

Privacy Statement

Last updated: January 1, 2021

This Privacy Statement (“Privacy Statement”) explains Blue Coyote Labs, LLC’s (“Blue Coyote”, “we”, “us”, or “our”) privacy practices for the activities described herein. Please read this Privacy Statement carefully to learn how we collect, use, share, and otherwise process information relating to individuals (“Personal Data”), and to learn about your rights and choices regarding your Personal Data.

1. Processing activities covered by this Privacy Statement

This Privacy Statement only applies to the Personal Data we handle as a data controller. This Privacy Statement does not apply to the extent we process Personal Data in the role of a data processor or service provider on behalf of our customers, including where we offer to our customers various technology or software products and services (“Customer Services”) through which our customers collect, use, share or process Personal Data via our Customer Services.

To learn more about the privacy practices of a Blue Coyote customer who acts as a controller of Personal Data, please contact our customer directly. We are not responsible for the privacy or data security practices of our customers, which may differ from those explained in this Privacy Statement.

This Privacy Statement applies to the processing of Personal Data collected by us when you:

- Visit any of our websites or use any of our services that display or link to this Privacy Statement;
- Send or receive communications from us, including emails or phone calls;
- Use our services as an authorized user (for example, as an employee of one of our customers who provided you with access to our services) where we act as a controller of your Personal Data; or
- Register for, attend, or participate in our events or webinars.

Our websites and services may contain links to other websites, applications, and services maintained by third parties (“Third Party Services”). The information practices of Third Party Services are governed by a third party’s privacy policy, which you should review to better understand how the third party handles your personal information.

2. Personal Data we collect

Data collected directly from you

The Personal Data we collect directly from you may include identifiers, professional or employment-related information, financial account information, commercial information, visual and audio information, and internet activity information. We collect such information in the following situations:

- If you express an interest in obtaining additional information about our Services; request customer support; use our “Contact Us” or similar features; register to use our Services; or sign up for an event or webinar, we may require that you (or someone authorized to act on your behalf) provide to us your contact information, such as your name, job title, company name, address, phone number, or email address;

- If you purchase a product or service from us or register for an event or webinar, we may require that you provide to us your financial and billing information, such as billing name and address, credit card number or bank account information;
- If you interact with our website or emails, we automatically collect information about your device and your usage of our websites or emails, such as Internet Protocol (IP) addresses or other identifiers, which may qualify as Personal Data (please see the “Data collected from your device or browser” section, below) using cookies, web beacons, or similar technologies;
- If you use and interact with our services, we automatically collect information about your device and your usage of our services through log files and other technologies, some of which may qualify as Personal Data (please see the “Data collected from your device or browser” section, below); and
- If you voluntarily submit certain information to our services, such as filling out a survey about your user experience, we collect the information you have provided as part of that request.

If you provide us or our service providers with any Personal Data relating to other individuals, you represent that you have the authority to do so, and where required by law, have obtained the necessary consent, and acknowledge that it may be used in accordance with this Privacy Statement. If you believe that your Personal Data has been provided to us improperly or want to exercise your rights relating to your Personal Data, please contact us by using the information in the “Contact us” section below.

Data collected from your device or browser

We use common automatic data collection technologies, such as tools for collecting usage and log data, cookies, web beacons, pixels, and similar technologies to automatically collect information that may contain Personal Data as you navigate our websites, use our services, or interact with emails we have sent to you.

As is true of most online services, we gather certain information automatically when users visit our website or use our services. This information may include identifiers and internet activity information such as IP address (or proxy server information), mobile device number, device and application identification information, location, browser type, plug-ins, integrations, Internet service provider and/or mobile carrier, the pages and files viewed, referring website, operating system, system configuration information, advertising and language preferences, date and time stamps associated with your visit, and frequency of visits to the website. This information is used to analyze overall trends, help us provide and improve our website and services, offer a tailored experience for website users, secure and maintain our website and services, review compliance with applicable usage terms, assess capacity requirements, identify customer opportunities, and for the security of Blue Coyote generally (in addition to the security of our website and services). Some of the device and usage data collected by us, whether alone or in conjunction with other data, could be personally identifying to you. Please note that this device and usage data is primarily used to identify the uniqueness of each user logging on (as opposed to specific individuals), apart from where it is strictly required to identify an individual for security purposes or as required as part of our provision of Customer Services to our customers.

3. How we use Personal Data

We collect and process your Personal Data for the business purposes described in this section. Where required by law, we obtain your consent to use and process your Personal Data for these purposes:

- Developing, improving, and providing our websites and services. We process your Personal Data to analyze trends and to track your usage of and interactions with our website and services, to provide you with the functionality required for your use of our website and services, and to fulfill our obligations under the applicable terms of use and service.
- Ensuring the security of our website and services. We process your Personal Data by tracking use of our website and services, creating aggregated non-personal data, verifying accounts and activity, investigating suspicious activity, and enforcing our terms and policies to the extent it is necessary for our legitimate interest in promoting the safety and security of the services, systems and applications and in protecting our rights and the rights of others.
- Managing user registrations. If you register a customer account with us, we process your Personal Data for the purpose of performing our contract with you according to applicable terms of service.
- Handling contact and user support requests. If you submit an inquiry or request user support, or if you contact us by other means including via a phone call, we process your Personal Data to perform our contract with you and to the extent it is necessary for our legitimate interest in fulfilling your requests and communicating with you.
- Managing event registrations and attendance. We process your Personal Data to plan and host events or webinars for which you have registered or that you attend, including sending related communications to you, to perform our contract with you.
- Managing payments. If you have provided financial information to us, we process your Personal Data to verify that information and to collect payments to the extent that doing so is necessary to complete a transaction and perform our contract with you.
- Reviewing compliance with applicable usage terms. We process your Personal Data to review compliance with applicable usage terms and to ensure adherence to the relevant terms.
- Assessing capacity requirements. We process your Personal Data to assess the capacity requirements of our services and to ensure that we are meeting the necessary capacity requirements of our service offering.
- Identifying customer opportunities. We process your Personal Data to assess new potential customer opportunities and to ensure that we are meeting the demands of our customers and their users' experiences.
- Complying with legal obligations. We process your Personal Data when cooperating with public and government authorities, courts or regulators in accordance with our legal obligations under applicable laws to the extent this requires the processing or disclosure of Personal Data to protect our rights or is necessary for our legitimate interest in protecting against misuse or abuse of our websites, protecting personal property or safety, pursuing remedies available to us and limiting our damages, complying with judicial proceedings, court orders or legal processes, respond to lawful requests, or for auditing purposes.

You may refuse to provide or request that we delete Personal Data we have about you; however, we may be unable to provide the website or services if your Personal Data is required by law or under a contract we have entered into with you.

4. How we share Personal Data

We may share your Personal Data with the following parties:

- Service providers. We may disclose Personal Data to our contracted service providers, who provide services such as IT, system administration and hosting, credit card processing, research and analytics, customer support and data enrichment for the purposes and pursuant to the legal bases described above.
- Customers with whom you are affiliated. If you use our services as an authorized user, we may share your Personal Data with the Blue Coyote customer responsible for your access to the services to the extent this is necessary for verifying accounts and activity, investigating suspicious activity, or enforcing our terms and policies.
- Professional advisers. To the extent necessary for our legitimate business interests, we may share your Personal Data with professional advisers acting as service providers, processors, or joint controllers (e.g., lawyers, bankers, auditors, and insurers who provide professional services to us).
- Third parties involved in a corporate transaction. If we are involved in a merger, reorganization, dissolution or other fundamental corporate change; sell all or a portion of our business, assets or stock; or are acquired by third party, we may share Personal Data with such third party. In accordance with applicable laws, we will use reasonable efforts to notify you of any transfer of Personal Data to an unaffiliated third party.

We may also share anonymous, de-identified and/or aggregated usage data with our service providers for the purpose of helping us in analysis and improvements or to operate our business.

If you post, submit, or otherwise provide Personal Data to any publicly accessible areas of our website or services, anyone with access to those areas may read any Personal Data or other information you choose to post, submit, or provide. We do not control and will not be responsible for whether and how third parties use any Personal Data you make publicly accessible.

If you have questions about the recipients of your Personal Data, please contact us by using the information in the “Contact us” section, below.

5. Children’s privacy

We do not knowingly collect Personal Data from children under the age of 16. If you are a parent or guardian and believe your child has provided us with Personal Data without your consent, please contact us by using the information in the “Contact us” section below and we will take steps to delete their Personal Data from our systems.

6. Data retention

We may retain your Personal Data for a period of time consistent with the original purpose of collection or as long as required to fulfill our legal obligations. We determine the appropriate retention period for Personal Data on the basis of the amount, nature, and sensitivity of the

Personal Data being processed, the potential risk of harm from unauthorized use or disclosure of the Personal Data, whether we can achieve the purposes of the processing through other means, and on the basis of applicable legal requirements (such as applicable statutes of limitation).

After expiry of the applicable retention periods, your Personal Data will be deleted. If there is any data that we are unable, for technical reasons, to delete entirely from our systems, we will implement appropriate measures to prevent any further use of such data.

If you have questions about our data retention periods, please contact us by using the information in the “Contact us” section, below.

7. Your choices and rights

You may have certain rights relating to your Personal Data, subject to local data protection laws. Depending on the applicable laws these rights may include the right to:

- Access and obtain a copy of your Personal Data held by us;
- Know more about how we process your Personal Data;
- Rectify inaccurate Personal Data and, taking into account the purpose of processing the Personal Data, ensure it is complete;
- Erase or delete your Personal Data (also referred to as the right to be forgotten), to the extent permitted by applicable data protection laws;
- Restrict or object to our processing of your Personal Data, to the extent permitted by law; or
- Withdraw your consent at any time (to the extent we base processing on consent), without affecting the lawfulness of the processing based on such consent before its withdrawal.

How to exercise your rights

To exercise your rights, please contact us by using the information in the “Contact us” section, below. We will honor such requests as required under applicable data protection rules, but please note that certain exemptions may apply. If we do not comply with your request, we will explain why. We try to respond to all legitimate requests within forty-five (45) days and will contact you if we need additional information from you in order to honor your request, such as to verify your identity and/or request information to better understand your request.

Occasionally, it may take us longer than forty-five (45) days to respond to a request because of the complexity and number of requests we receive. If you are an employee of a Blue Coyote customer, we recommend you contact your employer’s system administrator for assistance in correcting or updating your information.

Your rights relating to data collected by our customers

As described above, we may provide data processing services for Personal Data submitted by or for a Blue Coyote customer. In that case, if not stated otherwise in this Privacy Statement or in a separate disclosure, we process such Personal Data as a processor on behalf of the Blue Coyote customer who is the controller of the Personal Data. We are not responsible for and have no control over the privacy and data security practices of Blue Coyote customers, which may differ from those explained in this Privacy Statement. If your data has been submitted to us

by or on behalf of a Blue Coyote customer and you wish to exercise any rights you may have under applicable data protection laws, please inquire with the Blue Coyote customer directly. Because we may only access a customer's data upon their instructions, if you wish to make your request directly to us, please provide us the name of the Blue Coyote customer who submitted your data to us. We will refer your request to that customer and will support them as needed in responding to your request within a reasonable timeframe.

8. Data security

We take appropriate precautions including organizational, technical, and physical measures to help safeguard against accidental or unlawful destruction, loss, alteration, and unauthorized disclosure of, or access to, the Personal Data we process or use.

While we follow generally accepted standards to protect Personal Data, no method of storage or transmission is 100% secure. You are solely responsible for protecting your credentials, limiting access to your devices and signing out of websites after your sessions. If you have any questions about the security of our websites, please contact us by using the information in the "Contact us" section, below.

9. Changes to this Privacy Statement

We will update this Privacy Statement from time to time to reflect changes in our practices, technologies, legal requirements, and other factors. If we do, we will update the "Last updated" date at the top. If we make a material update, we may provide you with notice prior to the update taking effect, such as by posting a conspicuous notice on our website or by contacting you directly, or where required under applicable law and feasible, seek your consent to these changes.

We encourage you to periodically review this Privacy Statement to stay informed about our collection, processing and sharing of your Personal Data.

10. Contact us

To exercise your rights regarding your Personal Data, or if you have questions regarding this Privacy Statement or our privacy practices please email us at support@bluecoyote.io, or contact us to us at:

{{775-248-8020}}

{{P.O. Box 138 Dayton Nevada 89403}}

11. California Privacy Notice

The California Consumer Privacy Act (CCPA) grants California "consumers" certain rights, including the rights to access specific types of Personal Data, to learn how we process Personal Data, to request deletion of Personal Data, and not to be denied goods or services for exercising these rights. For information on how to exercise your rights, please refer to Section 7 of this Privacy Statement. We may need to verify your identity and place of residence before completing your rights request.

California law requires that we detail the categories of Personal Data that we share or disclose for certain "business purposes," such as disclosures to service providers that assist us with

securing our services. In the last 12 months, we may have disclosed the following categories of Personal Data to service providers for the business purposes described in Section 3, above:

- Identifiers;
- Commercial information;
- Internet activity information;
- Financial information;
- Professional and employment-related information;
- Audio and visual information; and
- Inferences drawn from any of the above information categories.

The CCPA also requires businesses to disclose whether they sell Personal Data. As a business covered by the CCPA, we do not sell Personal Data. However, we may share Personal Data with third parties or allow them to collect Personal Data from our sites or services if those third parties are authorized service providers who have agreed to our contractual limitations as to their retention, use, and disclosure of such Personal Data, or if you use our website or services to interact with third parties or direct us to disclose your Personal Data to third parties.

If you are an authorized agent wishing to exercise rights on behalf of a California resident, please contact us using the information in the “Contact us” section above and provide us with a copy of the consumer’s written authorization designating you as their agent.