

## Privacy Policy

### Website

Effective date: April 28, 2023

At CAPE Analytics, we take your privacy seriously. Please read this Website Privacy Policy to learn how we treat your personal data. **By using or accessing our Website (located at <https://capeanalytics.com/>) (“Website”) in any manner, you acknowledge that you accept the practices and policies outlined below, and you hereby consent that we will collect, use and share your information as described in this Privacy Policy.**

Remember that your use of CAPE Analytics’ Website is at all times subject to our Terms of Use, which incorporates this Privacy Policy. Any terms we use in this Policy without defining them have the definitions given to them in the Terms of Use.

You may print a copy of this Privacy Policy.

As we continually work to improve our Website, we may need to change this Privacy Policy from time to time. Upon such changes, we will alert you to any such changes by placing a notice on the CAPE Analytics website, by sending you an email and/or by some other means. Please note that if you’ve opted not to receive legal notice emails from us (or you haven’t provided us with your email address), those legal notices will still govern your use of the Website, and you are still responsible for reading and understanding them. If you use the Website after any changes to the Privacy Policy have been posted, that means you agree to all of the changes. Use of information we collect is subject to the Privacy Policy in effect at the time such information is collected.

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### What this Privacy Policy Covers

This Privacy Policy covers how we treat Personal Data that we gather when you access or use our Website. “Personal Data” means any information that identifies or relates to a particular individual and also includes information referred to as “personally identifiable information” or “personal information” under applicable data privacy laws, rules or regulations. It also includes information we receive from third parties

that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, household, or device. It does not include deidentified or aggregated consumer information. This Privacy Policy does not cover the practices of companies we don't own or control or people we don't manage.

**Personal Data**

*Categories of Personal Data We Collect*

This chart details the categories of Personal Data that we collect and have collected over the past 12 months:

<b><u>Category of Personal Data</u></b>	<b><u>Examples of Personal Data We Collect</u></b>	<b><u>Categories of Third Parties With Whom We Share this Personal Data:</u></b>
<b>Profile or Contact Data</b>	<ul style="list-style-type: none"> <li>● First and last name</li> <li>● Email</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Analytics Partners</li> <li>● Advertising Partners</li> <li>● Parties You Authorize, Access or Authenticate</li> </ul>
<b>Device/IP Data</b>	<ul style="list-style-type: none"> <li>● IP address</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Analytics Partners</li> <li>● Advertising Partners</li> </ul>
<b>Web Analytics</b>	<ul style="list-style-type: none"> <li>● Referring webpage/source through which you accessed the Website</li> </ul>	<ul style="list-style-type: none"> <li>● Service Providers</li> <li>● Analytics Partners</li> <li>● Advertising Partners</li> </ul>

*Categories of Sources of Personal Data*

We collect Personal Data about you from the following categories of sources:

- **You**
  - When you provide such information directly to us.
    - When you voluntarily provide information in free-form text boxes through the Website or through responses to surveys or questionnaires.
    - When you send us an email or otherwise contact us.
  - When you use the Website and such information is collected automatically.
    - Through Cookies (defined in the “Tracking Tools, Advertising and Opt-Out” section below).
    - If you use a location-enabled browser, we may receive information about your location.
- **Third Parties**
  - Vendors
    - We may use analytics providers to analyze how you interact and engage with the Website, or third parties may help us provide you with customer support.
  - Advertising Partners
    - We receive information about you from some of our vendors who assist us with marketing or promotional services related to how you interact with our websites, applications, products, advertisements or communications.

## Our Commercial or Business Purposes for Collecting or Disclosing Personal Data

- **Providing, Customizing and Improving the Services or Website**
  - Providing you with the products, services or information you request.
  - Meeting or fulfilling the reason you provided the information to us.
  - Providing support and assistance for the Website.
  - Personalizing the Website, website content and communications based on your preferences.
  - Carrying out other business purposes stated when collecting your Personal Data or as otherwise set forth in applicable data privacy laws, such as the California Consumer Privacy Act, as amended by the California Privacy Rights Act of 2020 (the “CCPA”).
- **Marketing the Services**
  - Marketing and selling the Services.
  - Showing you advertisements, including interest-based or online behavioral advertising.
- **Corresponding with You**
  - Responding to correspondence that we receive from you, contacting you when necessary or requested, and sending you information about CAPE Analytics or the Services.
  - Sending emails and other communications according to your preferences or that display content that we think will interest you.
- **Meeting Legal Requirements and Enforcing Legal Terms**
  - Fulfilling our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities.
  - Protecting the rights, property or safety of you, CAPE Analytics or another party.
  - Enforcing any agreements with you.
  - Responding to claims that any posting or other content violates third-party rights.
  - Resolving disputes.

We will not collect additional categories of Personal Data or use the Personal Data we collected for materially different, unrelated or incompatible purposes without providing you notice.

## How We Share Your Personal Data

We disclose your Personal Data to the categories of service providers and other parties listed in this section.

- **Service Providers.** These parties help us provide the Website or perform business functions on our behalf. They include:
  - Hosting, technology and communication providers.
- **Analytics Partners.** These parties provide analytics on web traffic or usage of the Website. They include:
  - Companies that track how users found or were referred to the Website.
  - Companies that track how users interact with the Website.
- **Advertising Partners.** These parties help us market our services and provide you with other offers that may be of interest to you. They include:
  - Ad networks.
  - Data brokers.
  - Marketing providers.

- **Parties You Authorize, Access or Authenticate**
  - Third parties you access through the services.

### Legal Obligations

We may share any Personal Data that we collect with third parties in conjunction with any of the activities set forth under “Meeting Legal Requirements and Enforcing Legal Terms” in the “Our Commercial or Business Purposes for Collecting Personal Data” section above.

### Business Transfers

All of your Personal Data that we collect may be transferred to a third party if we undergo a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business (in whole or in part). Where legally required we will give you prior notice and, if you have a legal right to do so, an opportunity to object to this transfer.

### Data that is Not Personal Data

We may create aggregated, de-identified or anonymized data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user. We may use such aggregated, de-identified or anonymized data and share it with third parties for our lawful business purposes, including to analyze, build and improve the Services and Website and promote our business, provided that we will not share such data in a manner that could identify you.

### Tracking Tools, Advertising and Opt-Out

The Website use cookies and similar technologies such as pixel tags, web beacons, clear GIFs and JavaScript (collectively, “Cookies”) to enable our servers to recognize your web browser, tell us how and when you visit and use our Website, analyze trends, learn about our user base and operate and improve our Services or Website. Cookies are small pieces of data— usually text files – placed on your computer, tablet, phone or similar device when you use that device to access our Website. We may also supplement the information we collect from you with information received from third parties, including third parties that have placed their own Cookies on your device(s). Please note that because of our use of Cookies, the Website does not support “Do Not Track” requests sent from a browser at this time.

We use the following types of Cookies:

- Essential Cookies. Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Website. Disabling these Cookies may make certain features and services unavailable.
- Functional Cookies. Functional Cookies are used to record your choices and settings regarding our Website, maintain your preferences over time and recognize you when you return to our Website. These Cookies help us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- Performance/Analytical Cookies. Performance/Analytical Cookies allow us to understand how visitors use our Website. They do this by collecting information about the number of visitors to the Website, what pages visitors view on our Website and how long visitors are viewing pages on the Website. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns

in order to help us improve our campaigns and the Website's content for those who engage with our advertising.

- Retargeting/Advertising Cookies. Retargeting/Advertising Cookies collect data about your online activity and identify your interests so that we can provide advertising that we believe is relevant to you. For more information about this, please see the section below titled "Information about Interest-Based Advertisements."

You can decide whether or not to accept Cookies through your internet browser's settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You can also delete all Cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit our website and some of the Website and functionalities may not work.

To find out more information about Cookies generally, including information about how to manage and delete Cookies, please visit <http://www.allaboutcookies.org/>.

#### Information about Interest-Based Advertisements:

We may serve advertisements, and also allow third-party ad networks, including third-party ad servers, ad agencies, ad technology vendors and research firms, to serve advertisements through the Website. These advertisements may be targeted to users who fit certain general profile categories or display certain preferences or behaviors ("Interest-Based Ads"). Information for Interest-Based Ads (including Personal Data) may be provided to us by you, or derived from the usage patterns of particular users on the Website and/or services of third parties. Such information may be gathered through tracking users' activities across time and unaffiliated properties, including when you leave the Website. To accomplish this, we or our service providers may deliver Cookies, including a file (known as a "web beacon") from an ad network to you through the Website. Web beacons allow ad networks to provide anonymized, aggregated auditing, research and reporting for us and for advertisers. Web beacons also enable ad networks to serve targeted advertisements to you when you visit other websites. Web beacons allow ad networks to view, edit or set their own Cookies on your browser, just as if you had requested a web page from their site.

#### **Data Security**

We seek to protect your Personal Data from unauthorized access, use and disclosure using appropriate physical, technical, organizational and administrative security measures based on the type of Personal Data and how we are processing that data. You should also help protect your data by appropriately selecting and protecting your password and/or other sign-on mechanism; limiting access to your computer or device and browser; and signing off after you have finished accessing your account. Although we work to protect the security of your account and other data that we hold in our records, please be aware that no method of transmitting data over the internet or storing data is completely secure.

#### **Data Retention**

We retain Personal Data about you for as long as necessary to provide you with our Website or to perform our business or commercial purposes for collecting your Personal Data. When establishing a retention period for specific categories of data, we consider who we collected the data from, our need for the Personal Data, why we collected the Personal Data, and the sensitivity of the Personal Data. In some cases

we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

For example:

- We retain your submitted information until you opt out of communications from CAPE Analytics.
- We retain your device/IP data for as long as we need it to ensure that our systems are working appropriately, effectively and efficiently.

### **Personal Data of Children**

As noted in the Terms of Use, we do not knowingly collect or solicit Personal Data about children under 13 years of age; if you are a child under the age of 13, please do not attempt to register for or otherwise use the Website or send us any Personal Data. If we learn we have collected Personal Data from a child under 13 years of age, we will delete that information as quickly as possible. If you believe that a child under 13 years of age may have provided Personal Data to us, please contact us at [privacy@capeanalytics.com](mailto:privacy@capeanalytics.com).

### **Certain State Law Privacy Rights:**

#### *California Resident Rights*

If you are a California resident, you have the rights set forth in our California Resident Privacy Notice.

#### *Virginia Resident Rights*

If you are a Virginia resident, you have the rights set forth in our Virginia Resident Privacy Notice.

#### *Nevada Resident Rights*

If you are a Nevada resident, you have the rights set forth in our Nevada Resident Privacy Notice.

### **Contact Information:**

If you have any questions or comments about this Privacy Policy, the ways in which we collect and use your Personal Data or your choices and rights regarding such collection and use, please do not hesitate to contact us at:

- [www.capeanalytics.com](http://www.capeanalytics.com)
- [privacy@capeanalytics.com](mailto:privacy@capeanalytics.com)
- 411 High Street, Palo Alto, CA 94301