

ReadyPipe Privacy Notice

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About this Privacy Notice

This privacy notice (the “Privacy Notice”) explains how ReadyPipe (“ReadyPipe,” “Yipit,” “we,” “our,” and/or “us”) collects, uses, and shares information from ReadyPipe users (“Users,” “you,” and/or “your”) who use our website and services (collectively, the “Services”). Users are employees, officers, or agents of Customer (as defined in Yipit’s ReadyPipe Agreement between Customer and Yipit (“ReadyPipe Agreement”). By using ReadyPipe, you are agreeing to this Privacy Notice. This Privacy Notice is subject to the terms of Yipit’s ReadyPipe Agreement between Customer and Yipit.

Information We Collect

A. Information You Provide to Us

Registration Information. When you register to use ReadyPipe’s Services, we receive your name, email address, and any other information that you may provide to us at the time of registration.

Services Feedback. We may periodically ask Users to provide feedback on the Services. If you choose to respond, we receive and store the information you include in your feedback. For example, if you recommend, decline to recommend, or comment on particular content, we receive that information and the content of your comments. We use this information to provide the Services, including to improve the Services.

User Feedback. We may periodically ask Users to respond to user feedback surveys about the Services. If you choose to respond, we receive and store the information you include in your response and we may receive related information about you such as your name, email address, and other information that may be associated with your response.

Communications. If you contact us directly, we may receive additional information about you. For example, when you contact our customer support, we may receive your name, email address, the contents of messages or attachments that you may send to us, other information you choose to provide, and other information that may be associated with your communications.

B. Information We Collect When You Use the Services

Device Information. ReadyPipe receives information from Users’ devices, including device identifiers, in order to improve the Services.

Usage Information. To help us understand how you use the Services and to help us improve it, we automatically receive information about your interactions with the Services, like the pages or other content you view and the dates and times of your visits.

Information from Cookies and Similar Technologies. We and our partners collect information through the use of “cookies”, tracking pixels, and similar technologies to understand how you use the Services and interact with our communications, to learn what content is popular, and to save your preferences. Cookies are small text files that websites place on the computer or mobile device you use to access the Services that are designed to store basic information and to recognize your browser. We and our partners may use both first party and third party cookies on the Services. It is possible to prevent cookies from being used in your browser by turning the feature off, but in order to enjoy all of the benefits of being a registered user, your browser should be set to accept cookies.

Use of Intercom Services. We use third-party analytics services to help understand your usage of the Services. In particular, we may provide a limited amount of your information (such as sign-up date and some personal information like your email address) to Intercom, Inc. (“Intercom”) and utilize Intercom to collect data for analytics purposes when you access the Services. As a data processor acting on our behalf, Intercom analyzes your use of the Services and tracks our relationship by way of cookies and similar technologies so that we can improve the Services. For more information on Intercom's use of cookies, please visit <https://www.intercom.com/terms-and-policies#cookie-policy>. We also use Intercom as a medium for communications, either through email, or through messages within the Services. As part of our service agreements with Intercom, Intercom collects publicly available contact and social information related to you, such as your email address, gender, company, job title, photos, website URLs, social network handles and physical addresses, to enhance your user experience. For more information on the privacy practices of Intercom, please visit <https://www.intercom.com/terms-and-policies#privacy>. Intercom’s services are governed by Intercom’s terms of use which can be found at <https://www.intercom.com/terms-and-policies#terms>. If you would like to opt out of having this information collected by or submitted to Intercom, please contact us.

Analytics.

We use Google Analytics cookies for data analytics purposes, and you can find more information on how Google uses data from these cookies at google.com/policies/privacy/partners/.

We also use Mixpanel for its analytical services to track actions and engagement within ReadyPipe. If you would like to opt-out of having information collected by or submitted to Mixpanel about you (not the Company), you should email us at readypipe@yipitdata.com. You can opt-out of Mixpanel’s automatic retention of data collected through their web browsers while using ReadyPipe by visiting <https://mixpanel.com/optout>. To track opt-outs, Mixpanel uses a persistent opt-out cookie. You may also clear the Mixpanel opt-out cookie if you use a new

computer, install a new browser, or erase or otherwise alter your browser's cookie file (including upgrading certain browsers).

How We Use the Information We Collect

We use the information we collect to:

- Provide, improve, expand, and promote the Services;
- Analyze usage and personalize the Services;
- Communicate with you, including for marketing and promotional purposes;
- Sharing data with third parties to provide technical support or provide specific services, such as communicating with you via live chat software;
- Provide you with customer support; and
- Respond to valid legal process and valid requests from government authorities.

How We Share the Information We Collect

Service Providers. We work with third party service providers to perform services on our behalf, and we may share your information with such service providers to help us provide the Services, including all of the things described in the section titled "How We Use the Information We Collect."

Other Sharing. We may share your information with third parties in the following cases:

- While negotiating or in relation to a change of corporate control such as a restructuring, merger, or sale of our assets;
- If a government authority requests information and we think disclosure is required or appropriate in order to comply with laws, regulations, or a legal process;
- With law enforcement officials, government authorities, or third parties if we think doing so is necessary to protect the rights, property, or safety of ReadyPipe Users, ReadyPipe, or the public;
- To comply with a legal requirement or process, including but not limited to, civil and criminal subpoenas, court orders or other compulsory disclosures; and
- Whenever you consent to the sharing.

Data Transfer. Except as otherwise stated in this policy, we do not sell, trade, share, or rent the data collected from our Services to third parties other than as outlined in this policy.

Notice to Users:

If you use an email address that was provided to you by Customer or Customer's affiliates to access the Services, Customer can:

- Control and administer the Services you access, including controlling privacy-related settings of the product or product account.

- Access and process your data, including the interaction data, diagnostic data, and the contents of your communications and files associated with the Services.

If you lose access to your work account (in event of change of employment, for example), you will lose access to the Services.

Your use of the Services is subject to Customer's policies, if any. ReadyPipe is not responsible for the privacy or security practices of our Customers, which may differ from those set forth in this Privacy Notice.

Your Choices

Email Subscriptions. You can always unsubscribe from our commercial or promotional emails but we will still send you transactional and relational messages about your account and use of ReadyPipe.

Account Termination. If you would like to terminate your ReadyPipe account, please contact Customer's Yipit representative with your request. If you choose to terminate your account, we will deactivate it for you but may retain information from your account for a certain period of time and disclose it in a manner consistent with our practices under this Privacy Notice for accounts that are now closed. We also may retain information from your account to analyze usage of the Services, enforce the terms of Yipit's ReadyPipe Agreement between Customer and Yipit, or take other actions as required or permitted by law.

Other

Data Security. We are committed to protecting your data. Even though we take reasonable precautions to protect your data, no security measures can be 100% secure, and we cannot guarantee the security of your data.

Third Party Links. The Services may allow you to connect with other websites, products, or services that we do not have control over. We cannot speak to the privacy practices of these third parties, and we encourage you to read their privacy policies before deciding whether to use their services.

Enterprise Agreement. In the event of a conflict between this ReadyPipe Privacy Notice and the terms of any agreement(s) between you and Yipit or your Customer and Yipit, including but not limited to Yipit's ReadyPipe Agreement, the terms of those agreement(s) will control.

Changes to Our Privacy Notice. We may make changes to this Privacy Notice from time to time. By signing up for the Services, you are agreeing to this Privacy Notice and any updates we make to it. We encourage you to read this Privacy Notice periodically to stay up-to-date about our privacy practices.

Contact Information. Feel free to contact us at any time with any questions or comments about this Privacy Notice, your personal information, our use and sharing practices, or your choices by contacting us at readypipe@yipitdata.com.