

## Pax8 Privacy Policy

This Privacy Policy describes how Pax8, Inc., (“Pax8,” “we,” “our,” or “us”) collects, uses, and shares information about you through our websites and applications, including the Pax8 Command Console, social media pages, and email messages (“the Services”). This Privacy Policy applies to personal information processed by or on behalf of Pax8. By using the Services, you agree to this Privacy Policy. If you do not agree and consent, discontinue use of the Services.

### 1 - Personal Information.

“Personal information” means information that can be used to identify you. It may include, but is not limited to: name, title, email address, postal address, phone number, date of birth, gender, age, nationality, financial details, employment status and credit card or bank account information.

### 2 – How We Collect Information.

- **Information You Provide to Us.** We may collect Personal Information you provide directly to us via the Services. For example, Personal Information may be collected when you use or register for the Services, subscribe to our notifications, post on the Services, participate in promotional activities, apply for a job, communicate with us through the Services, or use an application. De-Identified Data Personal Information once “de-identified” may not be subject to this Privacy Policy and we and our Service Providers (defined below) may treat it as non-Personal Information and use it without obligation to you except as prohibited by applicable law.
- **Information We Collect Automatically from Your Use of the Services.** We and our Service Providers collect information about the Services that you use and how you use them. This information may include: IP Address, device type, Ad ID, and information about your use of the services (“Usage Information”). This information is collected in part through the use of Cookies. To the extent that Usage Information is personal information under applicable law, or is combined with Personal Information, we will treat it as Personal Information under this Privacy Policy.
- **Information Collected from Other Sources.** We may receive Personal Information from other sources, such as public databases, fraud prevention agencies, credit reference agencies, lenders, joint marketing partners, and social media platforms, and combine that with information we collect about you. To the extent we combine such third party sourced information with Personal Information we collect directly from you, we will treat the combined information as Personal Information. We are not responsible for the accuracy of the information obtained from third parties or third-party practices.
- **Cookies.** Cookies are unique identifiers that we transfer to your device to enable our systems to recognize your device and provide personalization. The “Help” feature on most browsers will tell you how to prevent your browser from accepting new cookies, how to have your browser notify you when you receive a new cookie, and how to disable cookies. You can also disable or delete similar data used by browser add-ons,

such as Flash cookies, by changing the add-ons settings or viewing the website of its manufacturer. In order to ensure the full functionality and optimization of the Services, we recommend that you leave cookies turned on. The four main types of cookie that we use through the Services:

- *Strictly Necessary Cookies* – These cookies are essential—without them, you might not be able to get the information or services you’ve asked for. They’re needed for things like logging whether you see error messages – so we can make improvements and fix bugs – as well as allowing you to make a purchase.
- *Personalization and Testing Cookies* – These cookies remember choices you’ve made to personalize the Services, or are used by us to test the content and functionality of the Services with different groups of visitors. They may remember where you are in the site so that you can get tailored information, or changes you’ve made to help you browse, such as increasing the text size.
- *Analytics and Measurement Cookies* – We use several technologies to understand how visitors use the Services. These help us to identify areas for improvement, and to collect and report on commercial data (like sales volumes). They include analytics tools that report numbers, and session capture tools that record videos of individual user sessions – following things like where you click on the page, place your cursor, and where you fill in forms. This data is kept secure and we only record what is typed into forms if really necessary. The rest of the time it is not visible in the recording. Other reporting tools we use support our efforts to prevent fraud and the abuse of the Services; these also employ cookies.
- *Targeting or Advertising Cookies* – These cookies collect information about your browsing habits (including details of the websites you’ve visited), which we use to make sure you receive advertising relevant to you. We (or third parties and advertising networks on our behalf) may use them to show you ads we think you’ll be interested in across the Internet (including on other sites you visit), based on your interaction with our website, app and your browsing history. This includes advertising that uses Online Behavioral Advertising. Third parties, such as advertising networks, work with websites and advertisers to deliver customized advertising based on the collection and use of your web browsing activity. This includes: pages visited, ads clicked, and products bought or researched. If, for example, you visit our website and show an interest in one of the Services, we may re-target you with advertisements about it on other websites – and in search results – for a number of days after your initial visit. If a set period of time has passed, the re-targeting advertising stops.

### **3 - How We Use Information We Collect.**

We and our Service Providers may use Personal Information about you for the following purposes:

- To carry out any contract we have with you, for example, a Pax8 Partner Agreement.

- To provide and maintain the Services, improve the Services and develop new services.
- To facilitate, personalize and improve your online experience.
- To perform and/or test the performance of the Services.
- To communicate with you about products, services, promotions and events we think may be of interest to you.
- For our business purposes, such as data and trend analysis, audits, fraud prevention, and the expansion of our business.
- To monitor and keep records of our communications with you and our staff.
- For market research and analysis and developing statistics.
- To develop new products and services and to review and improve current products and services.
- To comply with legal and regulatory obligations, requirements and guidance.
- To provide insight and analysis of our customers both for ourselves and for the benefit of business partners, either as part of providing products or services, helping us improve products or services, or to assess or improve the operating of our business.
- To share information, as needed, with our Service Providers or as a part of providing and administering the Services or operating our business.
- To facilitate the sale of one or more parts of our business.
- To enable our affiliates to perform any of the above purposes.

#### **4 – Legal Grounds for Processing Personal Information**

We rely on the following legal bases to use your Personal Information:

- **Where needed to fulfill our contract** with you or to enter into a contract with you on your request, such as:
  - assessing an application for a Pax8 partner agreement;
  - managing the products or services or a request for or purchase of products or services;
  - updating your records, tracing your whereabouts to contact you about your account and doing this for recovering debt (where appropriate);
  - sharing your Personal Information with our Service Providers when you purchase a product or service to help manage such product or service;
  - all stages and activities relevant to managing the product or service including inquiry, purchase, and administration and management of accounts; and
  - for some of our profiling and other automated decision making to decide whether to offer you a product and/or service, particular payment method and the price or terms.
- **Where it is in our legitimate interests to do so**, such as:

- managing your products and services, updating your records, tracing your whereabouts to contact you about your account and doing this for recovering debt (where appropriate);
  - to perform and/or test the performance of, our products, services and internal processes;
  - to follow guidance of governmental and regulatory bodies;
  - for management and audit of our business operations, including accounting;
  - to carry out monitoring and to keep records of our communications with you and our staff;
  - to administer our good governance requirements, such as internal reporting and compliance obligations or administration required for our processes;
  - for market research and analysis and developing statistics;
  - for direct marketing communications and related profiling to help us to offer you relevant products and services, including deciding whether or not to offer you certain products and services;
  - subject to appropriate controls, to provide insight and analysis of our customers to business partners either as part of providing products or services, helping us improve products or services, or to assess or to improve the operating of our businesses;
  - for some of our profiling and other automated decision making; and
  - where we need to share your Personal Information with people or organizations in order to run our business or comply with any legal and/or regulatory obligations.
- **With your consent or explicit consent:**
    - for some direct marketing communications; and
    - for some of our profiling and other automated decision making.

## **5 – How We Share Information.**

We do not sell, trade, or rent Personal Information to others. We may share Personal Information or Usage Information with our agents, vendors, consultants, marketing service providers, and other service providers (collectively “Service Providers”) to facilitate their work on our behalf. These Service Providers are prohibited from using your Personal Information for any purpose other than to provide this assistance, although we may permit them to use de-identified data or aggregate information which does not personally identify you or any other user of the Services. We may also share information about you as follows:

- As necessary to comply with legal or governmental requests or process;
- To enforce our terms and conditions, protect our rights and the rights and privacy of our users and affiliates, and pursue available remedies or limit damages;
- With our affiliates for business purposes such as processing orders, fulfilling requests, providing customer service, and improving products; or
- To a third party in connection with or during negotiations of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our

business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

## **6 – Advertising, Analytics Services, and Online Tracking.**

We may use third parties to advertise on our behalf and to provide analytics about the use of the Services and the performance of our advertisements and content on third party services. We may also participate in online advertising networks and exchanges that display relevant advertisements on the Services and on third party services, based on your interests as reflected in your browsing of the Services and certain third-party services. These entities may use cookies and other tracking technologies to automatically collect information about you and your activities, such as registering a unique identifier for your device and tying that to your online activities on and off of the Services. Pax8 may receive information about third party services that you have visited and use it for marketing purposes (sometimes referred to as “re-targeting,” “interest-based advertising,” and “online behavioral advertising”).

Pax8 is not responsible for third party services associated with advertising and analytics services and related tracking activities.

## **7 – How We Protect Information.**

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your Personal Information, username, password, and transaction information. We also comply with PCI standards.

## **8 - Children’s Privacy.**

Our Services are not intended for children and are not targeted to children under the age of 13. If you are a child under the age of 13, you are not permitted to use the Services and should not send any information about yourself to us through the Services. We do not knowingly collect any personal information from children under the age of 13 and, if we learn that we have received information from a user under the age of 13, we will delete this information in accordance with the United States Children’s Online Privacy Protection Act (“COPPA”).

## **9 – Data Rights.**

Here is a list of the rights that individuals have under data protection laws. They don’t apply in all circumstances. If you wish to exercise any of them, we’ll explain at that time if they are applicable.

- The right to be informed about the processing of your Personal Information.
- The right to have your Personal Information corrected if it is inaccurate and to have incomplete Personal Information completed.
- The right to object to processing of your Personal Information.
- The right to restrict processing of your Personal Information.
- The right to have your Personal Information erased (the “right to be forgotten”).

- The right to request access to your Personal Information and obtain information about how we process it.
- The right to move, copy or transfer your Personal Information (“data portability”).
- Rights in relation to automated decision making which has a legal effect or otherwise significantly affects you.

If you wish to exercise any of your rights, you can contact us as set forth in Section 11 below.

#### **10 – Revocation of Consent**

Users also have the right to revoke their given consent regarding the use and sharing of their Personal Information. It is important to note that in some cases such request may not be immediately or fully executed because it is possible that we have a legal obligation to keep using your Personal Information. Also, you must consider that for certain purposes, the revocation of consent means that we cannot continue providing the services you requested. You can revoke your consent at any time by contacting us as set forth in Section 11 below.

#### **11 – How to Contact Us.**

For any questions about this Privacy Policy or requests related to your Personal Information, please contact us at:

**Pax8, Inc.**  
6400 S. Fiddlers Green Circle  
Suite 1500  
Greenwood Village, CO 80111  
(Attn: Legal)  
[legal@pax8.com](mailto:legal@pax8.com)

#### **12 – Changes to this Privacy Policy.**

We reserve the right to revise and reissue this Privacy Policy at any time. Any changes will be effective immediately upon posting of the revised Privacy Policy. Subject to applicable law, your continued use of our Services indicates your consent to the privacy policy posted. If the changes are material, we may provide you additional notice via email.