

# Privacy

## **CRUNCHFLOW PRIVACY POLICY**

Last Updated: Jan 1st, 2017

This Privacy Policy explains how information about you is collected, used, and disclosed by Crunchflow, Inc. and its subsidiaries, affiliates, successors or assigns (collectively, “Crunchflow”). This Privacy Policy applies to information we collect when you use our website, mobile application and Crunchflow’s products and services that measure customer experience, satisfaction and product/brand loyalty (collectively, the “Services”).

We may change this Privacy Policy from time-to-time. If we make changes, we will notify you by revising the date at the top of the policy and, in some cases, we may provide you with additional notice (such as adding a statement to our homepage or sending you an email notification). We encourage you to review the Privacy Policy whenever you access the Services to stay informed about our information practices and the ways you can help protect your privacy.

### **COLLECTION OF INFORMATION**

#### Information You Provide to Us

We collect information you provide directly to us. For example, we collect information when you use our Services (including, registering to use our Services) or otherwise interact with our Services. The types of information we may collect include your name, company name, email address, and phone number and any other information you choose to provide.

#### Information We Collect Automatically When You Use the Services

When you access or use our Services, we automatically collect information about you, including:

**Log Information:** We log information about your use of the Services, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our Services.

**Device Information:** We collect information about the computer or mobile device you use to access our Services, including the hardware model, operating system and version, unique device identifiers and network information.

**Location Information:** We may collect information about the location of your device each time you access or use one of our mobile applications or

otherwise consent to the collection of this information. For more details, please see “Your Choices” below.

**Information Collected by Cookies and Other Tracking Technologies:** We use various technologies to collect information, and this may include sending cookies to your computer or mobile device. Cookies are small data files stored on your hard drive or in device memory that help us to improve our Services and your experience, see which areas and features of our Services are popular and count visits. We may also collect information using web beacons (also known as “tracking pixels”). Web beacons are electronic images that may be used in our Services or emails and help deliver cookies, count visits, understand usage and campaign effectiveness and determine whether an email has been opened and acted upon. For more information about cookies and how to disable them, please see “Your Choices” below.

### **INFORMATION WE COLLECT FROM OTHER SOURCES**

We may also obtain information from other sources and combine that with information we collect through our Services. For example, we may collect information about you from third parties, including but not limited to identity verification services and publicly-available sources. If you create or log into your account through a social media site, we will have access to certain information from that site, such as your name, account information, and friends lists, in accordance with the authorization procedures determined by that social media site.

### **USE OF INFORMATION**

We may use information about you for various purposes, including to:

- Provide, maintain and improve our Services;
  - Process transactions and send you related information, including confirmations;
  - Send you notices, updates, security alerts and contact and administrative messages;
  - Respond to your comments, questions and requests and provide customer service;
  - Monitor and analyze trends, usage and activities in connection with our Services;
  - Personalize and improve the Services and provide content or features;
- and
- Carry out any other purpose for which the information was collected.

Crunchflow is based in the United States and the information we collect is governed by U.S. law. By accessing or using the Services or otherwise providing information to us, you consent to the processing and transfer of information in and to the U.S. and other countries.

## **SHARING OF INFORMATION**

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information, if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- If we believe your actions are inconsistent with the spirit or language of our user agreements or policies, or to protect the rights, property and safety of Crunchflow or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company; and
- With your consent or at your direction, including if we notify you through our Services that the information you provide will be shared in a particular manner and you provide such information.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

## **SECURITY**

Crunchflow takes reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction.

## **YOUR CHOICES**

### **Account Information**

You may update, correct or delete information about you at any time by emailing us at [contact@Crunchflow.com](mailto:contact@Crunchflow.com). If you wish to delete or deactivate your account, please email us at [contact@Crunchflow.com](mailto:contact@Crunchflow.com). However, we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period of time.

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

#### Promotional Communications

You may opt out of receiving promotional emails from Crunchflow by following the instructions in those emails or by emailing us at: [contact@Crunchflow.com](mailto:contact@Crunchflow.com). If you opt out, we may still send you non-promotional communications, such as those about your account or our ongoing business relations.

#### **CONTACT US**

If you have any questions about this Privacy Policy, please contact us at: [contact@Crunchflow.com](mailto:contact@Crunchflow.com).