

# Kapoq LLC Privacy Policy

Kapoq LLC and its affiliates (“Kapoq,” “we,” “our,” or “us”) respect your privacy and are committed to protecting it through our compliance with this Privacy Policy (“Privacy Policy”).

This Privacy Policy explains how Kapoq collects, uses, stores, and discloses information that is shared with us and collected through the use of this website [www.kapoq.com](http://www.kapoq.com) and all related and all related pages, applications, subdomains and platforms (our “Sites”), including those that link to or reference this Privacy Policy.

This Privacy Policy applies to information we collect on the Sites and through email and other electronic messages between you and the Sites. It does not apply to information collected by us offline or through any other means, including on any other website operated by any third party, including through any application or content that may link to or be accessible from or on the Sites.

Please read this Privacy Policy carefully before engaging with our Sites. If you do not consent to the collection and use of your information in accordance with this Privacy Policy, please follow the instructions below in **Changing Your Privacy Preferences** and do not access or use the Sites thereafter. By accessing or using the Sites, and by sharing your information with us in any other manner, you consent to the collection and use of such information in accordance with the terms of this Privacy Policy. This policy notice may change from time to time (see **Updating This Privacy Policy**). Your continued use of the Sites after we make changes is deemed to be acceptance of those changes, so please check the Privacy Policy periodically for updates.

## **Collection of your Personal Information**

For the purposes of this Privacy Policy, “personal information” means any information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, household or device. Personal information does not include anonymous or non-personal information (i.e., information that cannot be associated with or tracked back to a specific consumer, household or device).

We collect and maintain different types of personal information from and about users of our Sites, including:

- Contact and identification information, such as your name, postal address, e-mail address, telephone number, e-mail address, or any other identified by which you may be contacted online or offline.
- Account information (e.g., login credentials, profile details, and rating information).
- Customer relationship information such as customer service requests and feedback and information requested or provided by or from you (e.g., your name, email address, the content, date and time of your message, and our reply).
- Device information (e.g., publisher identifiers, web browser type, web browser plug-in details, operating system version, referring search engine, device type, and information collected through cookies).
- Details of transactions you carry out through our Sites and the fulfillment of your orders. You may be required to provide financial information before placing an order through our Sites.

## **Information We Collect Through Automatic Data Collection Technologies**

As you navigate through and interact with our Sites, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

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

The information we collect automatically may include personal information. It helps us to improve our Sites and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Sites according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Sites.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Sites. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Sites.
- **Web Beacons.** Pages of our Sites and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

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 this site may then be inaccessible or not function properly.

## **Use of your Personal Information**

We may use your personal information we collect for one or more of the following purposes:

- To present our Sites and their contents to you.
- To process your requests, purchases, transactions, and payments and prevent transactional fraud.
- To periodically notify you about changes to our Sites or any products or services we offer or provide through it.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.

- To help maintain the safety, security, and integrity of our Sites, application, products and services, databases and other technology assets, and business.
- For testing, research, analysis, and product development, including to develop and improve our Sites, application, products, and services.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information.
- For any other purpose with your consent.

For additional information that may apply based on your location, please see the **State Specific Addenda** below.

### **Disclosure of Your Personal Information**

We may disclose personal information that we collect or you provide as described in this policy:

- To our affiliates, employees, and other parties who require such information to assist us with establishing, maintaining and managing our business relationship with you, including: parties that provide products or services to us or on our behalf and parties that collaborate with us in the provision of products or services to you. In some instances, such parties may also provide certain information technology and data processing services to us so that we may operate our business.
- To our trusted vendors for purposes of completing certain tasks and providing services to you on our behalf. When we share your information with our trusted vendors, we disclose only the information necessary to deliver the service, and we have a contract in place that requires them to keep your information secure and not use it for any additional purposes.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Kapoq’s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Kapoq about our Sites users is among the assets transferred.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- If we believe disclosure is necessary or appropriate to protect and defend our rights, property, or assets.

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction.

For additional information that may apply based on your location, please see the **State Specific Addenda** below.

### **Security**

We have implemented appropriate physical, technical, and managerial safeguards to protect your information, but no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security. We will only retain personal information collected from you for a limited period of time and only as long as we need it to fulfill the purposes for which we have initially collected it, unless otherwise required by law.

### **Children Under the Age of 13**

Our Sites is not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the Sites. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on the Sites or through any of its features or provide any information about yourself to us. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at:

hello@kapoq.com

### **Visiting our Sites from Outside the United States**

When you submit personal information to us through the Sites, you understand and agree that this information may be transferred across state or national boundaries and may be stored and processed in any of the countries and locations in which Kapoq and our vendors maintain web servers or offices, including, without limitation, the United States. By using our Sites and providing us with your information you are consenting to such transfers.

If you are visiting our Sites from outside the United States, please be aware that your information may then be transferred within the United States or back out of the United States to other countries outside of your country of residence, depending on the type of information. These countries (including the United States) may not necessarily have data protection laws as comprehensive or protective as those in your country of residence; however, our collection, storage, and use of your information will at all times continue to be governed by this privacy notice.

### **Data Retention**

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. We will keep your personal information for the time during which your user account is open (or, if you do not have a user account, for a reasonable period) or, if longer, the period required by law.

To determine the appropriate retention period for your personal information, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymize your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you. Once you no longer hold a user account, we will retain and securely destroy your personal information in accordance with our internal data retention policy and applicable laws and regulations.

Data collected based on your consent for the purpose of marketing communications will be retained for as long as you give your consent to Kapoq for the processing of your personal information for marketing communications or if later, if permitted under another legal basis.

### **Links to Third Party Sites**

Our Sites may contain links to external websites that are operated and controlled by third parties. These third parties may collect personal information. Please be aware that this Privacy Policy does not apply to any third party website. Kapoq is not responsible for the privacy practices employed by any of these third parties. If you venture to an external link through our Sites, we encourage you to read the respective privacy statement of the external site(s) you intend to browse. Kapoq does not control and is not responsible for what third parties do in connection with their websites, or how they handle your personal information.

### **Email**

If you have provided your email address to us through the Sites or through other means, you may receive information, content, notifications, updates, newsletters, marketing emails, offers, promotions, or similar communications from Kapoq via email. If you do not wish to receive these communications, you may opt out by following the instructions in the **Changing your Privacy Preferences** section below.

### **Changing your Privacy Preferences**

You may contact us at [hello@kapoq.com](mailto:hello@kapoq.com) to change your privacy preferences. Depending on your jurisdiction and which privacy laws apply to you, you may have certain rights to access, correct, or delete your personal information that we maintain. To comply with your request, we may ask you to verify your identity. Please note that we will acknowledge and follow any changes to your privacy preferences as of the date of the last modification to this notice but may not be able to implement such changes with respect to information that we already used or transmitted in the past in reliance on the terms of this Privacy Policy.

For additional information that may apply based on your location, please see the **State Specific Addenda** below.

### **Updating this Privacy Policy**

Kapoq reserves the right to update this Privacy Policy from time to time at our sole discretion without notice. Your use of the Sites will be subject to the most current version at the time of such use. All changes are effective as soon as they are posted. For your convenience, we have listed the effective date of this Privacy Policy at the top of this page, so that you can see at a glance whether our Privacy Policy has changed since your last visit. Your continued use of the Sites following updates to the Privacy Policy constitutes your acceptance and agreement to be bound by the updated Privacy Policy.

You may access the current version of this Privacy Policy at any time by clicking on the link marked "Privacy Policy" at the bottom of each page of these Sites.

### **Contact Information**

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

hello@kapoq.com

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## State Specific Addenda

### California Information Sharing Disclosure

We adopt this notice to comply with the California Consumer Privacy Act of 2018 (“CCPA”) and other California privacy laws. This section on additional information for California residents supplements this policy and applies solely to eligible residents of the State of California (“consumers” or “you”) as of January 1, 2020.

Any terms defined in the CCPA have the same meaning when used in this notice.

(a) **Information We Collect:**

We collect personal information via the Sites. In particular, we have collected the following categories of personal information from our consumers within the last twelve (12) months:

Category	Examples	Collected?
Identifiers.	This category may include: name, postal address, unique personal identifiers, online identifiers, email address, account name, or other similar identifiers. Under the CCPA, “unique identifiers” or “unique personal identifier” means a persistent identifier that can be used to recognize a consumer, a family, or a device that is linked to a consumer or family, over time and across different services, including, but not limited to, a device identifier; an Internet Protocol address; cookies, beacons, pixel tags, mobile ad identifiers, or similar technology; customer number, unique pseudonym, or user alias; telephone numbers, or other forms of persistent or probabilistic identifiers that can be used to identify a particular consumer or device.	YES
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	This category may include: name, signature, Social Security number, physical characteristics, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education or employment information, financial account numbers, medical information, or health insurance information.	YES
Protected classification characteristics under California or federal law.	This category may include: age, race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex and gender information, veteran or military status, or genetic information.	NO

Commercial information.	This category may include: records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	YES
Biometric information.	This category may include: imagery of the iris, retina, fingerprint, face, hand, palm, vein patterns, and voice recordings, from which an identifier template, such as a face print, a minutiae template, or a voiceprint, can be extracted.	NO
Internet or other electronic network activity information.	This category may include: browsing history, search history, and information regarding interactions with an Internet Web site, application, or advertisement.	YES
Geolocation data.	This category may include: point in time physical location data may be used in support of adaptive security verification and to improve identification of authorized users while using our site and services.	YES
Sensory data.	This category may include: audio, electronic, visual, thermal, olfactory, or similar information.	NO
Professional or employment-related information.	This category may include: current or past job history or performance evaluations.	NO
Non-public education information	This category may include: education records directly related to a student maintained by an educational institution or party acting on its behalf (e.g., grades, transcripts, schedules, and student ID numbers).	NO
Inferences drawn from other personal information.	This category may include: inferences drawn from the above information that may reflect your preferences, characteristics, predispositions, behavior, attitudes, or similar behavioral information.	NO

Please note that some of the categories of personal information described in the CCPA overlap with each other; for instance, your name is both an Identifier and a type of data described in Cal. Civil Code 1798.80(e).

Personal information does not include publicly available information from government records or any deidentified or aggregated consumer information. In addition, the CCPA excludes the following from its scope: health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data; and personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver’s Privacy Protection Act of 1994.

We collect this information directly from you when you provide it to us, automatically as you navigate through the Sites, and from third-party sources (e.g., our clients, business partners, and state and local governments, as required, to provide the service).

**(b) Use of Personal Information:**

We may use or disclose the personal information we collect for the purposes described above in the Sections titled **Collection and Use of your Personal Information**.

**(c) Sharing Personal Information:**

We may share your personal information by disclosing it to a third party for a business purpose, which are described in more detail in the section above titled **Disclosure of Your Personal Information**. We only make these business purpose disclosures under written contracts that describe the purposes, require the recipient to keep the personal information confidential, and prohibit using the disclosed information for any purpose except performing the contract. In the preceding twelve (12) months, we have disclosed personal information for a business purpose to the categories of third parties indicated in the chart below.

<b>Personal Information Category</b>	<b>Category of Third-Party Recipients for Business Purpose Disclosures</b>
Identifiers.	Our affiliates; services providers; third parties to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you
California Customer Records personal information categories.	Our affiliates; services providers; third parties to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you
Commercial information.	Our affiliates; services providers; third parties to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you

**(d) Sales of Personal Information:**

We do not sell your personal information; however, we may share your personal information as described in the section above titled **Disclosure of Your Personal Information**.

**(e) Your Rights & Choices:**

The CCPA provides eligible California residents with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

***Access to Specific Information and Data Portability Rights***

You have the right to request that we provide certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request (see **Exercising Access, Data Portability, and Deletion Rights**), we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting that personal information.
- The categories of third parties with whom we share that personal information.

- The specific pieces of personal information we collected about you (also called a data portability request).

In addition, if we sold or disclosed your personal information for a business purpose, we will also disclose:

- The categories of personal information that we sold about you.
- The categories of third parties to whom the personal information was sold, by category or categories of personal information for each third party to whom your personal information was sold.
- The categories of personal information that we disclosed about you for a business purpose.

### ***Deletion Request Rights***

You also have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see **Exercising Access, Data Portability, and Deletion Rights**), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the transaction for which we collected the personal information, provide a product or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

### ***Exercising Access, Data Portability, and Deletion Rights***

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Emailing us at [ccpa@kapoq.com](mailto:ccpa@kapoq.com); or
- Sending us mail at Kapoq LLC, 205 N. Michigan Avenue Suite 810, Chicago, IL 60601

Only you, or an Authorized Agent (registered with the California Secretary of State) that you have authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Making a verifiable consumer request does not require you to create an account with us. However, we do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account.

### ***Response Timing and Format***

We will make our best effort to respond to a verifiable consumer request within 45 days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. Within ten (10) days of receiving the request, we will confirm receipt and provide information about its verification and processing of the request. We will maintain records of consumer requests made pursuant to CCPA as well as our response to said requests for a period of at least twenty-four (24) months.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option. Any disclosures we provide will only cover the 12-month period preceding the receipt of your request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

### ***Non-Discrimination***

We will not discriminate against you for exercising any of your privacy rights. Unless permitted by applicable law, we will not:

- Deny you goods or services.

- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, or quality levels. Any CCPA-permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time.

#### *Other California Privacy Rights*

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Sites that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [ccpa@kapoq.io](mailto:ccpa@kapoq.io) or write us at Kapoq LLC, 205 N. Michigan Avenue, Suite 810, Chicago, IL 60601.