



# FYISOFT Privacy Policy

## **FYISOFT PRIVACY POLICY**

FYISOFT respects your preferences concerning the collection and use of your Personal Information. The following privacy policies are tailored for the different ways your Personal Information is collected by different FYISOFT lines of business and offerings.

FYISOFT, Inc. and our subsidiaries and affiliates ("FYISOFT" or "we") respect your preferences concerning the treatment of Personal Information that we may collect. This Policy ("Policy") lets you know how we collect and use your Personal Information, how you can control its use, and describes our practices regarding information collected from the different FYISOFT sites that link or refer to this Policy (such as our websites, computer or mobile software applications, social media pages and HTML-formatted e-mail messages), as well as through offline sales and marketing activities (collectively, the "Channels").

The Channels may provide links to or the ability to connect with non-FYISOFT websites, services, social networks or applications. Clicking on those links or enabling those connections may allow the third party to collect or share information about you. Those third-party websites or services are beyond our control. We encourage you to check the privacy policies and terms of use of any non-FYISOFT websites or services before providing your Personal Information to them.

## **PERSONAL AND OTHER INFORMATION WE COLLECT**

Through your interaction with and use of the Channels, FYISOFT may collect **Personal Information**, which is information that identifies an individual or relates to an identifiable individual. Personal Information may include, but is not limited to:

- Your name and physical address, email addresses, and telephone numbers
- Behavioral or demographic attributes, when tied to personal identifiers
- Past transactional behavior on the Channels
- Information obtained from third parties on your interests
- Information about your company such as the name, size and location of your company and your role within the company

FYISOFT may also collect **Other Information** through your interaction with and use of the Channels and non-FYISOFT websites, which does not reveal your specific identity or does not directly relate to an individual. Other Information may include, but is not limited to:

- Unique IDs such as a cookie placed on your computer, mobile or device IDs
- Internet Protocol address ("IP address") and information derived from your IP address such as your geographic location
- Information about your devices such as information contained in HTTP Headers (defined below) or other internet transfer protocol signals, browser or device type and version, operating system, user-agent strings and information about or from the presence or use of "apps" on your mobile devices, screen resolution, and your preferred language

- Behavioral data about your usage of the Channels, such as webpages clicked, websites and content areas visited, date and time of activities
- The web search you used to locate and navigate to the Channels

In some instances, we may combine Other Information with Personal Information, such as combining a precise geographical location with your name. If we combine Other Information with Personal Information, we will treat the combined information as Personal Information.

## **HOW WE USE AND SHARE INFORMATION**

### **Personal Information**

FYIsoft uses and shares the Personal Information it collects (unless otherwise restricted by applicable law), to:

#### **Engage in Transactions.**

- FYIsoft may use Personal Information to engage in transactions with you.

#### **Process Transactions.**

- FYIsoft may use Personal Information along with, financial, credit card, and payment information, to process your transactions.

#### **Provide Support or Other Services.**

- FYIsoft may use your Personal Information to provide you support or other services you have ordered, as well as product updates, product patches and fixes and other similar operational communications.

#### **Tailor Marketing to Your Needs and Respond to Your Requests.**

- FYIsoft may use your Personal Information to notify you about new product releases and service developments, and to advertise FYIsoft's products and services in accordance with this Policy. Your website visit, marketing experience, and communications may be tailored to your interests based on your Personal Information. FYIsoft may also use Personal Information in order to respond directly to your information requests (including newsletter registrations or other specific requests), or pass your contact information to the appropriate FYIsoft distributor or reseller for further follow-up related to your interests. In addition, if you consent, FYIsoft may share your Personal Information with other selected partners that offer complementary products or services. Please review the specific partner's privacy policy regarding any further interactions with them.

#### **Provide FYIsoft Online Communities.**

- Some Channels permit you to: participate in interactive discussions; create a profile; post comments, opportunities or other content; communicate directly with another user; or otherwise engage in networking activities. Some of these services are moderated and all may be accessed for technical reasons. FYIsoft does not control the content that users post to these forums or social networks. You should carefully consider whether you wish to submit Personal Information to these forums or social networks and whether you wish to make your profile available to other users, and you should tailor any content you submit appropriately. You should also review any additional terms and conditions that may govern your use of these Channels. To manage or remove your Personal Information from our online communities, please email us at [marketing@fyisoft.com](mailto:marketing@fyisoft.com) and be sure to include your name, the location of the personal information, and your contact information. If we are not able to remove your Personal Information, we will let you know.

#### **Interact with You on Third Party Social Networks.**

- FYIsoft may use your Personal Information to interact with you on third party social networks. FYIsoft's interactions with you on a third-party social network would be subject to that network's privacy policies and terms of use.

**Post Testimonials.** ▪ We post testimonials on our Channels that may contain Personal Information. Prior to posting a testimonial, we will obtain your consent to use your name and testimonial. If you wish to update or delete your testimonial, please email us at [marketing@fyisoft.com](mailto:marketing@fyisoft.com) and be sure to include your name, testimonial location, and contact information.

**Administer Downloads.** ▪ If you download information from our Channels, FYIsoft uses Personal Information to: confirm certain information about your download (for example, that you did not experience problems in the download process); discuss the downloaded information; or provide marketing or sales information about related products and services. FYIsoft also may use Personal Information to contact you, confirm compliance with licensing and other terms of use, and may share it with your company.

**Select Content, Improve Quality and Facilitate Use of the Channels.**

- FYIsoft may use your Personal Information to help create and personalize content on our Channels, facilitate your use of the Channels (for example, to facilitate navigation and the login process, avoid duplicate data entry, enhance security, keep track of shopping cart additions and preserve order information between sessions), improve quality, track marketing campaign responsiveness (including online advertising and email marketing), and evaluate page response rates.

**Product Promotions.**

- FYIsoft may engage in product promotions. FYIsoft will have access to your Personal Information, and either FYIsoft may provide you with the sales or product promotion information.

**Contact a Referral/"Tell a Friend".** ▪ If you elect to use our referral service to inform a friend about our products or services, we will ask you for the friend's contact information. FYIsoft will then send your friend a one-time contact related to your referral request. FYIsoft uses the Personal Information you provide in this situation solely for the purpose of sending the one-time contact and tracking the success of our referral program. Your friend may contact FYIsoft through our marketing department to be removed from the referral program.

**Improve Products, Services, and Experiences.**

- FYIsoft may use your Personal Information to evaluate and improve our products, services, marketing, and customer relationships.

**Communicate with You about a Conference or Event.**

- We or our partners may communicate with you about a conference or event hosted or co-sponsored by FYIsoft or one of our partners. This may include information about the event's content, logistics, payment, updates, and any additional meetings, special demonstrations, or other customer facilitation that we may provide related to your event registration. After the event, FYIsoft may contact you about the event and related products and services, and may share information about your attendance with your company. Where legally permitted, FYIsoft will also allow designated partners or conference sponsors to send you up to two communications related to your event attendance. Please note that our partners or conference sponsors may directly request your Personal Information at their conference booths or presentations. You should review their privacy policies to learn how they use Personal Information.

**Obtain Third Party Services.** ▪ We also share Personal Information with third parties who provide services to FYIsoft, such as credit card processing services, order fulfillment, analytics, event / campaign management, web site management, information technology and related infrastructure provision, customer service, e-mail delivery, auditing, and other similar services. When FYIsoft shares Personal Information with third party service providers,

we require that they use your Personal Information only for the purpose of providing services to us and subject to terms consistent with this Policy.

### **Protect our Employees, Sites, Facilities, and Operations.**

- FYIsoft may disclose your Personal Information as we believe to be necessary or appropriate to protect the health and safety of our employees and visitors, our physical and online operations, our property, rights, and privacy, and/or that of our affiliates, you or others. If you visit our offices, you may be photographed or videotaped as part of maintaining the security of our facilities. Facility security photography will be treated as sensitive information and will only be used for security and investigation purposes.

### **Comply with Legal Requirements and Corporate Transactions.**

- FYIsoft may disclose your Personal Information as we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence, for national security and/or law enforcement purposes; (d) to enforce our terms and conditions; and (e) to allow us to pursue available remedies or limit the damages that we may sustain. Additionally, in the event of a reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings), we may transfer the Personal Information we have collected to the relevant third party.
- Some of the Personal Information uses specified above are not mandatory and may be controlled by you. Please refer to the "[Preferences and Opt Out](#)" section below for information on available use preferences or opt-out options, or view the summary of your [Privacy Choices](#).

### **Other Information**

We may use, transfer, and disclose Other Information we collect for any purpose, except where applicable law requires otherwise. If we are required to treat Other Information as Personal Information under applicable law, then we will only use it in the same way that we are permitted to use and disclose Personal Information.

## **HOW WE COLLECT INFORMATION**

FYIsoft and our third-party service providers may collect both Personal Information and Other Information from a variety of sources that generally fall into three categories:

- **Direct Interactions:** From your use of and interaction with us through the Channels and other activities such as account creation, submission of registrations and forms, or sales inquiries and transactions.
- **Publicly Available Data / Data from Third Parties:** Data from Automated Interactions on non-FYIsoft websites, or other data you may have made publicly available, such as social media posts, or data provided by third party sources, such as marketing opt-in lists, or data aggregators.
- **Automated Interactions:** From the use of technologies such as [electronic communication protocols](#), [cookies](#) or [embedded URLs](#).

Although FYIsoft's use of Automated Interactions may change over time as technology evolves, the following descriptions are designed to provide you with additional detail about FYIsoft's current approach to information collected from Automated Interactions. **Electronic Communications Protocols:**

As is true when you visit most websites and apps, FYIsoft may automatically receive information from you as part of the communication connection itself, which often consists of network routing information (where you came from),

equipment information (browser type or device type), your IP address (which may identify your general geographic location or company), and date and time.

FYIsoft may also automatically receive and record information about your interaction with the Channels, such as clickstream information (when each FYIsoft webpage was visited and how much time was spent on the page), how often you access the Channel, performance data, aggregate usage, or general geo-location data.

### **Cookies:**

FYIsoft's server will query your browser to see if there are "cookies" previously set by our electronic Channels. A cookie is a small piece of information sent by a Web server to store on a Web browser so it can later be read back from that browser. Cookies may collect information, including a unique identifier, user preferences, profile information, membership information, and general usage and volume statistical information. Cookies may also be used to collect individualized web site use data, provide electronic Channel personalization, or conduct and measure the effectiveness of advertising in accordance with this Policy. Some cookies may remain on users' computers after they leave the Website. While the majority are set to expire within 1-24 months of your last visit to the website that set the cookie, others may not expire because of their nature, like cookies that remember opt-out preferences.

Your browser may provide you with information and control over cookies. You can set your browser to alert you when a cookie is being used, and accept or reject the cookie. You can also set your browser to refuse all cookies or accept only cookies returned to the originating servers. Users can generally disable the cookie feature on their browser without affecting their ability to use the site, except in some cases where cookies are used as an essential security feature necessary for transaction completion. Cookies, however, are important to the proper functioning of a site, and disabling them may degrade your experience and interfere with Web site features and customizations.

FYIsoft has engaged one or more third party service providers to track and analyze both individualized usage and volume statistical information from interactions with electronic Channels. The service provider(s) may set cookies on behalf of FYIsoft. FYIsoft also uses other third-party cookies to provide advertising and personalization services in accordance with this Policy, and to track the performance of FYIsoft advertisements on their websites and FYIsoft e-mails.

### **Embedded URLs:**

FYIsoft may use a tracking technique that employs embedded URLs to allow use of the electronic Channels without cookies. Embedded URLs allow limited information to follow you as you navigate the electronic Channels, but are not associated with Personal Information and are not used beyond the session.

### **Physical Location:**

We may collect and share the physical location of your device for purposes consistent with this Policy, such as to provide you with personalized location-based services or content. In some instances, you may be permitted to allow or deny such use of your device's location, but if you choose to deny such use, we may not be able to provide you with the applicable personalized services or content.

## **PREFERENCES, AND OPT-OUT**

### **Preferences and Opt-Out. E-mail Marketing.**

- FYIsoft enables you to opt out of marketing communications. You may opt out of e-mail marketing by using our general unsubscribe automated link that is included in FYIsoft marketing e-mails. You can submit requests to opt-out from phone and postal marketing by emailing our Marketing Department.
- Some non-marketing communications are not subject to general opt-out, such as communications related to information download, sales transactions, software updates and other support related information,

patches and fixes, conferences or events for which you have registered, disclosures to comply with legal requirements, and (where permitted by law) quality assurance surveys. Some additional communications with partners are also not subject to general-opt out, including product alerts, updates, contractual marketing and sales materials, and other notices related to partner status.

### **Information-Sharing Choices.**

- FYIsoft only shares Personal Information with selected companies after providing users the ability to make choices about the sharing, or as otherwise described in this Policy. There are limitations to opting out of such sharing in the case of: (1) joint sales or joint events; (2) where the customer has requested follow-up which involves FYIsoft partners; (3) where third parties are required to accomplish the transaction or perform the service; and (4) where required by law.

### **Third Party Permission-Based Lists.**

- On occasion, FYIsoft may use third-party lists to send communications about FYIsoft products and services. These lists, which are maintained by third parties, include users eligible under applicable law to receive emails from other companies such as FYIsoft. When we use such lists, the communications will include mechanisms to opt out of receiving FYIsoft marketing communications. If you have trouble opting out, or if you wish to make us aware of any issues related to a third-party mailing, you may contact us directly through our Marketing Department.

## **ACCESS, CORRECTION, AND PROFILE UPDATES**

You may request to review, correct, update, suppress, or otherwise modify any of your Personal Information that you have previously provided to us through the Channels, or object to the use or processing of such Personal Information by us. You have the ability to update your FYIsoft profile and related Personal Information at any time. To change this information, please email our Marketing Department at [marketing@fyisoft.com](mailto:marketing@fyisoft.com).

In your request, please make clear what Personal Information you would like to have changed, whether you would like to have your Personal Information that you have provided to us suppressed from our database or otherwise let us know what limitations you would like to put on our use of your Personal Information that you have provided to us.

While the majority of questions and issues related to access can be handled quickly, complex requests may take more research and time. In such cases, issues will be addressed, or you will be contacted regarding the nature of the problem and appropriate next steps, within thirty (30) days.

## **RETENTION AND DELETION**

FYIsoft will retain your Personal Information for as long as your account is active; as needed to provide you products or services; as needed for the purposes outlined in this Policy or at the time of collection; as necessary to comply with our legal obligations (e.g., to honor opt-outs), resolve disputes, and enforce our agreements; or to the extent permitted by law.

At the end of the retention period, FYIsoft will delete your Personal Information in a manner designed to ensure that it cannot be reconstructed or read.

## **ADVERTISING**

FYIsoft uses some third parties to administer a limited set of FYIsoft advertisements on third party electronic channels. No Personal Information is provided to the advertisers as part of this process, but aggregate profile

information or Other Information, such as user community or implied or inferred interests, may be used in the selection of advertising to make sure that it has relevance to the user. Some banner ads may write and read cookies or return session connection information that allows advertisers to better determine how many individual users have clicked on the ad banner.

FYIsoft may also use advertising technologies and participate in advertising technology networks that collect Other Information from FYIsoft and non-FYIsoft websites, as well as from other sources, to show you FYIsoft-related advertisements on FYIsoft's own and third-party websites. These advertisements may be tailored to your perceived interests using retargeting and behavioral advertising technologies, a set of practices collectively referred to as "Interest Based Advertising" in this Policy. Any retargeted or behavioral advertisements served to your browser will contain information on or near it that informs you about the advertising technology partner and how to opt-out of viewing such advertisements.

Cookie-based tools that allow you to opt-out of Interest Based Advertising prevent FYIsoft and other participating advertising technology companies from serving interest-related ads to you on behalf of FYIsoft. They will only work on the Internet browser on which they are deposited, and they will only function only if your browser is set to accept third-party cookies. These cookie-based opt-out tools may not be as reliable where (e.g., certain mobile devices and operating systems) cookies are sometimes automatically disabled or removed. If you delete cookies, change browsers, computers or use another operating system, you will need to opt-out again.

Note that this section pertains only to advertising to market FYIsoft products and services performed on FYIsoft's behalf.

## **SECURITY**

The security of your Personal Information is very important to FYIsoft. We use physical, electronic, and administrative safeguards that are designed to protect your Personal Information from loss, misuse and unauthorized access, disclosure, alteration and destruction.

In addition, FYIsoft uses standard security protocols and mechanisms to exchange the transmission of sensitive data such as credit card details. When you enter sensitive Personal Information such as your credit card number on our site, we encrypt it using secure socket layer (SSL) technology.

In the event that your Personal Information is acquired, or is reasonably believed to have been acquired, by an unauthorized person and applicable law requires notification, FYIsoft will notify you by e-mail, fax, or U.S. mail. FYIsoft will give you notice promptly, consistent with the reasonable needs of law enforcement and/or FYIsoft to determine the scope of the breach and to investigate and restore the integrity of the data system.

## **DISPUTE RESOLUTION**

If you have any complaints regarding our compliance with this Policy, you should first [contact us](#). We will investigate and attempt to resolve complaints and disputes regarding use and disclosure of Personal Information in accordance with this Policy.

## **SENSITIVE INFORMATION**

We ask that you not send us, and you not share any sensitive Personal Information (e.g., Social Security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background or trade union membership).

## **OTHER FYISOFT PRIVACY POLICIES**

In addition to this Policy, FYIsoft has other privacy policies that are tailored for the different ways your Personal Information is collected by different FYIsoft lines of business and offerings.

The FYIsoft Privacy Policy addresses information we collect at our web sites and in off-line sales and marketing activities.

The [Services Privacy Policy](#) addresses customer data to which we may be provided access in order to perform consulting, product support, outsourcing and other services.

## **CONTACT US**

FYIsoft has appointed a Chief Privacy Officer. If you believe your Personal Information has been used in a way that is not consistent with this Policy or your specified preferences, or if you have further questions related to this policy, please contact the Chief Privacy Officer by emailing us at [marketing@fyisoft.com](mailto:marketing@fyisoft.com). Written inquiries may be addressed to:

VP Marketing, FYIsoft  
4850 Tamiami Trail North  
Suite 301  
Naples, FL 34103

## **POLICY UPDATES**

We may update this Policy from time to time. In the event we make material changes that reduces your rights or FYIsoft obligations under this Policy, we will post a prominent notice in this section of this Policy notifying users when it is updated. To see the prior version of this Policy, [click here](#). We appreciate your comments on FYIsoft's privacy practices:

### **Corporate Headquarters**

FYIsoft's corporate headquarters are located at:

4850 Tamiami Trail North  
Suite 301  
Naples, FL 34103  
Tel: (877) 450-1440