

## PRIVACY POLICY

**LAST MODIFIED:** august 6, 2021.

### INTRODUCTION

UPKEEP LLC dba UpKeep ("UPKEEP LLC," the "Company," "we," "our," or "us") respects your privacy and is committed to protecting it through our compliance with this Privacy Policy (the "Privacy Policy" or the "Policy"). This Policy describes:

The types of information we may collect or that you may provide when you purchase, download, install, register with, access, or use our website, and our mobile application when available (collectively, the "Application").

Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Policy applies only to information we collect in this Application, and in email, text, and other electronic communications sent through or in connection with this Application.

This Policy DOES NOT apply to information that:

We collect offline or on any other Company applications or websites, including websites you may access through this Application.

You provide to or is collected by any third party.

PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND OUR POLICIES AND PRACTICES REGARDING YOUR INFORMATION AND HOW WE WILL TREAT IT. If you do not agree with our policies and practices, do not download, register with, or use this Application. By downloading, registering with, or using this Application, you agree to this Privacy Policy. This Policy may change from time to time at our sole discretion. All changes are effective immediately when we post them, and apply to all access to and use of the Application thereafter. Your continued use of our Application following the posting of the revised Privacy Policy means you accept those changes, so please check the Policy periodically for updates.

### MINORS UNDER THE AGE OF 18

The Application is not intended for and shall not be used by anyone under 18 years of age, and we do not knowingly collect personal information from anyone under 18 years of age. If we learn we have collected or received personal information from someone under 18 years of age without verification of parental consent, we will delete that information. If you believe we might have any information from or about someone under 18 years of age, please contact us at [support@upkeepfirm.com](mailto:support@upkeepfirm.com).

### INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect information from and about users of our Application:

Directly from you when you provide it to us.

Automatically when you use the Application.

From third parties such as our business partners.

## **INFORMATION YOU PROVIDE TO US**

When you download, register with, or use this Application, we may ask you to provide information:

By which you may be personally identified, such as name, postal address, email address, telephone number, or ANY OTHER INFORMATION THE APPLICATION COLLECTS THAT IS DEFINED AS PERSONAL OR PERSONALLY IDENTIFIABLE INFORMATION UNDER AN APPLICABLE LAW, or any other identifier by which you may be contacted online or offline ("personal information").

We may also collect information that is about you but individually does not identify you, such as the languages you speak or can read.

This information includes:

Information that you provide by filling in forms in the Application. This includes information provided at the time of registering to use the Application and subscribing to our service, posting material, and requesting further services. We may also ask you for information when you enter a contest or promotion sponsored by us, or when you report a problem with the Application.

Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.

Your responses to surveys that we might ask you to complete for research purposes.

Details of transactions you carry out through the Application and of the fulfillment of your orders. You may be required to provide financial information before placing an order through the Application.

Your search queries on the Application.

You may also provide information for publication or display ("Posted") on public areas of the Application or websites you access through the Application (collectively the "User Contributions"). Your User Contributions are Posted and transmitted to others at your own risk. Although you may set certain privacy settings for such information by logging into your account profile, please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of third parties with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

## **AUTOMATIC INFORMATION COLLECTION AND TRACKING**

When you download, access, and use the Application, it may use technology to automatically collect:

**Usage Details.** When you access and use the Application, we may automatically collect certain details of your access to and use of the Application, including location data, logs, and other communication data and the resources that you access and use on or through the Application.

**Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.

Stored Information and Files. The Application also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.

Location Information. This Application collects real-time information about the location of your device; however, the Application does not store such location information.

If you do not want us to collect this information do not download the Application or delete it from your device.

We also may use these technologies to collect information about your activities over time and across third-party websites, apps, or other online services (behavioral tracking). To opt-out of behavioral tracking on or through this Application and for information on how we respond to browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking, please send us an email at [support@upkeepfirm.com](mailto:support@upkeepfirm.com).

### **INFORMATION COLLECTION AND TRACKING TECHNOLOGIES**

The technologies we use for automatic information collection may include:

Cookies (or mobile cookies). A cookie is a small file placed on your smartphone. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your smartphone. However, if you select this setting you may be unable to access certain parts of our Application.

Web Beacons. Pages of the Application and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related app statistics (for example, recording the popularity of certain app content and verifying system and server integrity).

### **THIRD-PARTY INFORMATION COLLECTION**

When you use the Application or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include:

Advertisers, ad networks, and ad servers.

Analytics companies.

Your mobile device manufacturer.

Your mobile service provider.

Other's at Company's discretion.

These third parties may use tracking technologies to collect information about you when you use this Application. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

## **HOW WE USE YOUR INFORMATION**

We use information that we collect about you or that you provide to us, including any personal information, to:

Provide you with the Application and its contents, and any other information, products, or services that you request from us.

Fulfill any other purpose for which you provide it.

To provide you with notices about your account, including expiration and renewal notices.

Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.

Notify you when Application updates are available, and of changes to any products or services we offer or provide through it.

The usage information we collect helps us to improve our Application and to deliver a better and more personalized experience by enabling us to:

Estimate our audience size and usage patterns.

Store information about your preferences, allowing us to customize our Application according to your individual interests.

Speed up your searches.

Recognize you when you use the Application.

We may also use your information to contact you about our own and third parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please check the relevant box on the registration form or adjust your account preferences in your account profile.

We may use the information we collect to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

## **DISCLOSURE OF YOUR INFORMATION**

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

In addition, we may disclose personal information that we collect or you provide:

To our subsidiaries and affiliates.

To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.

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 bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Application users is among the assets transferred.

To third parties to market their products or services to you if you have not opted out of these disclosures.

To fulfill the purpose for which you provide it.

For any other purpose disclosed by us when you provide the information. With your consent.

To comply with any court order, law, or legal process, including to respond to any government or regulatory request.

To enforce our rights arising from any contracts entered into between you and us, including the Application, our Terms and Conditions, and for billing and collection.

If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our Company, our customers, or others.

## **YOUR CHOICES ABOUT OUR COLLECTION, USE, AND DISCLOSURE OF YOUR INFORMATION**

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of your information.

**Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the Application may then be inaccessible or not function properly.

**Location Information.** You can choose whether or not to allow the Application to collect and use real-time information about your device's location through the device's privacy settings. If you block the use of location information, some parts of the Application may become inaccessible or not function properly.

**Promotion by the Company.** If you do not want us to use your contact information to promote our own or third parties' products or services, you can opt-out by sending an email to [support@upkeepfirm.com](mailto:support@upkeepfirm.com). You can also always opt-out by logging into the Application and adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an email stating your request to [support@upkeepfirm.com](mailto:support@upkeepfirm.com).

**Targeted Advertising by the Company.** If you do not want us to use information that we collect or that you provide to us to deliver advertisements according to our advertisers' target-audience preferences, you can opt-out by sending an electronic request to [support@upkeepfirm.com](mailto:support@upkeepfirm.com). You can also always adjust your user advertising preferences in your account profile by checking or unchecking the relevant boxes or by sending us an email stating your request to [support@upkeepfirm.com](mailto:support@upkeepfirm.com).

Disclosure of Your Information for Third-Party Advertising and Marketing. If you do not want us to share your personal information with unaffiliated or non-agent third parties for advertising and marketing purposes, you can opt-out by sending us an email stating your request to [support@upkeepfirm.com](mailto:support@upkeepfirm.com).

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 opt-out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

Residents of the State of California may have additional personal information rights and choices. Please see Your California Privacy Rights below for more information.

### **ACCESSING AND CORRECTING YOUR PERSONAL INFORMATION**

You can review and change your personal information by logging into the Application and visiting your account profile page.

You may also send us an email at [support@upkeepfirm.com](mailto:support@upkeepfirm.com) to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from the Application, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other Application users. Proper access and use of information provided on the Application, including User Contributions, is governed by our Terms and Conditions.

### **PRIVACY RIGHTS FOR RESIDENTS OF THE U.S. STATE OF CALIFORNIA**

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit <https://oag.ca.gov/privacy/ccpa>.

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Application that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [support@upkeepfirm.com](mailto:support@upkeepfirm.com).

### **DATA SECURITY**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Application, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security

of your personal information transmitted through our Application. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

#### **CHANGES TO OUR PRIVACY POLICY**

We may update our Privacy Policy from time to time. If we make material changes to how we treat our users' personal information, we will post the new Policy on this page with a notice that the Privacy Policy has been updated.

The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for periodically visiting this Privacy Policy to check for any changes.

#### **CONTACT INFORMATION**

To ask questions or comment about this Privacy Policy and our privacy practices, or to submit a request, concern, or complaint about Your personal information or this Privacy Policy, please contact us at: [support@upkeepfirm.com](mailto:support@upkeepfirm.com).