

Cloverity LLC



**CLOVERITY**

**PRIVACY POLICY**

At Cloverity your privacy is important to us. Our Privacy Policy describes the information we collect, how we collect information, and the reasons we collect information. This Privacy Policy also describes the choices you have with the information we collect, including how you can manage, update, or request to delete information.

Please take a moment to review this Privacy Policy. You may scroll through this Privacy Policy or use the headings below. It is important that you understand this Privacy Policy. By using our Platform, you are agreeing to the terms of this Privacy Policy. If you have any questions or concerns about this Privacy Policy, you may [Contact Us](#) at any time.

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## I. Key Terms & Definitions and Our Privacy Policy

It is helpful to start by explaining some of our key terms and definitions used in this Privacy Policy.

Key Term	Definition
our “Devices”	Cloverity devices, for example, our tablet we using to conduct surveys.
“Personal Information”	Any information relating to an identified or identifiable individual and any information listed <a href="#">here</a> .
our “Platform”	Our Website, any sweepstakes, or any survey you participate in.
“Privacy Policy”	This privacy policy.
“Products”	Any products available for purchase on our Platform.
our “Services”	Any services provided through our Platform.
our “Terms of Service”	Our terms of service located <a href="#">here</a> .
our “Website(s)”	Our websites, including: <ul style="list-style-type: none"><li>• <a href="http://www.cloverity.com">www.cloverity.com</a></li></ul>
“Cloverity,” “we,” “us,” or “our”	Cloverity, LLC

### **When does our Privacy Policy apply?**

This Privacy Policy describes the types of information we may collect from you when:

- You visit or use our Platform, including our Website, App, and/or surveys;
- You use our Devices;

- We communicate in email, text message and other electronic messages between you and us; and
- We communicate in person, such as on the phone or through video interaction.

**When does our Privacy Policy not apply?**

This Privacy Policy does not apply to information collected by any other website operated either by us or by a third party, unless the website is listed above or links to this Privacy Policy. It also does not apply to any website that we may provide a link to or that is accessible from our Platform.

**Our Privacy Policy and Terms of Use.**

This Privacy Policy is incorporated into our Terms of Use, which also apply when you use our Platform.

**II. Personal Information**

**What is Personal Information?**

Personal information is information from and about you that may be able to personally identify you. We treat any information that may identify you as personal information. For example, your name and email address are personal information. See Categories of Personal Information below for additional details.

**What types of Personal Information do we collect?**

We may collect and use the following personal information (hereinafter, collectively referred to as “Personal Information”):

Categories of Personal Information	Specific Types of Personal Information Collected
Personal Identifiers	a real or legal name, birth date, email address, shipping address.
Information that identifies, relates to, describes, or is capable of being associated with a particular individual	name, username or online identifier, physical characteristics or description, shipping address, telephone number, credit card number, debit card number, other information about your home, cable provider, insurance provider, any other financial information, or any other information as we may ask from time to time while conducting surveys.
Characteristics of protected classifications under California or federal law.	Race, Color, Age, National origin, or Disability

Biometric information	Photos, video, and voice
Internet or other electronic network activity information	IP address, device mode, device ID, OS version, device language, operating system, browser type, browsing history, search history, page view, click activity and information regarding a consumer's interaction with a website, application, advertisement or email.
Geolocation data	Physical location or movements, local time, and local time zone.
User Generated Content	Reviews, comments, feedback, photos, videos, other posts or uploads

**How do we collect your Personal Information?**

We collect most of this Personal Information directly from you. For example, when we speak to you by phone, text message, and email. Additionally, we will collect information from you when you visit our Website or fill out forms, use our Software, wear one of our Devices, or purchase our Services.

We may also collect Personal Information in the following ways:

- **From your mobile device**, smart watch or other mobile or wearable connected device.
- **From third-party apps** you choose to connect your mobile device to.
- **From a survey**. Cloverity conducts surveys. When you participate in a Cloverity survey, we store the information you provide to us and may use it for any business purposes as described in this policy or as described in the sweepstakes authorization form.
- **When You Contact Us**. When you contact Cloverity directly, such as when you contact our Customer Support team, we will receive the contents of your message or any attachments you may send to us, as well as any additional information you choose to provide.

**Information Collected Automatically.** We will also collect **Internet or Other Electronic Network Activity Information** automatically as you navigate through our Platform. We use the following technologies to automatically collect data:

- **Cookies and Other Tracking Technologies.** We and our service providers may use pixels, web beacons, session replay tools, and other tracking technologies whenever you use or interact with our Platform or Services through your computer or mobile device. Please read our Cookie Policy for additional information. A "cookie" is a small file or piece of data sent from a website and stored on the hard drive of your computer or mobile device. Some of the cookies we use are "session" cookies, meaning that they are automatically deleted from your hard drive after you close your browser at the end of your

session. Session cookies are used to optimize performance of the Website and to limit the amount of redundant data that is downloaded during a single session.

- We also may use "persistent" cookies, which remain on your computer or device unless deleted by you (or by your browser settings). We may use persistent cookies for various purposes, such as statistical analysis of performance to ensure the ongoing quality of our Platform and/or the Services. We and third parties may use session and persistent cookies for analytics and advertising purposes, as described herein. On your computer, you may refuse to accept browser cookies by activating the appropriate setting on your browser, and you may have similar capabilities on your mobile device in the preferences for your operating system or browser. However, if you select this setting you may be unable to access or use certain parts of our Platform or the Services. Unless you have adjusted your browser or operating system setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Platform.
- **Google Analytics.** We use Google Analytics, a web analytics service provided by Google, Inc. ("Google") to collect certain information relating to your use of our Platform. Google Analytics uses cookies, to help our Platform analyze how users use our Website. You can find out more about how Google uses data when you visit our Platform by visiting "How Google uses data when you use our partners' sites or apps", (located at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/)). For more information, please visit Google and pages that describe Google Analytics, such as [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html).
- **Other third party tools.** We use other third party tools which allow us to track the performance of our Platform. These tools provide us with information about errors, app and website performance, and other technical details we may use to improve our Platform and/or the Services. For more information related to these third-party analytics providers please review [How do we collect your Personal Information?](#)

### **How do we use your Personal Information?**

We may use your Personal Information for the following purposes:

- Operate, maintain, supervise, administer, and enhance our Platform or the Services, including monitoring and analyzing the effectiveness of content on the Platform, aggregate site usage data, and other usage of the Platform and/or the Services such as assisting you in completing the registration process.
- Provide our Products and Services to you, in a custom and user-friendly way.
- Provide you with information, Products, or Services that you request from us or that may be of interest to you.
- Promote and market our Platform and/or the Services to you. For example, we may use your Personal Information, such as your email address, to send you news and newsletters, special offers, and promotions, or to otherwise contact you about Products or information we think may interest you. We also may use the information that we learn about you to assist us in advertising our services on third party websites. You can opt-out of receiving these emails at any time as described below.
- To provide you notices or about your account.
- Contact you in response to a request.
- To notify you about changes to our Platform and/or the Services or any Products we offer or provide through them.

- Fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Anonymize and aggregate information for analytics and reporting.
- To respond to law enforcement requests, court orders, and subpoenas and to carry out our legal and contractual obligations.
- Authenticate use, detect fraudulent use, and otherwise maintain the security of our Platform and the safety of others.
- To administer surveys and questionnaires.
- To provide you information about goods and services that may be of interest to you, including through newsletters.
- Any other purpose with your consent.

### **How do we share your Personal Information?**

We may share Personal Information with third parties in certain circumstances or for certain purposes, including:

- **Our business purposes.** We may share your Personal Information with our affiliates, vendors, service providers, and business partners, including our data hosting and data storage partners, analytics and advertising providers, technology services and support, and data security advisors. We may also share your Personal Information with professional advisors, such as auditors, law firms, and accounting firms.
- **With your consent.** We may share your Personal Information if you request or direct us to do so.
- **Compliance with law.** We may share your Personal Information to comply with applicable law or any obligations thereunder, including cooperation with law enforcement, judicial orders, and regulatory inquiries.
- **Business Transfer.** We may share your Personal Information to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of a bankruptcy, liquidation, or similar proceeding, in which Personal Information held by us about our users are among the assets transferred.
- **To enforce our rights.** We may share your Personal Information to enforce any applicable terms and conditions and Terms of Use, and to ensure the safety and security of our Services and our users.
- **De-identified information.** We may also disclose de-identified information, so that it cannot be reasonably used to identify any individual, with third parties for marketing, advertising, research, or similar purposes.
- **To market our products and services.** We may share your Personal Information with affiliates and third parties to market our products and services.
- **To market third party products and services.** We may share your Personal Information with affiliates and third parties to market their products or services to you if you have not opted out of these disclosures or if you signed a marketing authorization form allowing us to use and sell your data. For more information on opting out, see [Your Choices about how we share your Personal Information](#).

- **Third Party Analytics.** We use Google Analytics and other data analytics tools to understand and evaluate how visitors interact with our Platform and/or the Services. These tools help us improve our Platform and/or the Services, performance, and your experience.

### **Your choices about how we share your Personal Information.**

This section of our Privacy Policy provides details and explains how to exercise your choices. We offer you choices on how you can opt out of our use of tracking technology, disclosure of your Personal Information for our advertising to you, and other targeted advertising. **We do not control the collection and use of your information collected by third parties.** These third parties may aggregate the information they collect with information from their other customers for their own purposes. You can learn more about interest-based advertisements and your opt-out rights and options from members of the Network Advertising Initiative (**NAI**) on its website ([www.networkadvertising.org](http://www.networkadvertising.org)) and from members of the Digital Advertising Alliance on its websites ([www.aboutads.info](http://www.aboutads.info) and [www.privacyrights.info](http://www.privacyrights.info)). We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can also opt out of receiving targeted ads from members of the NAI on its website.

Each type of web browser provides ways to restrict and delete cookies. Browser manufacturers provide resources to help you with managing cookies. Please see below for more information.

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android Browser](#)
- [Opera](#)
- [Opera Mobile](#)

For other browsers, please consult the documentation that your browser manufacturer provides.

If you do not wish to have your email address used by Cloverity to promote our own products and services, you can opt-out at any time by clicking the unsubscribe link at the bottom of any email or other marketing communications you receive from us. This opt out does not apply to information provided to Cloverity as a result of a product purchase, or your use of our Platform and/or the Services. You may have other options with respect to marketing and communication preferences through our Platform.

You may also see certain ads on other websites because we participate in advertising networks. Ad networks allow us to target our messaging to users through demographic, interest-based, and contextual means. These networks track your online activities over time by collecting information through automated means, including through the use of cookies, web server logs, and web beacons. The networks use this information to show you advertisements that may be tailored to your individual interests.

### **How do I request to have my personal information deleted?**

You may request to have any Personal Information we have collected on you deleted by mailing a request which includes your full name, the nature of your request, and the type of information you would like deleted to 1279 W Palmetto Park Road #273289, Boca Raton, Florida 33427. Upon receipt of your request, we will promptly delete any information we have collected about you. However, we may not be able to accommodate your request if we believe it would violate any law or legal requirement or cause the information to be incorrect.

### **III. Who may use the Services?**

Cloverity operates subject to state and federal regulations, and the Platform and/or the Services may not be available in your state. You represent that you are not a person barred from enrolling for or receiving the Services under the laws of the United States or other applicable jurisdictions in which you may be located. Access to and use of the Platform and/or the Services is limited exclusively to users located in states within the United States where the Platform and/or the Services is available. The Platform and/or the Services are not available to users located outside the United States. Accessing the Platform and/or obtaining the Services from jurisdictions where content is illegal, or where we do not offer the Platform and/or the Services, is prohibited

### **IV. Children’s Privacy**

Our Services are not intended for children under 18 years of age. We do not knowingly collect or sell Personal Information from children under the age of 18. If you are under the age of 18, do not use or provide any information on or to the Platform or through any of its features. If we learn we have collected or received Personal Information from a child under the age of 18 without verification of parental consent, we will delete it. If you are the parent or guardian of a child under 18 years of age whom you believe might have provided use with their Personal Information, you may [Contact Us](#) to request the Personal Information be deleted.

### **V. Do Not Track signals**

Some web browsers have a “Do Not Track” feature. This feature lets you tell websites you visit that you do not want to have your online activity tracked. These features are not yet uniform across browsers. Our Platform is not currently set up to respond to those signals.

### **VI. Data Security**

We have taken steps and implemented administrative, technical, and physical safeguards designed to protect against the risk of accidental, intentional, unlawful, or unauthorized access, alteration, destruction, disclosure, or use. The Internet is not 100% secure and we cannot guarantee the security of information transmitted through the Internet. Where you have been given or you have chosen a password, it is your responsibility to keep this password confidential.

The sharing and disclosing of information via the internet is not completely secure. We strive to use best practices and industry standard security measures and tools to protect your data. However, we cannot guarantee the security of Personal Information transmitted to, on, or through our Services. Any transmission of Personal Information is at your own risk. We are not responsible for the circumvention of any privacy settings or security measures contained on our Platform, in your operating system, or mobile device.

### **VII. California’s Shine the Light Law.**

California Civil Code Section 1798.83 (California’s “Shine the Light” law) permits users of our Platform and/or the Services that are California residents and who provide Personal Information in obtaining products and services for personal, family, or household use to request certain information regarding our disclosure of Personal Information to third parties for their own direct marketing purposes. If applicable, this information would include the categories of Personal Information and the names and addresses of those businesses with which we shared your Personal Information with for the immediately prior calendar year (e.g. requests made in 2021 will receive information regarding such activities in 2020). You may request this information once per calendar year. To make such a request, please [Contact Us](#) using the information below.

### **VIII. Changes to our Privacy Policy**



We may update our Privacy Policy periodically to reflect changes in our privacy practices, laws, and best practices. We will post any changes we make to our Privacy Policy on this page with a notice that the Privacy Policy has been updated on our Website's homepage. If we make material changes to our practices with regards to the Personal Information we collect from you, we will notify you by email to the email and/or through a notice on the Website's home page. The date this Privacy Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and reviewing this Privacy Policy to check for any changes.

#### **IX. Contact Us**

If you have any questions, concerns, complaints or suggestions regarding our Privacy Policy or otherwise need to contact us, you may contact us at the contact information below or through the "Contact Us" page on the Platform.

##### **How to Contact Us:**

Cloverity, Inc.

902 Clint Moore Road, Suite 146

Boca Raton, FL 33487

**Telephone:** 800-220-2935

**Email:** [admin@cloverity.com](mailto:admin@cloverity.com)