

CAHME Privacy Policy

Effective: October 15, 2020

This Privacy Policy describes the type of information that CAHME and its affiliates (“we”, “our”, “us”) may collect for our own purposes, how we use, protect, and share that information, and the choices that you have. In some circumstances, we may receive or process personal information on behalf of a client. This Privacy Policy does not describe all the information we may collect on behalf of or receive from our clients as a service provider. It also does not describe how we use, protect, or share that information. In those situations, the privacy policy of the client will apply.

Types of Information We May Collect

The following provides examples of the type of information that we may collect on our own behalf:

- **Demographic Information.** We may collect personal information such as your location. The purpose for collection and use of this data is that we have a business need to understand our users and provide tailored services.
- **Account Registration.** We may collect your name and contact information when you create an account. We may also collect information relating to the actions that you perform while logged into your account. The purpose for collection and use of this data is that we have a business need to provide account related functionalities to our users. Accounts can be used for easy checkout and to save your preferences and transaction history.
- **Client Information.** We may collect contact information such as name, e-mail, address and/or phone of our business clients and their employees with whom we may interact. The purposes for collection and use of this data is that we have a business need to make our website operate efficiently and to provide our business clients with ability to save preferences such as login and preferred language.
- **E-mail Interconnectivity.** If you receive e-mail from us, we use certain tools to capture data related to when you open our message, click on any links or banners it contains and make purchases. The purpose for collection and use of this data is that we have a business need to understand how you interact with our communications to you.
- **Feedback/Support.** If you provide us feedback or contact us for support we may collect your name and e-mail address, as well as any other content that you send to us, to reply. The purpose for collection and use of this data is that we have a business need to receive and act upon your feedback or issues.
- **Mailing List.** If you sign up for one of our mailing lists we collect your e-mail address or postal address. The purpose of collection and use of this data is that we have a business need to share information about our products or services.
- **Partner Promotion.** We collect information that you may choose to provide as part of a co-branded promotion with another company. The purpose of collection and use of this data is that we have a business need to fulfill our promotions.
- **Surveys.** When you participate in a survey, we collect information that you provide through the survey. If the survey is provided by a third-party service provider, the third party’s privacy policy applies to the collection, use, and disclosure of your information. The purposes of collection and

use of this data are that we have a business need to understand your opinions and collect information relevant to our organization.

- **Mobile Devices.** We may collect information from your mobile device such as unique identifying information broadcast from your device when visiting one of our websites. The purposes of collection and use of this data are that we have a business need to identify unique visitors and understand how users interact with us on their mobile devices.
- **Website interactions.** We use technology to discover how you interact with our website. This may include which links you click on, or information that you type into our online forms. This may also include information about your device or browser. The purposes of collection and use of this data are that we have a business need to understand how you interact with our website to better improve it, and to understand your preferences and interests in order to select offerings that you might find most useful. We also have a business need to detect and prevent fraud.
- **Cookies.** We use cookies and clear GIFs. “Cookies” are small pieces of information that a website sends to a computer’s hard drive while a web site is viewed. We use cookies, and other technologies, to track devices across time and when they visit different websites that deploy or monitor our cookies. See our [Cookie Policy](#) for more information. The purposes for collection and use of this data is that we have a business need to make our website operate efficiently, provide you with different website experiences, and to provide you with ability to save your preferences such as login and preferred language. We also participate in behavior-based advertising, which means that technology (*e.g.*, a cookie) is used to collect information about your use of our websites to provide advertising about products and services tailored to your interests on our website, or on other websites. Again, please see our [Cookie Policy](#) for more information. The purposes for collection and use of this data are that we have a business need to engage in behavior-based advertising and capture website analytics.
- **Cross-Device Tracking.** We and our service providers may collect and store information about users’ interactions with unaffiliated websites and applications that use our technologies, including cookies and similar tracking technologies. This allows us to infer the presence of a common user or household behind multiple devices or browsers, for instance, and then link those browsers and devices into a device graph. The purposes for collection and use of this data are that we have a business need to understand our users’ use of our sites across devices in order to allow users to use our services on one device and pick up seamlessly where they left off on another device. We also have a business need to provide personalized advertising on each device that is inferred from the browsing patterns on all of the devices.
- **Web logs.** We may collect information, including your browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to a computer when the Internet is used), domain name, click-activity, referring website, and/or a date/time stamp for visitors. The purpose for collection and use of this data is that we have a business need to monitor our networks and the visitors to our websites. Among other things, it helps us understand which of our services is the most popular.

In addition to the information that we collect from you directly, we may also receive information about you from other sources, including third parties, business partners, our affiliates, or publicly available sources.

When a we receive or processes personal information on behalf of one of our clients, the client generally determines what information we receive, our purpose in processing the information, and how we will use the information.

Data Analytics

We use certain web analytics services, including third-party services such as Google Analytics, to help us understand and analyze how visitors use the site. We may receive reports based on the use of these technologies on both an individual and aggregated basis. These analytics services, including third-party services such as Google Analytics, also use this information to place advertisements for our products on other websites that you visit after your use of the Site. These advertisements may be based on the pages you visited during your use of the Site.

Use and Processing of Information

In addition to the purposes and uses described above, we use information that we collect on our behalf in the following ways:

- To identify you when you visit our website.
- To provide products and services.
- To improve our services and advertiser product offerings.
- To conduct analytics.
- To respond to inquiries related to support, employment opportunities or other requests.
- To send marketing and promotional materials, including information relating to our products, services, sales, or promotions.
- For internal administrative purposes, as well as to manage our relationships.
- To automatically build user profiles and marketing segments based on the interests of particular groups. These profiles do not have legal or similarly significant effects on individuals.

Although the sections above describe our primary purpose in collecting your information, in many situations we have more than one purpose. For example, if you complete an online survey we may collect your information to perform our contract with you, but we also collect your information as we have a business need in maintaining your information after your transaction is complete so that we can quickly and easily respond to any questions about your order. As a result, our collection and processing of your information is based in different contexts upon your consent, our need to perform a contract, our obligations under law, and/or our need to conduct our business.

Sharing of Information

In addition to the specific situations discussed elsewhere in this policy, we disclose information in the following situations:

1. **Affiliates and Acquisitions.** We may share information with our present or future corporate affiliates (*e.g.*, parent company, sister companies, subsidiaries, joint ventures, or other companies under common control). If another company acquires, or plans to acquire, our company, business, or our assets, we will also share information with that company using appropriate safeguards, including at the negotiation stage.
2. **Our Business Clients.** When we collect information on behalf of our business clients, we share that information with our clients.
3. **Public.** Our website may provide the opportunity to post comments, or reviews, in a public forum. If you decide to submit information on these pages, that information may be publicly available.
4. **Service Providers.** We may share your information with service providers. Among other things, service providers may help us to administer our website, conduct surveys, provide technical support, other administrative functions, process payments, and assist in the fulfillment of orders.
5. **Other Disclosures with Your Consent.** We may ask if you would like us to share your information with other unaffiliated third parties who are not described elsewhere in this policy.
6. **Other Disclosures without Your Consent.** We may disclose information in response to subpoenas, warrants, or court orders, or in connection with any legal process, or to comply with relevant laws. We may also share your information to establish or exercise our rights, to defend against a legal claim, to investigate, prevent, or take action regarding possible illegal activities, suspected fraud, safety of person or property, or a violation of our policies.

Social Features

Our website may include features that are designed to permit interactions that you initiate between our site and third-party websites or services, including third-party social networks (collectively, "Social Features"). For example, you may be able to "like" or "share" content from our site on other websites or services, such as Facebook, Twitter, Instagram, YouTube, and LinkedIn.

If you use Social Features on our site, both us and the third-party services that operate those Social Features may have access to certain information about you and your use of both our site and theirs. The information we collect in connection with your use of Social Features, such as usage information, is subject to this Privacy Policy. The information collected and stored by the third parties remains subject to those third parties' privacy practices, including whether the third parties continue to share information with us, the types of information shared, and your choices with regard to what is visible to others on those third-party websites or services.

Your Choices

You can make the following choices using our online form [here](#) regarding your personal information:

1. **Access to Your Personal Information.** You may request access to your personal information that we collect on our own behalf. If required by law, upon request, we will grant you reasonable access to the personal information that we have about you. We will require, at minimum, your name, phone number, and email address as part of the process to verify your identity. We may require additional information to verify your identity dependent upon the sensitivity of the personal information we return to you. Note that California residents may be entitled to ask us for a notice describing what

categories of personal information (if any) we share with third parties or affiliates for direct marketing.

2. **Changes to Your Personal Information.** We rely on you to update and correct your personal information. Note that we may keep historical information in our backup files as permitted by law. If our website does not permit you to update or correct certain information, contact us at the address described below. If we are processing your information on behalf of one of our clients, we will forward your modification request to that client and/or follow any instructions provided by that client concerning the modification of information.
3. **Deletion of Your Personal Information.** When we collect information on our own behalf, we typically retain your personal information for the period necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law. You may, however, request information about how long we keep a specific type of information, or request that we delete your personal information by contacting us at the address described below. If required by law we will grant a request to delete information, but you should note that in some situations we must keep your personal information to comply with our legal obligations, resolve disputes, enforce our agreements, or for another one of our business purposes. If we are processing your information on behalf of one of our clients we will forward your deletion request to that client and await instructions on whether the information should be deleted.
4. **Objection to Certain Processing.** When we process information on our own behalf, you may object to our use of your personal information by contacting us at the address described below. For example, California residents may be entitled to object, or opt-out, of having their information sold to third parties. We do not discriminate against California consumers who exercise any of their rights described in this policy and we do not have actual knowledge that we sell any personal information of a minor under age 16.
5. **Online Tracking.** We do not currently recognize automated browser signals regarding tracking mechanisms, which may include "Do Not Track" instructions.
6. **Promotional E-mails.** You may choose to provide us with your e-mail address for the purpose of allowing us to send free newsletters, surveys, offers, and other promotional materials to you, as well as targeted offers from third parties. You can stop receiving promotional e-mails by following the unsubscribe instructions in e-mails that you receive. If you decide not to receive promotional e-mails, we may still send you service-related communications.
7. **Promotional Mailings.** If at any time you do not want to receive offers and/or circulars from us you can remove yourself from our mailing lists by e-mailing us (our contact information is below) with "NO SNAIL MAIL" in the subject line along with your name, address and zip code. Please note that our mailings are prepared in advance of their being sent. Although we will remove your name from our mailing list after receiving your request, you may still receive mailings from us that had been initiated prior to your name being removed.
8. **Text Messages and Push Notifications.** If you receive a text message from us that contains promotional information you can opt-out of receiving future text messages by replying "STOP" or "UNSUBSCRIBE." You control on your device whether you receive push notifications.
9. **Revocation of Consent.** If you revoke your consent for the processing of personal information, then we may no longer be able to provide you services. In some cases, we may limit or deny your request to revoke consent if the law permits or requires us to do so, or if we are unable to adequately verify your identity. You may revoke consent to processing (where such processing is based upon consent) by contacting us at the address described below.

Note that, as required by law, we will require you to prove your identity. Depending on your request, we will require, at minimum, you to provide your name, phone number, and email address. We may require additional information to verify your identity dependent upon the sensitivity of the personal information we return to you.

How We Protect Personal Information

No method of transmission over the Internet, or method of electronic storage, is fully secure. While we use reasonable efforts to protect your personal information from unauthorized access, use, or disclosure, we cannot guarantee the security of your personal information. If we are required by law to inform you of a breach to your personal information we may notify you electronically, in writing, or by telephone, if permitted to do so by law.

Our website may permit you to create an account. When you do you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use of your account by someone else that has obtained your password, whether or not such access or use has been authorized by you. You should notify us of any unauthorized use of your password or account.

Miscellaneous

The following additional information relates to our privacy practices:

- **Transmission of Information to Other Countries.** We may transmit information between and among our affiliates. As a result, your information may be stored and processed in any country where we have facilities or in which we engage service providers. We take steps to treat personal information using the laws of the country in which we first received your information.
- **Third Party Applications/Websites.** We do not control the privacy practices of websites or applications that we do not own. Users are encouraged to read the privacy policy of those properties to make an informed decision regarding use of them.
- **Changes to This Privacy Policy.** We may change our privacy policy and practices over time. We will post a notice to our website to inform you of any material changes to our privacy policy and indicate when it was most recently updated. Material policy changes will apply only to information collected after the date of the change. Our privacy policy includes an “effective” and “last updated” date. The effective date refers to the date that the current version took effect. The last updated date refers to the date that the current version was last substantively modified.
- **Collection of Information from Children.** We recognize the importance of protecting the privacy and safety of children, and our website and services are directed towards a general audience and are not directed towards children. We do not knowingly collect information about children under the age of 13 or minors otherwise defined in local law or regulation without verifiable parental consent. If we learn that someone under 13 has provided personal information through one of our websites, we will use reasonable efforts to remove that information from our databases.
- **Information for California Residents.** California Civil Code 1798.115(c), 1798.130(a)(5)(c), 1798.130(c), and 1798.140 indicate that organizations should disclose whether certain categories of information are “sold” or transferred for an organization’s “business purpose” as those terms are defined under California law. Please note that because this list is comprehensive it may refer to

types of information that we share about people other than yourself. If you would like more information concerning the categories of personal information (if any) we share with third parties or affiliates for those parties to use for direct marketing, please submit a written request to us.