below.

VIII. Changes to our Privacy Policy

We may update our Privacy Policy periodically to reflect changes in our privacy practices, laws, and best practices. We will post any changes we make to our Privacy Policy on this page with a notice that the Privacy Policy has been updated on our Website's homepage or our App's home screen. If we make material changes to our practices with regards to the Personal Information we collect from you, we will notify you by email to the email address specified in your account and/or through a notice on the Website's home page or the App's home screen. The date this 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 email address for you, and for periodically accessing the App or visiting our Website and reviewing this Privacy Policy to check for any changes.

IX. Contact Us

If you have any questions, concerns, complaints or suggestions regarding our Privacy Policy or otherwise need to contact us, you may contact us at the contact information below or through the "Contact Us" page on the Platform.

How to Contact Us:

Modology

Email: info@modology.com