

# Adtoniq Privacy Policy

Last updated 07/01/2016

This Privacy Policy explains how information about you is collected, used and disclosed by MyData, Inc. dba Adtoniq (“The Company “**we**” or “**us**”). This Privacy Policy applies to information we collect when you use our websites.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy and, in some cases; we may provide you with additional notice (such as adding a statement to our homepage or sending you a notification).

Collection of Information

## Information You Provide to Us

We collect information you provide directly to us. For example, we collect information when you fill out our contact us form or create an account. The types of information we may collect include your name, email address and any other information you choose to provide.

## Information We Collect Automatically When You Use the Services

When you access or use our Services, we automatically collect information about you, including:

- Log Information:** We log information about your use of the Services, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our Services.
- Information Collected by Cookies and Other Tracking Technologies:** We and our service providers use various technologies to collect information, including cookies and web beacons. Cookies are small data files stored on your hard drive or in device memory that help us improve our websites and your experience, see which areas and features of our websites are popular and count visits. Web beacons are electronic images that may be used in our websites or emails and help deliver cookies, count visits and understand usage and campaign effectiveness. For more information about cookies, and how to disable them, please see “Your Choices” below.

Use of Information

We may use information about you for various purposes, including to:

- Provide, maintain and improve our websites;
- Respond to your comments, questions and requests;
- Communicate with you about products, services, and events offered by The Company and others, and provide news and information we think will be of interest to you;
- Monitor and analyze trends, usage and activities in connection with our websites;
- Link or combine with information we get from others to help understand your needs and provide you with better service; and
- Carry out any other purpose for which the information was collected.

The Company is based in the United States and the information we collect is governed by U.S. law. By accessing or using our websites or otherwise providing information to us, you consent to the processing and transfer of information in and to the U.S. and other countries.

### Sharing of Information

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property and safety of The Company or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business by another company; and
- With your consent or at your direction.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

### Advertising and Analytics Services Provided by Others

We respect the privacy of our visitors. We collect only such personal information as is needed to provide the information, service, or assistance that you request.

We may work with other companies that provide analytics services. These entities may use cookies, web beacons and other technologies to collect

information about your use of our websites and other websites, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. This information may be used by The Company and others to, among other things, analyze and track data, determine the popularity of certain content, and better understand online activity.

## Information We Collect Automatically

If you visit our website to browse, read, or download information:

- Your web browser automatically sends us (and we may retain) information such as the:
  - Internet domain through which you access the Internet (e.g., yourServiceProvider.com if you use a commercial Internet service provider, or yourSchool.edu if you use an Internet account from your school);
  - Internet Protocol address of the computer you are using;
  - type of browser software and operating system you are using;
  - date and time you access our site; and
  - the Internet address of the site from which you linked directly to our site.
- We will use this information as aggregate data to help us maintain this site, e.g., to determine the number of visitors to different sections of our site, to ensure the site is working properly, and to help us make our site more accessible and useful.
- We will not use this information to identify individuals, except for site security or law enforcement purposes.
- We will not obtain personally-identifying information about you when you visit our site, unless you choose to provide such information.

If you choose to identify yourself (or otherwise provide us with personal information) when you use our online forms:

- We will collect (and may retain) any personally identifying information, such as your name, street address, email address, and phone number, and any other information you provide. We will use this information to try to fulfill your request and may use it provide you with additional information at a later time. We will not disclose such information to third parties, except as specified in this privacy policy.
- If you request information, services, or assistance, we may disclose your personal information to those third parties that (in our judgment) are

appropriate in order to fulfill your request. If, when you provide us with such information, you specify that you do not want us to disclose the information to third parties, we will honor your request. Note, however, that if you do not provide such information, it may be impossible for us to refer, respond to or fulfill your request.

- If your communication relates to a law enforcement matter, we may disclose the information to law enforcement agencies that we deem appropriate.

## Google Analytics

We use a tool called “Google Analytics” to collect information about use of this site. Google Analytics collects information such as how often users visit this site, what pages they visit when they do so, and what other sites they used prior to coming to this site. We use the information we get from Google Analytics only to improve this site. Google Analytics collects only the IP address assigned to you on the date you visit this site, rather than your name or other identifying information. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Although Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this site, the cookie cannot be used by anyone but Google. Google’s ability to use and share information collected by Google Analytics about your visits to this site is restricted by the [Google Analytics Terms of Use](#) and the [Google Privacy Policy](#). You can prevent Google Analytics from recognizing you on return visits to this site by [disabling cookies](#) on your browser.

## Security

The Company takes reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction.

## Your Choices

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

### **Promotional Communications**

You may opt out of receiving promotional communications from us by following the instructions in those communications. If you opt out, we may still send you non-promotional communications, such as those about our ongoing business relations.

#### Contact Us

If you have any questions about this Privacy Policy, please contact us at [support@adtoniq.com](mailto:support@adtoniq.com).