

Privacy Policy

Last updated: December 14, 2018

Introduction

Inspire Insight, LLC (“**Insight**” or “**We**”) respects your privacy and is committed to protecting it through our compliance with this policy. This policy is intended to describe the types of information we may collect from you or that you may provide when you visit the website www.inspireinsight.com (our “**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect or that you submit on or through the Website. This Privacy Policy applies to anyone accessing our Website (collectively, “**you**”), including (a) casual visitors to our Website who do not sign up for an account on the Website (“**Site Visitors**”) and (b) customers who have registered to use our Website (“**Registered Users**”).

This Privacy Policy does not apply to information collected by:

- us offline or through any other means, including on any other website operated by Insight or any third party (including our affiliates and subsidiaries); or
- any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Children Under the Age of 13

Our Website is not intended for children under 13 years of age, and we do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this Website or on or through any of its features or register on the Website. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will take steps to delete that information as permitted by law. If you believe we might have any information from or about a child under 13, please contact us at support@inspireinsight.com.

Information We Collect

For purposes of this Privacy Policy, “**personal information**” is information about you that can be used to identify you, which may include, for example, your name, postal address, email address, phone number, credit card number and expiration date, as well as other non-public information that is associated with that information.

We may collect and use certain personal information in order to offer, maintain, provide, improve, and administer our products and services, (collectively, “**Services**”). Instances in which we may collect and use certain personal information include the following:

- **When you create an account with us or make purchases.** We collect personal information when you create an account with us or make purchases from us. This personal information may include information such as your name, address, phone number, email address, payment information, and username and password.
- **When you communicate with us, engage with our content, or sign up for materials.** We collect personal information, such as your contact information and other information you may submit, when you communicate with us or sign up to receive publications, subscriptions, news, offers, and promotional materials, or other information.
- **When you engage with our online communities and forums.** We may collect personal information when you engage with our online communities and forums. Please note that online forums may be publicly accessible and other users may view information you post in the forums. We recommend that you exercise

care in deciding what information and content you wish to disclose on the areas of the Website that are accessible to the general public.

- **When we collect data from third parties or publicly-available sources.** We may obtain certain data about you from third-party sources to help us provide and improve the Services and for marketing and advertising. We may combine your personal information with data we obtain from our Services, other users, or third parties to enhance your experience and improve the Services.
- **When we leverage and/or collect cookies, device IDs, location data, data from the environment, and other tracking technologies.** We may collect certain personal information using cookies and other technologies, such as web beacons, device IDs, geolocation, HTML5 local storage, Flash cookies, and IP addresses. We specifically use browser cookies for different purposes, including cookies that are strictly necessary for functionality and cookies that are used for personalization, performance/analytics, and advertising. Our “Cookies and Similar Technologies” section contains more information and options to control or opt-out of certain data collection or uses.

How We Use Your Information

We may use information that we collect about you or that you provide to us, including any personal information, in order to offer, maintain, provide, improve, and administer the Website and Services and for compliance purposes, including:

- To present our Website and its contents to you.
- To provide you with information, products, or services that you request from us and to fulfil orders or purchases you have made.
- To communicate with you regarding the Services, including to provide you with notices about your subscription, such as expiration and renewal notices.
- To carry out our obligations and enforce our rights arising from any contracts or agreements entered into between you and us, including for billing and collection, and our Terms of Use, this Privacy Policy, or agreements with third parties.
- For marketing purposes, including to contact you about offers, products, promotions, subscriptions, developments or services which we think may be of interest to you;
- To develop, provide, and improve our Website and Services, including to better tailor the features, performance and support of our Services, and for statistical and analytics purposes;
- To assist in the investigation of suspected illegal or wrongful activity, and to protect and defend our rights and property, or the rights or safety of third parties;
- To comply with laws, regulators, court orders, or other legal obligations, or pursuant to legal process.
- For other purposes where you have provided your consent.

Disclosure of Your Information

We may disclose personal information that we collect or you provide as described in this Privacy Policy, including:

- To our subsidiaries and affiliates. Where we share personal information with our Affiliates, we will require our Affiliates to honor this Privacy Policy.
- To contractors, service providers, and other third parties we use to support our business or Website or to provide our Services.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our data subscription agreements and other agreements, including for billing and collection purposes.

- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Insight, our customers, or others.
- Subject to applicable law, to a buyer or other successor in connection with a merger, acquisition, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Insight's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Insight about our Website users is among the assets transferred, including for the purpose of permitting the due diligence required to decide whether to proceed with a transaction. If the sale occurs, the purchaser will be entitled to use and disclose the information collected by us, and the purchaser will assume the rights and obligations as described in this Privacy Policy.

Cookies and Similar Technologies

As you navigate through and interact with our Website, we may use cookies and similar technologies to collect certain information about your equipment, browsing actions, and patterns, including, for example:

- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and Internet connection, including your IP address, operating system, and browser type.

We collect this information to help us to improve our Website and Services and to deliver a better and more personalized service, including to make return visits easier for Registered Users, and for analytics. We may also use cookies and similar technologies for purposes of marketing and advertising. The technologies we may use for these purposes may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. The purpose of cookies is to remember the browser over time and distinguish one browser instance (or user) from all others. Some cookies and other technologies may serve to track personal information previously entered by a web user on our Website. Most browsers allow you to control cookies, including whether or not to accept them, and how to remove them. Cookies can remember login information, preferences, and similar information. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, please note certain parts of our Website may be inaccessible or not function correctly. For information on how to disable cookies, refer to your browser's documentation.
- **Flash Cookies.** Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. You can visit adobe.com for guidance on how to delete and block Flash cookies.
- **HTML5 local storage.** HTML5 local storage is another way that browsers can distinguish your device from others as well as remember data that may be important for the functioning of the website. Typically HTML5 local storage is only deleted if all Internet history, cache, and cookies are deleted. You should check your browser software for how to delete HTML5 local storage in your particular case.
- **Web Beacons.** Pages of our Website 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 Insight, for example, to count users who have visited those pages or opened an email, clickstream patterns, dates and times our Website is accessed, and for other related website statistics. Web beacons can be used with or without cookies. Blocking cookies will not stop your IP address from being shared through the use of beacons.

Do-Not-Track is a public-private initiative that has developed a "flag" or signal that an Internet user may activate in the user's browser software to notify websites that the user does not wish to be "tracked" by third-parties as defined by the initiative. The online community has not agreed on what actions, if any, should be taken by the websites that receive the "do not track" signal, and therefore Do-Not-Track is not yet standardized. Our Website does not alter its behavior or change its services when it receives a "do-not-track" flag or signal from your browser.

De-Identified or Anonymized Data

We may create de-identified or anonymous data from personal information by removing data components (such as your name, email address, or linkable tracking ID) that makes the data personally identifiable to you or through obfuscation or through other means. Our use of de-identified and anonymized data is not subject to this Privacy Policy.

Choices About Your Information

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following controls related to your information:

- **Cookies and Similar 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, please note that some parts of the Website may be inaccessible or not function properly. Please see the “Cookies and Similar Technologies” section of this Privacy Policy for more information on controls pertaining to cookies and similar technologies.
- **Promotional Offers from Insight.** If you want to stop receiving future marketing messages and materials, you can opt-out by sending us an email stating your request to support@inspireinsight.com, or by clicking the “unsubscribe” link included in our email marketing messages. Once you have submitted your email address to "unsubscribe," please note that you may continue to receive emails for a time while our system updates your request. Please note that you may continue to receive communications from us for non-marketing purposes, such as communications regarding your account or the Services.

Accessing and Correcting Your Information

If you have created an account with us, you can review and change your personal information by logging into the Website and visiting your account profile page.

You may also send us an email at support@inspireinsight.com to request access to or to correct or delete any personal information that you have provided to us. Please note we may not be able to accommodate certain requests to change or delete information, for example, if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Your California Privacy Rights

Under Section 1798.83 of the California Civil Code, residents of California have the right to request from a business, with whom the California resident has an established business relationship, certain information with respect to the types of personal information (as defined by California law) the business shares with third parties for those third parties' direct marketing purposes, and the identities of the third parties with whom the business has shared such information during the immediately preceding calendar year. To exercise your rights, you may make one request each year by emailing us at support@inspireinsight.com with "Request for California Privacy Information" in the subject line and in the body of your message. Be sure to provide in the request sufficient information to properly identify you and/or the members of your family.

Data Security

We have implemented measures designed to protect your personal information. However, please be advised that we cannot fully eliminate security risks associated with the transmission and storage of personal information. The safety and security of your information also depends on you. Registered Users are responsible for keeping their password confidential. We ask you not to share your password with anyone.

Links to Other Sites

Our Website may contain links or otherwise provide access to another website, mobile application, or Internet location (collectively “**Third-Party Sites**”). We provide these links merely for your convenience. Insight has no control over, does not review, and is not responsible for Third-Party Sites, their content, or any goods or services available through the Third-Party Sites. Our Privacy Policy does not apply to Third-Party Sites. We encourage you to review the privacy policies of any Third-Party Sites with which you choose to interact.

Processing in the United States

Please note that if you are visiting the Website from outside of the United States, your information may be transferred to, stored, and/or processed in the United States. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. If you are located outside of the United States, the transfer of personal information is necessary to provide you with the requested information, products, and services and/or to perform any requested transaction. By using any portion of the Website, you acknowledge and consent to the transfer of your information to our facilities in the United States.

Changes to Our Privacy Policy

We may update our Privacy Policy from time to time, and it is our policy to post any changes we make to our Privacy Policy on this page. The date the Privacy Policy was last updated is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and we encourage you to periodically visit our Website and this Privacy Policy to stay informed of how we may process your information.

Contact Information

To ask questions or comment about this Privacy Policy or our privacy practices, please contact us at:

support@inspireinsight.com