

Updated Date: Nov. 30, 2021

Datafy Privacy Policy

Introduction

Datafy, LLC ("Company"), is committed to keeping any and all personal information collected from our users accurate, confidential, secure, and private. Personal information is personally identifying information which may not otherwise be available to the public. By signing up, registering, or otherwise using our services, you willingly provide this information to the Company.

Collection and Use of Personal Information

Many of our Services require an account to access. This helps us to find and process leads and allows us to follow up with you after you have made an initial inquiry. We also use this information to manage your account and for marketing and website analytics.

In order to facilitate the operation of our site and to manage your account, we collect personal information from you. This information is only given by your consent, in that you use our services or register for an account. This information includes your name, email address, zip code, address, and phone number.

We use this information to:

- Respond to inquiries
- Send you marketing communications
- Contact you for follow-up on properties
- Improve our Website and marketing efforts
- Conduct research and analysis

Electronic and Web Browsing Information We Gather

Like most modern sites, we automatically gather information about your computer such as your IP address, browser type, browser settings, navigation through our sites, referring/exit pages, and operating system. This information does not include personally identifying information, which is only given by the user when registering for an account or which is provided to us by the user. We use third-party tools and analytic services to gather and analyze this information.

Choice/Opt-Out

If you do not wish to be contacted by our business activities or otherwise would like to remove or change your information, please contact our webmaster at info@datafyhq.com.

Other Data Sources We Utilize

Some of the services we provide require the use and analysis of public (such as Federal or State) and proprietary data sets such as transaction data, geolocation data, etc. Our use of these data sets is governed by the policy guidelines of the data provider, and in many cases, our internal policies further restrict the use of potentially sensitive information.

Datafy analyzes aggregated and anonymized geolocation data that originates from a variety of sources. The analysis conducted by Datafy follows all laws and industry standards in terms of anonymization, aggregation, and has procedures in place that safeguard against the potential for abuse. Any analysis or targeted advertising strategy created by Datafy follows these strict guidelines and specifically restricts the ability to isolate individuals, small groups of people, protected classes, etc.

Information Sharing

We will only use customer/website visitor information for the purposes described in this privacy statement or as agreed to in a separate professional services agreement. We restrict access to nonpublic personal and client

information about you or your company/organization to those employees who need the information to provide products or services to you. We maintain physical, electronic and procedural safeguards that comply with applicable laws to guard your nonpublic information and we reinforce this privacy policy with our employees. We will not sell or disclose your personal information to third parties. In rare circumstances we may be required to disclose your personal information subject to legal requirements in accordance with applicable laws.

Cookies and Other Tracking Technologies

Our website uses cookies to keep track of your preferences and profile information. Cookies are also used to collect general usage and value information that does not include personally identifying information.

You can opt out of many third-party advertising industry participants by using the cookie management services provided by advertising industry websites. These tools allow you to opt out from the cookies of companies that participate in their programs. Such third parties participate in the following industry cookie preference services: US - Digital Advertising Alliance: www.aboutads.info/choices, US - Network Advertising Initiative: www.networkadvertising.org/choices. For most mobile devices, you can opt out of third party use of information about your usage of mobile apps for interest-based advertising by using your device settings. You can find information about setting up your advertising preferences on mobile devices by visiting <http://www.networkadvertising.org/mobile-choice>.

Links to Other Websites

Our Site contains links to other websites whose privacy policy and practices may differ from the Company's. If you visit those pages, you are no longer subject to our privacy policy; rather, any information you provide to those parties will be governed by their privacy policies. Please practice discretion and read the privacy policy of any website you visit.

Security

When we collect data from you, we follow accepted and supported industry standards to protect the information given to us. Of course, no method of delivering or receiving data over the internet is completely secure, and we cannot guarantee its absolute security. However, this website and all of our data transmission and storage procedures are protected by an additional encryption/authentication layer between the HTTP and TCP, known as HTTPS. If you have questions regarding your account or your personal information, please contact us.

Notification of Privacy Statement Changes

We may update this privacy policy from time to time. If we make any material changes, we will notify you by email (sent to the email address specified in your account) prior to the changes becoming effective.

Contact Information

You can contact us about this privacy policy through one of the following means:

Datafy, LLC

1100 Country Hills Drive, Suite 100

Ogden, Utah 84403

Telephone: (801) 823-0083

Email: info@datafyhq.com