

PRIVACY STATEMENT

Who we are

APC Data Analytics, LLC ("APC") with registered office located at 401 Seacoast Parkway, Mount Pleasant, SC 29464.

Collection and Use of Personal Information

Personal information is data that can be used to identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with APC or an APC affiliated company. APC and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. We may also combine it with other information to provide and improve our products, services, content, and advertising. You are not required to provide the personal information that we have requested, but, if you choose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

What personal information we collect

- When you create an account, request a License Key, purchase a product, download software or a software update, connect to our services, contact us including by social media, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, device identifiers, IP address, location information, credit card information and profile information where the contact is via social media.

How we use your personal information

We may process your personal information: for the purposes described in this Privacy Policy, with your consent, for compliance with a legal obligation to which APC is subject or when we have assessed it is necessary for the purposes of the legitimate interests pursued by APC or a third party to whom it may be necessary to disclose information.

- The personal information we collect allows us to keep you posted on APC's latest product announcements, software updates, and upcoming events. If you don't want to be on our mailing list, you can opt-out anytime.
- We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising, and for loss prevention and anti-fraud purposes. We may also use your personal information for account and network security purposes, including in order to protect our services for the benefit of all our users. For certain online transactions we may also validate the information provided by you with publicly accessible sources.
- We may use your personal information to verify identity, assist with identification of users, and to determine appropriate services and service locations.
- From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies. Because this information is important to your interaction with APC, you may not opt-out of receiving these communications.

- We may also use personal information for internal purposes such as auditing, data analysis, and research to improve APC's products, services, and customer communications.
- If you apply for a position at APC or we receive your information in connection with a potential role at APC, we may use your information to evaluate your candidacy and to contact you.

Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

- We may collect information such as zip code, area code, unique device identifier, referrer URL, location, and the time zone where an APC product is used so that we can better understand customer behavior and improve our products, services, and advertising.
- We may collect information regarding customer activities on our websites, software Apps, and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.
- We may collect and store details of how you use our services, including search queries. This information may be used to improve the relevancy of results provided by our services.

Disclosure to Third Parties

At times APC may provide third parties with certain personal information to provide or improve our products and services, including to deliver products at your request, or to help APC market to consumers. Personal information will never be shared with third parties for their marketing purposes.

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities – for APC to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate. We may also disclose information about you, but only where there is a lawful basis for doing so, if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. This could include providing information to public or governmental authorities. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

Integrity and Retention of Personal Information

APC makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy. When assessing these periods, we carefully examine our need to collect personal information, if at all, and if we establish a relevant need, we only retain it for the shortest possible period to realize the purpose of collection unless a longer retention period is required by law.

Access to Personal Information

For personal information we hold, we will provide you with access (including a copy) for any purpose including to request that we correct the data if it is inaccurate or delete the data if APC is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. We may also decline aspects of deletion or access requests if we believe doing so would undermine our legitimate use of data for anti-fraud and security purposes as described earlier.

Location-Based Services

To provide location-based services on APC products, APC and our partners and licensees, may collect, use, and share precise location data, including the real-time geographic location of your computer or device. This location data is used by APC and our partners and licensees to provide and improve location-based products and services.

Privacy Questions

If you have any questions or concerns about APC's Privacy Policy or data processing, please contact us. You can always contact us by email at contact@apcdata.net.

APC may update its Privacy Policy from time to time. When we materially change the policy, a notice will be posted along with the updated Privacy Policy. We will also contact you via your contact information on file.

APC Data Analytics, LLC. 401 Seacoast Parkway, Mt. Pleasant, South Carolina, 29464