

Privacy Policy & Security

Bgon technologies LLC (“PriceAnswers” or “we” or “us” or “our”) respects your privacy. This Privacy Policy (“Policy”) describes the types of Personal Information we collect when you interact with us, including but not limited to information provided when you access our websites (<http://www.priceanswers.com>) and however else you may interact with us (collectively, the “Service(s)” or “PriceAnswers Service(s)”). This Policy applies to all PriceAnswers Services, regardless of the platform or device used; it describes all Personal Information collected, used, transmitted, disclosed, stored, or maintained by us, including both electronic and paper records.

Please read this Policy carefully to fully understand how we collect, use, share, and protect your Personal Information. If you do not agree with this Privacy Policy, please do not use our Services.

This Privacy Policy explains:

- What information may be collected when you use the Service;
- Our use of cookies and other technology on our web-based Services;
- How we may use and share information we collect about you; and
- The choices we offer, including how to access and update information.

Information We Collect and Use

For purposes of this Policy, “Personal Information” is any information that identifies, relates to, or describes, directly or indirectly, an individual or household.

In the course of operating our Services and delivering our products and services, we collect and process the following categories of Personal Information, which we use for typical business and commercial purposes (including compliance with legal obligations and use for auditing, security, and anti-fraud purposes) and as described more specifically below:

Information You Give Us. When you sign up for and use our Services as a User, we may collect and store Personal Information you provide, including:

- **Personal Identifiers.** We receive personal identifiers you provide (including, for example, information such as your name, email address, mailing address, telephone number, signature, or similar identifiers) and use them to respond to and complete your requests (including providing notifications and answers related to questions you submit), communicate with you for registration, customer service, and informational purposes (including sending you confirmation emails, notices, updates, invoices, and security alerts), and communicate with you for marketing purposes (including sending you news, promotions, special offers, information, offering you other products and services that we, our affiliates, or others believe may be of interest to you). We may also create internal identification and reference codes to identify you in our electronic systems.
- **Communications and Submissions.** We collect the information and content you submit when you submit questions, respond to questions as an expert, post information on our websites (including public testimonials and forum posts you may choose to submit), or otherwise voluntarily communicate with PriceAnswers. We also collect information you submit through contact, sign-up, and profile forms, email communications, and other submissions (including reviews and surveys), and when you speak with our customer service agents. We use this information to respond to and fulfill your requests, establish and manage our customer relations and customer service, and to provide and improve our websites, products, and services.
- **Financial Information.** We receive financial information such as payment card or PayPal™ information, and other related information to process payments for questions and to issue expert payments to you.
- **Commercial Information.** We collect and generate commercial information and transaction information. We use this information to respond to and fulfill requests, improve our product and service offerings, communicate with you, tailor our marketing efforts, and for internal reporting purposes.
- **Privacy Choices.** We receive and retain any opt-outs or other choices related to how we collect, use, and disclose Personal Information.

Information Third Parties Provide About You. We may, from time to time, supplement the information we collect about you online with outside records from third parties in order to enhance our ability to serve you, to tailor our content to you and to offer you opportunities to purchase products or services that we believe may be of interest to you.

Information We Get from Your Use of The PriceAnswers Services. We collect information about the PriceAnswers Services that you use and how you use them, like when you open one of our emails or view and interact with our ads and content (collectively, “Usage Information”). We use this information to provide and improve our products and services, tailor your experience on and across our websites and other services, tailor our marketing efforts, and to create aggregate internal reports on website usage and activity, such as views of certain pages and content. Usage Information includes:

- **Device Information.** We collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information, including phone number).
- **Browsing Information.** This includes the URL that referred you to the PriceAnswers Services, the areas within the PriceAnswers Services that you visit, how long you spend on the PriceAnswers Services, and the time of day of your visit.
- **IP Address.** An IP address is a string of numbers associated with the device and/or local network you connect to or use to access the Internet.
- **Inferences from the information listed above.** We may use the information listed above to draw inferences about your preferences to help us provide you with personalized content and offers and help us develop and provide better products and services.

Automatic Collection of Information from Cookies and Other Technology. We and our partners use various technologies to collect and store information when you visit the PriceAnswers Services, which we use for the same purposes as Usage Information and to help us improve our websites and communications. This automatic information collection may include using cookies or similar technologies to identify your browser or device:

- **Cookies.** A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies.

** Most browsers will tell you how to stop accepting new cookies, how to receive notification of new cookies, and how to disable existing cookies. For more information about cookies and how to disable them, or restrict the categories of cookies you wish to accept, you can consult the information at www.allaboutcookies.org/manage-cookies/.

Please note that rejecting cookies does not mean that you will no longer see ads when you visit the PriceAnswers Services. Also, without cookies, you may not be able to take full advantage of all of the PriceAnswers Services and some parts of the PriceAnswers Services may not function properly.

Anonymous or Aggregated Information. We de-identify or aggregate data we receive and may use and disclose it for any business purpose.

How We Disclose Personal Information

Service Providers. We share any of the Personal information described above with service providers (including but not limited to payment processors, fraud detection vendors, service-related technology providers, and survey administrators) that provide services to you and us, including to help us maintain our databases and websites, administer emails, display content, and analyze website usage activity. For example, we may provide your personal identifiers and commercial information to communications and marketing vendors so they can send you marketing communications and other communications on our behalf. We require that service providers use Personal Information only for the purposes specified in our agreements.

Our Partners From Whom You Have Request Information. We may share your personal identifiers and commercial information with other User from whom you request an answer.

Advertising Partners. We may share your personal identifiers and commercial information with advertising partners that use various technologies to send (or serve) relevant ads to you as you browse the internet. We and our third-party service providers, including analytics providers and third-party content providers or advertising partners, may automatically collect certain information whenever you access and use the Services ("Usage Information"). We may share your Personal Information or your non-personally identifying information with ad networks for online behavioral advertising purposes.

Within Our Organization. We may share any of your Personal Information with parents, subsidiaries, joint venture partners, and other entities under common control subject to this Privacy Policy.

Public Disclosures Using Non-Restricted Services. As explained in the PriceAnswers Terms of Service, information provided by you in the content of your questions, answers, and other communications on our websites, in expert profiles describing your experiences and qualifications, and in signatures attached to postings on our websites ("Posts") may not be private or confidential. Posts may be collected, copied, or used by others without your or our knowledge, and the security and other protective provisions of this Policy will not apply. Also, please keep in mind that publicly posting your account or contact information may result in the transmission of unsolicited messages from persons and entities over which we have no control. Please exercise caution and good judgment when disclosing any Personal Information to any public services.

Note that we cannot be responsible for any online postings by a family member, friend, acquaintance or other person or entity outside of our control.

Business Transfers. In the event of a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets (whether by private sale, through operation of law, as part of a divestiture plan, or otherwise), your Personal Information, and any other information that we have collected, may be disclosed to the persons and/or entities assuming control of the relevant business unit or as otherwise necessary to complete the transaction as permitted by law or contract.

Legal and Similar Disclosures. We may disclose Personal Information about you with law enforcement, the courts, our advisors, attorneys, and others who participate in the legal process, if necessary to do so by law or based on our good faith belief that it is necessary to enforce or apply our contracts, conform or comply with the law or is necessary to protect us, the users of the websites, or others.

Otherwise with Your Consent or At Your Direction. In addition to the sharing described in this Privacy Policy, we may share information about you with third parties whenever you consent to or direct such sharing.

Opt-Out Choices

We offer you choices regarding the collection, use, and sharing of your Personal Information on the PriceAnswers Services.

Upon request, PriceAnswers will provide you with information about whether we hold any of your Personal Information. You may also exercise your preferences in the following manner:

- **Email Communications.** When you receive promotional communications from us, you may indicate a preference to stop receiving further promotional communications from us, and you will have the opportunity to “opt-out” by following the unsubscribe instructions provided in the promotional email you receive or by contacting us directly at contact@priceanswers.com. Regardless of your indicated email preferences, we may send you administrative emails regarding the PriceAnswers Services, including, for example, notices of updates to our online terms or this Privacy Policy, registration and expert application-related communications (as appropriate), and communications and updates related to questions you are asking or answering, Posts you make, and other information related to your account.
- **Update or Delete Your Account information.** If you wish to verify, correct, update or delete any of the Personal Information provided to us in connection with your account on the PriceAnswers Services, you may do so through the Edit Profile page when you log in to your account. Please note that we may be required (by applicable law or otherwise) to keep certain

information and not delete it, in which case we will comply with your deletion request only after we have fulfilled such requirements. It may not always be possible to completely remove or delete all of your information from our databases without some residual data remaining in our archives because of backups and other reasons. If you would like to make a request related to the Personal Information we have about you, you may contact us at contact@priceanswers.com

Requests for Deletion and to Know About Information Collected

If you make a request for deletion of Personal Information or a request to know about Personal Information we have collected, we may require that you provide information and follow procedures so that we can verify the request and your jurisdiction before responding to it. The verification steps we take may differ depending on the request you make. We will match the information that you provide in your request to information we already have on file to verify your identity. If we are able to verify your request, we will process it. If we cannot verify your request, we may ask you for additional information to help us verify your request.

Please provide as much of the requested information as possible to help us verify the request. We will only use the information received in a request for the purposes of responding to the request.

Information Processing and Transfer

PriceAnswers is a United States company and the PriceAnswers Services are provided from the United States. If you are a user who resides outside the United States, please be aware that information we collect will be transferred to and processed in the United States and may be processed and stored in other countries outside the United States which may have data protection laws that differ from the laws in your country. By using the PriceAnswers Services, or providing us with any information, you consent to the collection, processing, maintenance and transfer of such information in and to the United States and other applicable countries in which the privacy laws may not be as comprehensive as, or equivalent to, those in the country where you reside and/or are a citizen.

How We Protect and Retain Your Information

We maintain procedural, technical, and physical safeguards to help protect against loss, misuse or unauthorized access, disclosure, alteration, or destruction of the Personal Information you provide via the PriceAnswers Services. Unfortunately, no transmission of data is guaranteed to be completely secure. It may be possible for third parties not under our control to intercept or access transmissions or private communications unlawfully. Therefore, any transmission of Personal Information to us is made at your own risk.

We retain your account information and the information provided by you in the form of Posts indefinitely until such time that we determine it has no further commercial significance, at which time we may delete and/or aggregate and store it indefinitely. We may also retain and use this information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Third Party Links

The PriceAnswers Services may from time to time contain links to third party websites/services for your convenience and/or information (for example, sites linking via banner ads). If you access other sites using the links provided, you may leave the PriceAnswers Services. When you access these other sites, please understand that the operators of these websites may collect information from you which will be used by them in accordance with their privacy policies and terms of use, which may differ from ours. We do not endorse or control the policies or practices of third party websites that we do not control or operate.

You should always carefully read the privacy policy of any site you access in order to understand their specific privacy and information usage practices.

Children's Personal Information

Except where otherwise indicated, we do not knowingly collect or store any Personal Information from children under the age of 13. If a parent or guardian becomes aware that his or her child under the age of 13 has provided us with information without his or her consent, he or she should contact us at contact@priceanswers.com As

required by law, we will delete such information from our files within a reasonable time.

We may also delete Personal Information from our websites, as well as Posts and other information, from users we believe are under the age of 18.

Updates to this Privacy Policy

From time to time, we may revise this Policy to reflect changes in the law or technology, or changes in our practices regarding information collection and use. If we make material revisions to the way we collect or use your Personal Information so that we are using it for purposes or sharing data with third parties that you have not consented to, we will provide you with notice of those changes and may do so by announcing the change through the PriceAnswers Services. You agree that we may notify you about material changes in the way we treat Personal Information by placing a notice on the PriceAnswers Services. You should check our online services frequently for updates.

Any changes to this Policy will become effective as of the Effective Date on the top of this page. By continuing to use the PriceAnswers Services after the most current Effective Date, you will be deemed to have understood and agreed to such changes. If you do not agree with the terms of this Policy, as it may be amended from time to time, in whole or in part, please do not continue to use the PriceAnswers Services.

How to Contact Us

If you have any questions or suggestions regarding this Privacy Policy, please contact us at contact@priceanswers.com