

This Privacy Policy is effective as of May 25, 2018.

DigitalStakeout, Inc. (“DigitalStakeout”) provides this Privacy Policy to inform you of our policies and procedures regarding the collection, use and disclosure of personal information we receive when you visit and use the www.digitalstakeout.com site and any websites owned or operated by DigitalStakeout (collectively, the “Sites”), and when you use any of DigitalStakeout’s data append services (collectively, the “Services”). This Privacy Policy applies only to information that you provide to us when you access, download, purchase or use any information, services, products or content appearing on the Sites or offered by DigitalStakeout through the Services. This Privacy Policy may be updated from time to time. We will notify you of any material changes by posting the new Privacy Policy on the Sites. You should consult this Privacy Policy regularly for any changes.

Data Protection For Customers

For an overview of the processing of your personal data which is carried out by us and of your rights under GDPR in the framework, please review our [data protection policy](#).

Information Collection: Personally & Publicly Identifiable Information

In the course of using the Services, we ask you to provide us with certain personally identifiable information that can be used to contact or identify you and administer your account (“Personally Identifiable Information”). Personally Identifiable Information may include, but is not limited to, your name, phone number, credit card or other billing information, email address and postal addresses.

DigitalStakeout collects contact information that is publically accessible (e.g. information that is available to search engines) (“Publicly Identifiable Information”). Publicly Identifiable Information (e.g. a Twitter profile that is not set to ‘private’ or information on a Facebook page that can be seen to users who are not logged in), is searched and sometimes indexed by DigitalStakeout, just like major Internet search engines. DigitalStakeout recommends that if you do not want to be searched or indexed by search engines or services like DigitalStakeout, that you set the appropriate privacy controls within 3rd party applications like Facebook, Twitter and LinkedIn. You can learn how to do this by visiting these sites directly.

As you use the Services, our servers automatically record information that the browser sends whenever it points to a website or online service (“Log Data”). Log Data may include, but is not limited to, your computer’s Internet Protocol address, browser type, the web page you were visiting before you came to one of the Sites and information you search for on Sites.

Like many websites, we use “cookies” to collect information. A cookie is a small data file that we transfer to your computer’s hard disk for record-keeping purposes. We use “persistent cookies” to save your username and login password for future logins to the Sites. We use “session ID cookies” to enable certain features of the Services, to better understand how you interact with the Services and to monitor web traffic routing on the Sites and aggregate usage of the Services. You can instruct your browser, by changing its options, to stop accepting cookies or

to prompt you before accepting a cookie from the websites you visit. If you do not accept cookies, however, you may not be able to use all portions of the Sites or all functionality of the Services.

Our Policy Toward Children

DigitalStakeout does not knowingly collect Personally Identifiable Information from children under 13. If a parent or guardian becomes aware that his or her child has provided us with Personally Identifiable Information without their consent, he or she should contact us at support@digitalstakeout.com. If we become aware that a child under 13 has provided us with Personal Information, we will delete such information from our files.

How We Use Personal Information

Personally Identifiable and Publicly Identifiable Information is used for the following purposes: (i) to provide and improve the Services, features and content, (ii) to administer your use of the Services and DigitalStakeout account, (iii) to enable users to enjoy and easily navigate the Sites, (iv) to better understand your needs and interests, (v) to fulfill requests you may make, (vi) to personalize your experience, (vii) to provide service announcements, and (viii) to provide you with further information and offers from us or third parties. If you decide at any time that you no longer wish to receive such communications, please follow the unsubscribe instructions provided in any of the communications, or contact us at support@digitalstakeout.com to remove your information from our database.

We use information we obtain by technical means (such as the automatic recording performed by our servers or through the use of cookies) for the above purposes and in order to monitor and analyze use of the Services and for the technical administration of the Sites, to increase the functionality and user-friendliness of the Services, to better tailor both to your needs, to generate and derive useful data and information concerning the interests, characteristics and website use behavior of our users, and to verify that visitors and users to and of the Services meet the criteria required to process their requests.

Email – By registering with DigitalStakeout, you consent to receiving periodic notifications including, but not limited to: DigitalStakeout updates and newsletters, relevant account notifications and order/signup confirmations. We will provide means to opt-out of any email notifications in every email.

Information Sharing and Disclosure

Third Parties. We will never share or sell the Personal Identifiable Information you provide us with other organizations for their marketing or promotional uses without your express consent.

DigitalStakeout Customers. In addition to your username, any comments or submissions that you post to publicly viewable areas of the Sites, such as feedback forums or blog comments will be publicly available. Any information you choose to provide in a comment or a submission should reflect how much you want other users to know about you. We recommend that you guard your

anonymity and sensitive information and we encourage DigitalStakeout members to think carefully about what information about themselves they disclose in their comments or submissions. If you use a bulletin board, chat room, blog or forum on this Web site, you should be aware that any personally identifiable information you submit there can be read, collected, or used by other users of these forums, and could be used to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums.

Aggregate Information and Non-Identifying Information. We may share aggregated information that includes non-identifying information, Publicly Identifiable Information and Log Data with third parties for analysis and profiling. Any aggregated information shared in these contexts will not contain your Personally Identifiable Information.

Service Providers. We may employ third party companies and individuals to facilitate the Services, to provide the Services on our behalf, to perform services related to administration of the Services (including, without limitation, bill and credit card payment processing, maintenance, hosting and database management services, web analytics and administration). These third parties may have access to your Personally Identifiable Information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Compliance with Laws and Law Enforcement. DigitalStakeout cooperates with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including but not limited to subpoenas), to protect the property and rights of DigitalStakeout or a third party, to protect the safety of the public or any person, or to prevent or stop any activity we may consider to be, or to pose a risk of being, illegal, unethical, inappropriate or legally actionable.

Business Transfers. DigitalStakeout may sell, transfer or otherwise share some or all of its assets, including your Personally Identifiable Information and Publicly Identifiable Information in connection with a merger, acquisition, reorganization or sale of assets or in the event of bankruptcy.

Changing or Deleting Your Information

All DigitalStakeout customers may review, update, correct or delete the Personally Identifiable Information in their registration profile by logging into their account and changing the “user preferences” associated with their account. If you completely delete all such information, your account may be deactivated. We may retain an archived copy of your records as required by law or for legitimate business purposes.

Security

We follow generally accepted industry standards to protect the personally identifiable information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however.

Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

International Transfer

Your information may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you are located outside the United States and choose to provide information to DigitalStakeout, please be advised that we transfer Personally Identifiable Information to the United States and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Links to Other Sites

The Services contain links to other websites. If you choose to click on another third party link, you will be directed to that third party's website. The fact that we link to a website is not an endorsement, authorization or representation that we are affiliated with that third party, nor is it an endorsement of their privacy or information security policies or practices. We do not exercise control over third party websites. These other websites may place their own cookies or other files on your computer, collect data or solicit personal information from you. Other websites and services follow different rules regarding the use or disclosure of the personal information you submit to them. We encourage you to read the privacy policies or statements of the other websites you visit.

DigitalStakeout and the E.U. – U.S. Safe Harbor for Privacy

The U.S. Department of Commerce and the European Commission have developed a “safe harbor” framework of data protection principles. This safe harbor is designed to provide U.S. organizations with a means to satisfy the European Union's legal requirement that adequate data protections be afforded to personally identifiable information transferred from the European Union to the United States. DigitalStakeout's privacy policy is consistent with the safe harbor principles.

DigitalStakeout receives information about consumers from sources outside of the United States including countries within the European Union. We have self-certified that our privacy practices are consistent with U.S.-E.U. safe harbor principles: notice, choice, onward transfer, access and accuracy, security, and oversight/enforcement. More information about the U.S. Department of Commerce Safe Harbor Program can be found at <http://www.export.gov/safeharbor/>.

DigitalStakeout is committed to resolving any complaint from customers, employees or business partners in the E.U. concerning the privacy of their personal information. In addition, we will engage through the Better Business Bureau (BBB) to serve as an independent alternative dispute resolution mechanism as required. (<http://www.bbb.org>)

Contacting Us

If you have any questions about this Privacy Policy, please contact us at support@digitalstakeout.com, or by sending a written request to:

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Knoxville, TN 37919-5876 USA