



5940 S. Rainbow Blvd. Las Vegas, NV 89118

Toll-Free: (877) 872-9708

###

KeyMetric, Inc. Privacy & Data Policy

This Privacy Policy (hereinafter called the "Policy") applies to the publicly accessible websites at www.keymetric.net and any subsequent sub-domains (hereinafter called "Sites"), which are owned and operated by KeyMetric, Inc. Except as described in the following information, KeyMetric does not collect any personally identifiable information about you while you visit our Sites. (This policy applies to the public website and does not apply to the application website available only to our customers.)

Please note that should changes occur to the KeyMetric privacy policy, those changes will be posted to this Policy in this section of the Sites, and other places deemed appropriate so that our users are always aware of what information we collect, how we use it, and under what, if any, circumstances we disclose it. We will always use any information collected in accordance with the privacy policy in place at the time the information was collected.

How We Use Information We Collect:

Except in the limited circumstances provided below, we do not collect any personally identifiable information while you use the Site. The cases in which we do collect personally identifiable information are as follows:

Google Analytics Data Usage Policy: KeyMetric does not access any of your Google Analytics and/ or Google Universal Analytics data in order to provide its services to customers. KeyMetric only posts phone call data events to your Google Analytics and/ or Google Universal Analytics account via the Google API.

Newsletter: On our Sites we may make available newsletters. If you elect to receive the newsletter we will ask you to subscribe and provide the following information: your name, company name (if applicable) and email address. This information will only be used to send the newsletter. If, at any time you wish to unsubscribe, you can do so by selecting the "unsubscribe" link contained within each newsletter that will be clearly visible.

Request for Information: On our Sites we offer visitors opportunity to enquire about KeyMetric services, technologies and products by filling out an online registration form. The information collected on this form is used for internal sales and marketing purpose only, and at no time shall it be forwarded, shared, sold, or willingly exposed to any third-party.

Cookies: A cookie is a piece of data stored on the user's computer tied to information about the user. Usage of a cookie is in no way linked to any personally identifiable information while using the Site. KeyMetric uses a persistent cookie for the Site. A persistent cookie is a small text file stored



5940 S. Rainbow Blvd. Las Vegas, NV 89118

Toll-Free: (877) 872-9708

on the user's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions. KeyMetric uses cookies to create profiles of our users. A profile is stored information that we keep on non-specific users, which details user preferences. We use this profile to tailor each user's interaction with the Site and to personalize our Site to your particular interests. This Policy covers the use of cookies by KeyMetric only and does not cover the use of cookies by any advertisers that may advertise through the Site.

Enhancement of Sales & Marketing Profiles: KeyMetric may purchase third party marketing data and add it to our existing user database to better target our advertising and provide offers we think our users would be interested in. We use this information to enhance the existing user profiles. This aggregate marketing data is tied to your user profile and used to tailor your interaction with the Site.

Logging & Audit Files: Like most standard website servers, we use log files. This includes Internet Protocol (IP) addresses, browser type, Internet service provider (ISP), platform type, and date/time stamp. This information is not linked to any personally identifiable information about you. We collect and use this information in aggregate to tailor our services.

Disclosure of Information to Third-Parties: We do not sell, trade, or rent your personal information to outside parties. KeyMetric may share aggregate statistical information about our users, traffic patterns, and related site information with reputable third-party associates and vendors, but these statistics will include no personally identifying information.

Information Regarding GDPR for Residents of the European Union: The General Data Protection Regulations (GDPR) is a legal framework that sets guidelines for the collection and processing of personal information of individuals within the European Union (EU). KeyMetric has initiated ongoing efforts to ensure compliance with the privacy and security guidelines of GDPR. This includes actively working with third-party vendors, affiliates, customers, and other integrated third-party services that are categorized as either Processors or Controllers under GDPR definition.

Under GDPR, KeyMetric is considered both a Controller and a Processor. As a Controller, KeyMetric collects personal information provided directly by individuals when requesting information on any KeyMetric products or Services. As a Processor, KeyMetric collects personal data collected under use of our Services including, but not limited to, information regarding KeyMetric customers or customers to a third-party using KeyMetric Services.

KeyMetric, and all its connected data systems are established in the United State of America (USA). Any personal data processed and stored by KeyMetric is transferred using industry-standard security processes and protocols.

For personal data for which KeyMetric is a Processor, KeyMetric transfers personal information, only in order to provide KeyMetric Services, only to third-parties as documented by our approved list of third-party sub-processors or as protected under the KeyMetric Data Processing Agreement.



5940 S. Rainbow Blvd. Las Vegas, NV 89118

Toll-Free: (877) 872-9708

Individuals within the EU maintain the right to review, correct or erase any personal information processed and stored by KeyMetric, and maintain the right to refuse any direct marketing or promotional outreach by KeyMetric. To request review, correction or erasure of personal information processed by KeyMetric please contact our Privacy Team at privacy@keymetric.net.

Information Regarding CCPA for Residents of the State of California: The California Consumer Privacy Act (CCPA) is a legal framework designed to enhance the privacy rights and consumer protections for residents of the State of California; allowing for the review and removal of personal information a company may have saved on them, and to control the sale, resale and/ or distribution of such data. KeyMetric has initiated ongoing efforts to ensure compliance with the privacy and security guidelines of CCPA. This includes actively working with third-party vendors, affiliates, customers, and other integrated third-party services.

KeyMetric collects personal information provided directly by individuals when requesting information on any KeyMetric products or services. Additionally, KeyMetric may collect personal data under use of our Services including, but not limited to, information regarding KeyMetric customers or customers to a third-party using KeyMetric Services. KeyMetric does not, under any condition, sell or resell personal consumer information. KeyMetric may transfer personal information, in order to provide KeyMetric Services, only to authorized third-parties as documented under the KeyMetric Data Processing Agreement.

KeyMetric, and all its connected data systems are established in the United State of America (USA). Personal data processed and stored by KeyMetric is transferred using industry-standard security processes and protocols.

Individuals residing within the State of California maintain the right to review, correct and/ or request the deletion of any personal information processed and stored by KeyMetric, and maintain the right to refuse any direct marketing or promotional outreach by KeyMetric. To request review, correction or erasure of personal information processed by KeyMetric please contact our Privacy Team at privacy@keymetric.net.

Business Transition: In the event that KeyMetric goes through a business transition, such as a merger, acquisition by another company, or selling a portion of its assets, users' information, in most instances, be a part of the assets transferred. Such a transfer shall not be considered a violation of or deviation from this Policy.

Links to Third-Party Websites: This Site may contain links to other unaffiliated sites. Please be aware that KeyMetric, Inc. is not responsible for the privacy practices of such other sites. We encourage you to be aware of when you leave the Site and to read the privacy policies of each website you visit. This Policy applies solely to information collected on this Site.

Our Commitment to Keep Data Secure: To prevent unauthorized access, maintain data accuracy, and to ensure the correct use of information, we have put in place physical, electronic, and



5940 S. Rainbow Blvd. Las Vegas, NV 89118
Toll-Free: (877) 872-9708

managerial procedures which we believe are commercially reasonable to safeguard and secure the information we collect online.

If at any time you believe that KeyMetric, Inc. has not followed the policies outlined, please let us know and we will make reasonable efforts to identify and correct any problem. You can contact us at:

KeyMetric, Inc.
5940 S. Rainbow Blvd
Las Vegas, NV 89118 USA
Telephone: +1 (877) 872-9708
Email: privacy@keymetric.net