

# Privacy Policy

Benchmark Insights LLC. (“Benchmark” or the “Company”) is committed to protecting the privacy of individuals who visit the Company’s Web sites (“Visitors”), and individuals who register to use the Services as defined below (“Customers”). This Privacy Statement describes Benchmark’s privacy practices in relation to the use of the Company’s Web sites and the related applications and services offered by Benchmark (collectively, the “Services”).

## 1. Collection and Use of Information

When registering to use Benchmark Services, Benchmark requires you to provide personal contact information, such as name, company name, address, phone number, and email address (“Required Contact Information”). Benchmark may also require you to provide financial and billing information, such as billing name and address, credit card number, and the number of employees within the organization that will be using the Services (“Billing Information”). Required Contact Information, Billing Information, Optional Information and any other information you submit to Benchmark are referred to collectively as “Data.”

As you navigate the Company’s Web sites, Benchmark may also collect information through the use of commonly—used information—gathering tools, such as cookies and Web beacons (“Web Site Navigational Information”). Web Site Navigational Information includes standard information from your Web browser (such as browser type and browser language), your Internet Protocol (“IP”) address, and the actions you take on the Company’s Web sites (such as the Web pages viewed and the links clicked).

### Cookies

Benchmark uses “cookies” or similar technologies to track and collect user’s Personal Information and Interaction Data. A “cookie” is a small data file that Benchmark transfers to User’s computer or mobile device for various tracking purposes. Benchmark uses these cookies to save relevant data to enhance Users’ experiences while using Benchmark Platform. Users may set their web browser to notify them when a cookie is sent, or to refuse cookies altogether, but certain features of the Benchmark Platform (and of our clients’ websites) might not work well or at all if cookies are blocked or deleted.

### Opt-Out

Currently, various browsers — including Internet Explorer, Firefox, and Safari — offer a “do not track” or “DNT” option that relies on a technology known as a DNT header, which sends a signal to Web sites’ visited by the user about the user’s browser DNT preference setting. Benchmark does not currently commit to responding to browsers’ DNT signals with respect to the Company’s Web sites, in part, because no common industry standard for DNT has been adopted by industry groups, technology companies or regulators, including no consistent

standard of interpreting user intent. Benchmark takes privacy and meaningful choice seriously and will make efforts to continue to monitor developments around DNT browser technology and the implementation of a standard.

## **2. Security**

The Benchmark Platform follows industry standards to protect the security of its Clients and End Users' data. We utilize a combination of reasonable and appropriate physical, technical, and administrative safeguards to prevent unauthorized access or disclosure of Clients' data. In addition, Benchmark uses standard security protocols, and mechanisms to exchange the transmission of sensitive Personal Information such as credit card details and login credentials. Users submit sensitive Personal Information such as their credit card number in the Benchmark Platform via functionality, which limits the sensitive data from being persisted by Benchmark and is encrypted using secure socket layer ("SSL") technology.

## **3. Sharing of information collected**

### **Third Parties**

From time-to-time, Benchmark engages third parties to track and analyze usage and volume statistical information from individuals who visit the Company's Web site.

### **Billing**

Benchmark uses a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use Billing Information except for the sole purpose of credit card processing on the Company's behalf.

### **Compelled Disclosure**

Benchmark reserves the right to use or disclose information provided if required by law or if the Company reasonably believes that use or disclosure is necessary to protect the Company's rights and/or to comply with a judicial proceeding, court order, or legal process.

## **4. International transfer of information collected**

To facilitate Benchmark's global operations, Benchmark primarily stores Data about Benchmark's Customers in the United States and Canada. This Privacy Statement shall apply even if Benchmark transfers Data about Clients to other countries.

## **5. Accuracy of Personal Information**

Benchmark endeavors to maintain accurate Personal Information at all times but ultimately is reliant on its clients for the accuracy of Personal Information. If User requires updates to her/his Personal Information or requests their data be deleted/deactivated in the Benchmark Platform, the Client should request such changes via written notice, and Benchmark will make reasonable efforts to incorporate such changes within 30 days.

## **6. Children's Privacy**

Benchmark Platform does not intend to target, and is not intended to attract, anyone under the age of 21. Benchmark does not knowingly collect personal data from anyone under the age of 21 or send requests for personal data.

## **7. Mobile Applications**

Without limiting the generality of this Privacy Statement, in addition to information gathered through its Web sites or submitted to its Services, Benchmark may obtain information through applications (“Mobile Applications”) that Clients or their authorized individuals (“Users”) download to, and run on, their mobile devices (“Devices”). Mobile Applications provided by Benchmark may obtain information from, or access data stored on, Users’ Devices to provide services related to the relevant Mobile Application. For example, a Mobile Application may: access a camera on a User’s Device to enable the User to upload photographs to the Services; access the call history on a User’s Device to enable the User to upload that information to the Services; access calendar information on a User’s Device to enable the User to match meeting attendees with contacts submitted by the User to the Services; access the geographic location of a User’s Device to enable the User to identify contacts submitted by the User the Services who are nearby; or access contact information on a User’s Device to enable the User to sync contact information between the information that is stored on the User’s Device and the information that is submitted to the Services. Information obtained to provide Mobile Application services may include information obtained in preparation for anticipated updates to those services. Mobile Applications may transmit information to and from Devices to provide the Mobile Application services.

Mobile Applications may provide Benchmark with information related to Users’ use of the Mobile Application services, information regarding Users’ computer systems, and information regarding Users’ interaction with Mobile Applications, which Benchmark may use to provide and improve the Mobile Application services. For example, all actions taken in a Mobile Application may be logged, along with associated information (such as the time of day when each action was taken). Benchmark may also share anonymous data about these actions with third party providers of analytics services.

Customers may configure Benchmark's Mobile Application services, and the information accessed or obtained by the Mobile Application on a User's Device may be affected by the Customer's configuration. Information accessed or obtained by the Mobile Application on a User's Device may be accessible to the Customer and its organization, depending on the intended functionality of the Mobile Application.

## **8. Changes to this Platform Privacy Policy**

Benchmark may amend this policy from time to time. If we make any material changes in the way we use Clients Personal Information. We will make that information available by posting a notice on our website prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

This Platform Privacy Policy is in effective from the date of 1<sup>st</sup> of February 2015 (revised on August 17, 2016).

## **9. Contacting Us**

Questions regarding this Privacy Statement or the information practices of the Company's Web sites should be directed to Benchmark's Privacy team by email: [privacy@benchmark-app.com](mailto:privacy@benchmark-app.com)