

**Privacy Policy**  
**Risk Data Analytics, Inc.**  
**Last Modified: February 19, 2025**

## **1. Introduction**

Risk Data Analytics, Inc. (“RDA,” “We,” “Us,” or “Company”) respects your privacy and is committed to protecting it through our compliance with this Privacy Policy. This policy describes the types of information we may collect from you or that you may provide when you access, register with, or use our web portal (the “Portal”) at [www.riskdataanalytics.com](http://www.riskdataanalytics.com) and our mobile applications (the “Apps”) (collectively, the “Services”), as well as our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- Through the Portal and Apps. Currently, Certlok, Certlok SOS and LiftAlert [Authenticator]
- In email, text, and other electronic communications sent through or in connection with the Services.

This policy does **not** apply to information collected by third parties, who may have their own privacy policies, which we encourage you to review before providing information to them (see *Third-Party Information Collection*).

By accessing, registering with, or using our Services, you consent to this Privacy Policy. Please read it carefully to understand our policies and practices regarding your information. If you do not agree with these policies, do not use our Services. This policy may change over time (see *Changes to Our Privacy Policy*), and your continued use of the Services after such changes indicates your acceptance of the updates.

## **2. Children Under the Age of 16**

Our Services are not intended for children under 16 years of age. We do not knowingly collect personal information from children under 16 without verifiable parental consent. If we learn we have collected such information, we will delete it promptly. If you believe we may have information from or about a child under 16, please contact us at [\*\*support@riskdataanalytics.com\*\*](mailto:support@riskdataanalytics.com) ([\*\*mailto:support@riskdataanalytics.com\*\*](mailto:support@riskdataanalytics.com)).

## **3. Information We Collect and How We Collect It**

We collect information from and about users of our Services:

- Directly from you when you provide it.
- Automatically as you use the Portal or Apps.

### **3.1 Information You Provide to Us**

When you register with, access, or use the Services, we may collect:

- **Personal Information:** Information by which you may be identified, such as your name, email address, phone number, postal address, or other details necessary for our Services (e.g., credentials or account-related data).
- **Submitted Content:** Information you upload, such as documents, photos, credential cards, certificates, or files, which may include personal information about yourself or others (you must ensure you are authorized to upload such data).
- **Electronic Data Streams:** Part of the Services provided includes the monitoring of your activity through sensors when operating equipment utilizing LiftAlert technology.
- **Correspondence:** Records of your communications with us, including email addresses and phone numbers, when you contact us or report issues.
- **Survey Responses:** Information you provide in surveys we may conduct for research purposes.

This information is collected when you:

- Register for or modify your account.
- Use forms within the Services.
- Upload content for management, storage, or synchronization.
- Utilize a piece of equipment which has our LiftAlert technology installed.

### 3.2 Information Collected Automatically

We use technology to automatically collect:

- **Usage Details:** Data about your interaction with the Services, such as log data, accessed resources, and usage patterns.
- **Device Information:** Details about your device, including unique device identifiers, IP address, operating system, browser type, and mobile network information.
- **Stored Information:** Metadata or data associated with files on your device (e.g., photos or contacts), if accessed by the App with your permission.
- **Location Information:** If enabled via third-party services, we may collect location data, though we advise caution due to potential privacy risks.

Technologies used include:

- **Cookies:** Small files placed on your device to enhance functionality. You may disable cookies, but this could limit access to certain features.

## 4. How We Use Your Information

We use the information we collect to:

- Provide, maintain, and improve the Services and their contents.
- Fulfill requests for products, services, or information you seek.
- Carry out obligations and enforce rights from agreements between you and RDA.
- Notify you of updates to the Services or changes to our offerings.
- Estimate audience size, analyze usage patterns, and personalize your experience.
- Contact you regarding service updates or promotional information (you may opt out of promotional messages, though service-related notices will continue).

## 5. Disclosure of Your Information

We may disclose:

- **Aggregated or Anonymized Data:** Information that does not identify individuals, without restriction.
- **Personal Information:**
  - To subsidiaries, affiliates, and trusted contractors or service providers bound by confidentiality obligations, solely for supporting our Services.
  - To a successor entity in the event of a merger, acquisition, bankruptcy, or similar business transition, where your information is among transferred assets.
  - To fulfill the purpose for which you provided it, or with your consent.
  - To comply with legal obligations, court orders, or government requests.
  - To protect the rights, property, or safety of RDA, our users, or others.

We do not sell your personal information to third parties.

## 6. Third-Party Information Collection

Our Services may involve third-party services (e.g., cloud storage, certification providers or location providers). These third parties may collect information according to their own privacy policies, over which we have no control. We encourage you to review their policies before engaging with their services.

## 7. Accessing, Updating, and Deleting Your Information

- **Access and Updates:** You can review and modify your personal information by logging into your account on the Portal or App and adjusting your profile settings.

- **Deletion:** To request deletion of your account and associated data, contact us at **support@riskdataanalytics.com (mailto:support@riskdataanalytics.com)** using the email tied to your registration. Upon cancellation (via our Services or app stores), we will remove your identifiable information from our open database, though we are not obligated to retain or provide it thereafter.
- **Limitations:** We may retain information as required by law or if deletion would violate legal requirements.

## 8. Your State Privacy Rights

Residents of certain states, such as California, may have additional rights under state privacy laws (e.g., California Consumer Privacy Act). Visit <https://oag.ca.gov/privacy/ccpa> for more details.

## 9. Data Security

We implement industry-standard measures, such as SSL encryption (2048-bit RSA and 256-bit AES), to protect your information from unauthorized access, use, or disclosure during transmission and storage. However, no internet or mobile transmission is entirely secure, and we cannot guarantee absolute security. You are responsible for safeguarding any access codes we provide, and any transmission is at your own risk.

If we detect a security risk (e.g., system vulnerabilities), we may notify you via email or a Portal announcement.

## 10. Changes to Our Privacy Policy

We may update this Privacy Policy to reflect changes in our Services, business, or legal requirements. Material changes will be posted on the Portal homepage or communicated directly to you. The last modification date appears at the top. Your continued use of the Services after updates signifies acceptance. If you disagree, please discontinue use and contact us to terminate your account.

## 11. Contact Information

For questions or comments about this Privacy Policy, contact us at:

**Risk Data Analytics, Inc.**

Email: **support@riskdataanalytics.com**

Phone: [208-269-3390]