

## **Arrowlytics, LLC.**

Thank you for visiting the web site (“Site”) of Arrowlytics, LLC., (“Arrowlytics”) located at the URL: [www.arrowlytics.com](http://www.arrowlytics.com). This Privacy Policy details certain policies implemented by Arrowlytics governing Arrowlytics’ use of personally identifiable information about users of our Site and the services offered on or through the Site.

### **Privacy Policy Updates**

Due to the Internet’s rapidly evolving nature, Arrowlytics may need to update this Privacy Policy from time to time. If so, Arrowlytics will post our updated Privacy Policy on the Site located at the following URL: [https://Arrowlytics.com/legal/privacy\\_policy.pdf](https://Arrowlytics.com/legal/privacy_policy.pdf) and post notice of the change so it is visible when users logon for the first time after the change is posted. Arrowlytics encourages you to review this Privacy Policy regularly for any changes. Your continued use of the Site and/or continued provision of personally identifiable information to us will be subject to the terms of the then current Privacy Policy.

### **Information Collection and Use**

You can generally visit our Site without revealing any personally identifiable information about yourself. However, in certain sections of this Site we may invite you to participate in surveys, questionnaires or contests, contact us with questions or comments or request information, provide us with feedback, participate in chat or message boards, or complete a profile or registration form. Due to the nature of some of these activities, we may collect personally identifiable information such as your name, address, email address, phone number, age or date of birth, gender, password, credit card number, and other contact information that you voluntarily transmit with your communication to us. We also may collect the foregoing personally identifiable information about you from our third party affiliate or partner companies and from marketing or advertising companies that provide us with such information as a part of their relationship with us. Additionally, we may collect information about you and your use of our Site, services and/or software through your use of our Site, services and/or software. We may use your personally identifiable information to contact you to deliver certain services or information you request, verify your authority to enter our Site, improve the content and general administration of the Site and our services, provide you with notices regarding goods or services that you have purchased or may wish to purchase in the future, resolve disputes and troubleshoot problems, provide you with notices about other users of our Site, software and/or services that you may wish to contact and for targeted advertising.

### **Reminder Alerts**

You may choose to allow our services to provide reminder alerts. Should you allow reminder alerts, you understand and agree that this service may be provided using services operated outside of Arrowlytics’ control, including, but not limited to, systems such as Apple, Inc.’s push notification. You understand and agree that pertinent data needed for such alerts, including, but not limited to, the task name and due time, will be transmitted and temporarily be stored on services operated by Arrowlytics, and that at the appropriate time, this alert data will be transmitted via corresponding services, for delivery to your device or chosen delivery endpoints. Should you disapprove of the

mechanism of this service, you agree to disable and not use reminder alerts as provided by our services.

## **Children's Privacy**

Arrowlytics recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children's online activities and interests. This Site is not intended for children under the age of 13. Arrowlytics does not target its services or this Site to children under 13. Arrowlytics does not knowingly collect personally identifiable information from children under the age of 13. If we become aware that a child under the age of 13 has provided personally identifiable information to us through our Site, we will delete it from our files. If you are a parent or legal guardian of someone under the age of 13 whom you believe has submitted personal information to us, please contact us at [ArrowInfo@Arrowlytics.com](mailto:ArrowInfo@Arrowlytics.com) and we will take appropriate steps to remove such information from our files.

## **Cookies**

We may use small text files called cookies to improve overall Site experience. A cookie is a piece of data stored on the user's hard drive containing information about the user. Cookies generally do not permit us to personally identify you.

## **Aggregate Information**

The Site may track the total number of visitors to our Site, the number of visitors to each page of our Site, browser type, IP addresses, linked External Web Sites (defined below), and we may analyze this data for trends and statistics in the aggregate, but such information will be maintained, used and disclosed in aggregate form only and it will not contain personally identifiable information. We may use such aggregate information to analyze trends, administer the Site, track users' movement, and gather broad demographic information for aggregate use.

## **Disclosure**

We may provide personally identifiable information and the data generated by cookies and other aggregate information to the vendors and service agencies that we may engage to assist us in providing our services to you. For example, we may provide your personally identifiable information to a credit card processing company to process your payment. It is the policy of Arrowlytics to adhere to all applicable laws and principles affecting the collection, processing and maintenance of personally identifiable information. We will disclose your personally identifiable information (i) when we reasonably believe we are required to do so by law, regulation or other government authority or when we deem it appropriate or necessary to provide such information to applicable law enforcement authorities, (ii) to enforce the Arrowlytics Terms of Use agreement located at </terms/>, (iii) to protect and defend the rights or property of Arrowlytics, or (iv) to protect the safety of our employees, agents, or users of our Site and our services. We may transfer your personally identifiable information to a successor entity upon a merger, consolidation or other corporate reorganization in which we participate.

## **Links to Third Party Sites**

The Site may provide links to other Web sites or resources over which Arrowlytics does not have control (“External Web Sites”). Such links do not constitute an endorsement by Arrowlytics of those External Web Sites. You acknowledge that Arrowlytics is providing these links to you only as a convenience, and further agree that Arrowlytics is not responsible for the content of such External Web Sites. Your use of External Web Sites is subject to the terms of use and privacy policies located on the linked External Web Sites.

## **Security**

We may employ procedural and technological security measures that are reasonably designed to help protect your personally identifiable information from loss, unauthorized access, disclosure, alteration or destruction. Arrowlytics may, but is not obligated to, use firewalls, password protection, secure socket layer, and other security measures to help prevent unauthorized access to your personally identifiable information. You can help Arrowlytics maintain the accuracy of your information by updating your application or service settings any time your personally identifiable information changes. Should you wish to actively delete the personally identifiable information that you have provided, subject to your understanding that certain deletions may affect our ability to provide our services which you have requested, please contact us at [arrowinfo@Arrowlytics.com](mailto:arrowinfo@Arrowlytics.com).

## **Processing of Personal Information**

Our computer systems are currently based in the United States, so your personal data will be processed by us in the U.S. where data protection and privacy regulations may not offer the same

level of protection as in other parts of the world, such as the European Union. If you create a user account with our Site as a visitor from outside the United States, by using our Site you agree to this Privacy Policy and you consent to the transfer of all such information to the United States, which may not offer an equivalent level of protection of that required in the European Union or certain other countries, and to the processing of that information as described in this Privacy Policy.

Last updated: March 2016