

# **CHANNELNET PRIVACY POLICY**

**EFFECTIVE 6/5/2017**

This OneClick Loyalty Site (the “**website**”) is owned and operated by The Softad Group, LLC, d/b/a ChannelNet, and its affiliates and subsidiaries (collectively, “**ChannelNet**”). This policy explains how ChannelNet and its affiliates (collectively, “**we**,” “**our**,” and/or “**us**”) collect, use, share and protect the personal information that we collect through this website. We value the privacy of visitors to this microsite and do not sell or share your individually identifiable information with any organization outside of ChannelNet, except under the conditions noted below.

## **Summary**

We value the privacy of visitors to this website. We do not sell your personal information. We will only collect and use your information as explained in this policy. This section gives a brief overview of our data collection and use policies. Please contact us at [oneclicksupport@channelnet.com](mailto:oneclicksupport@channelnet.com) or at 855.752.6207 if you have any questions.

We collect the following information:

- information that your browser routinely shares with websites;
- personal information that you provide us on a voluntary basis; and

We use the following types of tracking technology:

- We may use cookies and similar technologies to track use of this microsite.
- Adobe Marketing Cloud may use cookies and browser information to provide demographic, statistical, and other information about the visitors to this microsite.

We use and disclose the information we collect for the following purposes:

- to provide services or products that you request;
- to help us improve this website;
- to our contractors who provide supporting services so that they can access information needed for such services, but only on terms consistent with this policy; and
- to protect our business interests or the rights of others, when required by law, to cooperate with law enforcement, or in connection with the sale or merger of all or part of our business.

We limit access to the information we collect to those who have legitimate need to use it.

Other details about our practices:

- Although we may have links to other websites, this policy applies only to this website.

- We use your personal information only for the purposes for which it is collected and consistent with this policy, and we retain your information as permitted by applicable law.
- We do not intend to collect information from children under the age of 13.
- We may update this policy from time to time.
- By using this website, you agree to be bound by this policy, including any updates made to this policy, regardless of whether you are or have been made aware of changes to it.

## **How We Collect Information**

### **Information Provided by Your Web Browser:**

Like many other websites, we may record information that your web browser routinely shares, such as your browser type, browser language, software and hardware attributes, the date and time of your visit, the website from which you came, the geographical location of the Internet Protocol address, and the pages on this microsite that you visit. This will generally be anonymous data that we collect on an aggregate basis. We will not try to associate anonymous data with the personal information that you provide to us, except to investigate apparent fraud or a threat to this website, our business or our users.

### **Personal Information That You Provide**

We may also collect personal information that you choose to provide to us on a voluntary basis. When we ask for your personal information, it is so that we can provide a product or service to you and communicate with you about those products and services. For example, you may be able to schedule a demo of our product by providing certain personal information. It will always be your choice whether to provide additional personal information in order to take advantage of these features.

## **Use of Cookies and Similar Technologies**

### **Tracking on the Microsite**

As is commonly done on websites, we may use cookies and similar technologies to keep track of our users and the services they have elected. A "cookie" is a small text file containing alphanumeric characters that is stored on your computer and uniquely identifies your browser. If you are simply browsing on this website, the cookies that we use last only about as long as your session on this website. We may allow business partners or vendors who provide services to this website to place cookies on your computer that assist us in analyzing usage data. We do not allow these business partners to collect your personal information from this website except as may be necessary for the services that they provide.

You can manage these cookies. For example, you can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. If you disable cookies, however, it

may interfere with the functionality of the microsite, and you may not be able to use all of the website's features.

We may offer a version of this website specifically designed to work with a mobile device. If so, we may store information relevant to your use of the mobile website on your device's local storage.

### **Do-Not-Track Signals**

We do not respond to web browser do-not-track signals at this time. To prevent ChannelNet, or third parties from tracking, you can access your browser settings and disable or delete your cookies.

### **What We Do with the Information We Collect**

We will generally use the information that we collect to help us operate this website or to provide requested services. The following provides a more specific discussion of our uses and disclosures of the information that we collect; we will seek your consent before we use your personal information for any other purposes:

#### **Your Contact Information**

When you provide us with your contact information, we will use that information to provide services related to this website. If you receive emails from us, you may change your preferences or opt out of all e-mails at any time by clicking on the "unsubscribe" link found at the bottom of each e-mail.

#### **Information Shared With Our Business Partners**

To improve the products and services offered, we may use business partners to help us design and operate this website or provide other services to support the website. For example, we may hire a company to run certain website applications or help us to analyze our data. Unless otherwise indicated on this website, if we allow our business partners to access the personal information we collect, it will be for limited purposes and in compliance with this privacy policy. From time to time, we may give you the option to have your information shared with other vendors.

#### **Statistical Analyses of Data**

We use Adobe Marketing Cloud to help us gather statistical information about the visitors to the website and how they use the website. This service allows us to collect and analyze information, such as clicks made by users, to personalize and improve the performance of the website. To opt out of the Adobe Marketing Cloud services for web-based applications or for more general information on data use, advertising, and your choices, please visit <http://www.adobe.com/privacy/opt-out.html>. To opt out of Adobe Marketing Cloud services in mobile applications, please either 1) set the preference on your mobile device to limit ad tracking, or 2) download the Digital Advertising Alliance's AppChoice app and configure it to opt out of Adobe Marketing Cloud advertising solutions. The AppChoice app is available at

<http://youradchoices.com/appchoices>. If you would like to learn more about Adobe Marketing Cloud, including how it uses data, please visit <http://www.adobe.com/privacy/marketing-cloud.html>.

## **Business Operations, Law Enforcement, and Legal Actions**

We may release your information without prior notice when we believe it is appropriate to prevent fraud; to comply with the law; to cooperate with law enforcement activity or other governmental request; to respond to subpoenas, court orders or administrative agency requests for information; to enforce our policies; to protect the rights, property, and safety of our business and of others; or when required or otherwise permitted by law. For example, we may share information with law enforcement to reduce the risk of fraud or if someone uses or attempts to use this website for illegal reasons. If there is a sale or merger of the company, division or business unit that operates this website, we may also transfer the information we have collected in connection with such sale or merger.

We will use the information we collect to continuously improve our business and website development. Your comments and suggestions about website development are always appreciated. Please contact us at [oneclicksupport@channelnet.com](mailto:oneclicksupport@channelnet.com) or 855.752.6207 if you have any comments or suggestions.

## **Third-Party Websites**

This website may contain links to other websites operated by companies that are not affiliated with us. Also, you may have come to this website from a website that is not operated by us. We are not responsible for the operation of these other sites or the information that they collect from their visitors. If you would like to know how another site collects and uses your information, please review its privacy policy.

## **Data Integrity and Retention**

We use the information that we collect about you only for the purposes for which it is collected and consistent with this policy. We keep information provided to us for as long as we believe necessary for our business purposes and as permitted by applicable law.

## **Changes to this Policy**

Our business and the laws that regulate us change from time to time, and we reserve the right to change this policy. If we do change this policy, we will post the revised version on this website. If we propose to change our policy in a way that would permit us to make additional uses of the personal information that we had previously collected about you, we will obtain your affirmative, express consent before using your information in a materially different way.

## **Children**

While this website is accessible to anyone with a link to the website, we will not knowingly collect information about children under the age of 13. If you are under the age of 13, please do not submit your personal information.

## **This Policy is an Agreement**

This policy is not simply a notice. It forms a binding agreement, like a contract. When you visit this website, you are accepting the practices described in this Privacy Policy.

## **Contacting Us**

Please contact us at [oneclicksupport@channelnet.com](mailto:oneclicksupport@channelnet.com) or at 855.752.6207 and let us know if you have any questions or comments about our policies or practices.