

## **Apptitude Solutions, Inc.**

### **Privacy Statement**

*Updated: September 8, 2020*

Your privacy is important to us. This privacy policy explains what personal data Apptitude collects from you, through our interactions with you and through our products, and how we use that data.

References to Apptitude products in this statement include Apptitude services, websites, apps, software, servers and devices. This statement applies to all of Apptitude's interactions with you.

### **Personal Data We Collect**

Apptitude collects data to operate effectively and provide you with the best experiences with our consulting services and products. You provide some of this data directly, such as when you upload data to an Apptitude application, engage us for services, or contact us for support.

We also obtain data from third parties. We protect data obtained from third parties according to the practices described in this statement, plus any additional restrictions imposed by the source of the data. These third-party sources vary over time, but may include:

- Software product and service providers;
- Data brokers from which we may purchase demographic data to supplement the data we collect.
- Publicly available sources such as open government databases or other data in the public domain.

You have choices about the data we collect. When you are asked to provide personal data, you may decline. But if you choose not to provide data that is necessary to provide a product or feature, you may not be able to use that product or feature.

The data we collect depends on the context of your interactions with Apptitude, the choices you make, including your privacy settings, and the features you use.

### **How We Use Personal Data**

Apptitude uses the data we collect to operate our business and provide you with the products we offer, which includes using data to improve our products and personalize your experiences. We also may use the data to communicate with you, for example, informing you about your account, security updates and product information. And, we use data to help us offer you the most relevant products.

### **Reasons We Share Personal Data**

We share your personal data with your consent or as necessary to complete any transaction or provide any product you have requested or authorized. We also share data with vendors working on our behalf; when required by law or to respond to a legal process; to protect our customers; to protect lives; to maintain the security of our products; and to protect the rights or property of Apptitude.

### **How to Access & Control Your Personal Data**

You can view, edit, or delete your personal data online for some Apptitude products. You can also make choices about Apptitude's collection and use of your data. How you can access or control your personal data will depend on which products you use. If you cannot access certain personal data collected online, you can always contact [Info@Apptitude.Solutions](mailto:Info@Apptitude.Solutions). We will make our best efforts to respond to requests to access or delete your personal data within 7 days.

You can always choose whether you wish to receive promotional email, SMS messages, telephone calls and postal mail from Apptitude. If you receive promotional email or SMS messages from us and would like to opt out, you can do so by responding to any such communication with a request to opt out.

## **Cookies & Similar Technologies**

Apptitude may use cookies and similar technologies to provide our website and products and to help collect data. Cookies allow us, among other things, to store your preferences and settings; enable you to sign-in; provide interest-based advertising; combat fraud; and analyze how our website and products are performing.

We may use web beacons to help deliver cookies and gather usage and performance data. Our website may also include web beacons and cookies from third-party service providers.

You have a variety of tools to control cookies, web beacons and similar technologies, including browser controls to block and delete cookies and controls from some third-party analytics service providers to opt out of data collection through web beacons and similar technologies. Your browser and other choices may impact your experiences with our products.

Apptitude may be required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

## **Notice to End Users**

Some Apptitude products are intended for use by organizations and are administered to you by your organization. Your use of Apptitude products may be subject to your organization's policies, if any. If your organization is administering your use of the Apptitude products, please direct your privacy inquiries to your administrator. Apptitude is not responsible for the privacy or security practices of our customers, which may differ from those set forth in this privacy statement.

If you use an email address provided by an organization you are affiliated with, such as an employer or school, to access Apptitude products, the owner of the domain (e.g., your employer) associated with your email address may:

- control and administer your Apptitude products account and
- access and process your data.

## **Changes to This Privacy Statement**

We will update this privacy statement when necessary to reflect customer feedback and changes in our products. When we post changes to this statement, we will revise the "last updated" date at the top of the statement. If there are material changes to the statement or in how Apptitude will use your personal data, we will notify you either by prominently posting a notice of such changes before they take effect or by directly sending you a notification. We encourage you to periodically review this privacy statement to learn how Apptitude is protecting your information.

## **How to Contact Us**

If you have any questions regarding this policy, please email us at [Info@Apptitude.Solutions](mailto:Info@Apptitude.Solutions).

We can also be reached via mail at:

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