

PRIVACY NOTICE

(last updated on 10/03/2024)

This Privacy Notice describes how LLC “BRIMO” (“we,” “us” or “BRIMO”) protects personal information of our Customers and visitors who use our websites, products or services (collectively, our “users”). This Privacy Notice provides details about how your personal information is collected, disclosed and used by us, as well as an explanation of the data rights you may have in that personal information. This Privacy Notice does not cover how our users may use or disclose data that they collect while using our Services.

INFORMATION YOU VOLUNTARILY PROVIDE TO US

We collect the following information from you when you provide it to us:

- Information that you provide prior and during any registration process (such as your name, company name, email address, phone number, billing address or credit card information, geographic location and industry)
- Information you provide when you call us, email us, or contact us in chat for support or otherwise.
- Information you provide when you use our Services such as through email, phone calls, chats or screen sharing services.
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INFORMATION WE COLLECT ABOUT YOUR USAGE AND DEVICES

We collect data relating to your online activity on our websites, including the following:

- Your IP address, browser type and version, geographic location and operating system version. Any device or other method of communication you use to interact with our Services including device identifiers.
 - How you got to our Services and any links you click on to leave.
 - Pages you view including your interactions with any videos we offer.
 - When you update your information, communicate with us or order new Services.
- Metadata about your use of our Services and emails we send to you (including clicks and opens).
- Metadata about how your customers, contacts and users interact with the Services we provide you.
 - Issues you encounter requiring our support or assistance.

We store the data we collect in a variety of places within our infrastructure, including system log files, back-end databases and analytics systems.

INFORMATION WE ACQUIRE FROM SOCIAL MEDIA

- We collect information (such as your name, social media account name and email address to pre-populate our sign-up form) from third party social networking sites, when you use your social network credentials to log into some of our Service.
 - You can control the level of privacy settings you have in place at the social networking site. Find out more at the social networking site you use.

INFORMATION WE ACQUIRE FROM OTHER SOURCES

We also collect the following information from other sources:

- Information you provide to us at seminars or to our partners.
- Information you provide to us in surveys.
- Information that is publicly available.
- Information you consent to us receiving from third parties.

We may collect and store demographic information (such as your zip code, gender, date of birth, and/or age), and use this data to tailor your experience on our websites, ensure you are at least 18 years of age to make purchases, provide content that we think you might be interested in, perform general improvements to the websites, and display the content according to your preferences. Such demographic information may be provided to partners, market researchers and other third parties on an aggregate and non-personally identifiable basis. No personally identifiable information will be linked to such aggregated demographic information that is provided to third parties.

We also collect information that you may provide during your telephone conversations with us, which we may monitor or record.

We may combine any information we collect about you with other information we have about you to help us update, expand and analyze our records, identify new customers, and provide products and services that may be of interest to you. If you provide us personal information about others, or if others give us your information, we will only use that information for the specific reason for which it was provided to us.

HOW WE USE YOUR INFORMATION

We use the information we collect, both on its own and combined with any other information we collect about you, for the following business and commercial purposes:

- To provide the requested Services to you.
- To provide you with useful content.
- To ensure the proper functioning of our Services.
- To offer and improve our Services.
- To provide you with requested information or technical support.
- To facilitate your movement through our websites or your use of our Services.
- To do a better job of advertising and marketing our Services (subject to your consent where required by applicable law).
 - To advertise and market third party products and services (subject to your consent where required by applicable law).
 - To diagnose problems with our servers or our Services.
 - In connection with our security and compliance programs.
 - To administer our websites.
 - To communicate with you.
 - To bill for Services.
 - To target current or prospective customers with our products or Services through online advertisements served on third-party sites by third-party vendors (subject to your consent where required by applicable law).

- To assist us in offering you a personalized experience or otherwise tailor our Services to you.

- As otherwise described in this Privacy Notice.

We also use the information we receive to produce reports on trends and statistics, such as mobile search trends, email open rates by industry, campaign best practices or the number of users that have been exposed to, or clicked on, our websites or evaluated or purchased our products or Services.

Payment information that you provide to us, including credit card data, will only be used to facilitate payment for the Services.

We also use recorded telephone conversations for quality control purposes, to train our employees and for our own protection.

CORPORATE REORGANIZATIONS

If we are involved in a merger, acquisition, a sale of all or a substantial portion of our assets, or other similar sale transaction, your information will be transferred as part of that transaction. We will notify you by email and/or a prominent notice on our website of any such transfer and any choices you may have regarding your information.

AUTHORIZED USERS

All users authorized by you to have access to your account can view personal information stored in the account. A primary account holder can view personal information saved in subaccounts to which they have authorized access. We use information about authorized users only for legitimate purposes consistent with this Privacy Notice, including servicing your account and marketing products and services to you.

LEGAL PROCESS

If legally required to do so, or if we have a good faith belief that such disclosure is reasonably necessary, we may disclose your personal information to courts of law, public authorities (including to meet national security or law enforcement requirements) and other relevant third parties, such as internet service providers, to conduct an investigation, respond to a third party or law enforcement subpoena or court order, to bring legal action, prevent harm to others or pursue other relief when you or a third party are or may be:

- Violating our terms and conditions of use.
- Causing injury or other harm to, or otherwise violating the property or other legal rights, of us, other users, or third parties.
- Violating federal, state, local, or other applicable law.

To the extent we are legally permitted to do so, we will notify you in the event that we are required to provide your personal information to third parties in connection with a subpoena, as required by law, court order or other government or law enforcement authority or regulatory agency (including ICANN) in order to enforce or apply our Services Agreement or other agreements.

SECURITY

The transmission of information via the internet, email or text message is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted through websites or over email; any transmission is at your own risk. Once we have received your information, we will take appropriate technical and organizational measures to safeguard your personal information against loss, theft and unauthorized use, access or modification.

When we collect financial account information, such as credit card numbers, we protect its transmission through the use of encryption such as the Transport Layer Security (TLS) protocol

TRACKING TECHNOLOGIES AND ONLINE ADVERTISING

We use cookies, web beacons, pixels, tags, scripts and other similar tracking technologies to make our Websites easier to use and to better tailor them to your interests and needs. We use the information we obtain from cookies and other tracking technologies to carry out profiling activities in order to learn more about you and offer you tailored advertising based on your behavior on our Websites. Some technologies may also be placed by third party advertisers. We also use these technologies to compile information that allows us to better understand our customers and visitors. More information about the use of these files can be found below in the application.

MARKETING COMMUNICATIONS FROM US

We will need to contact you directly or through a third party service provider as necessary to deliver transactional or service related communications regarding products or Services you have signed up or purchased from us. We will also contact you with offers for additional services if you have given us consent to do so or we are allowed based on legitimate interests. You do not need to provide consent to receipt of marketing communications in order to receive our Services.

EMAIL

You always have the opportunity to opt out of our marketing communications or change your preferences by emailing us.

Some communications from us are considered transactional or service communications (for example, important account notifications and billing information). You agree to receive these transactional and service communications as a condition of the Services that we provide to you. You must cancel your accounts for all Services, if you do not wish to receive any transactional or service communications from us. To cancel your account, please follow the instructions found in the terms of service for the applicable Service. You may still receive marketing communications from us even after you cancel your account unless you also opt out of our marketing communications as described above.

UNAUTHORIZED ACCOUNTS

If an account or profile was created without your knowledge or authorization, please contact customer support at the brand on which the account or profile is located to request removal of the account or profile.

RETENTION OF PERSONAL INFORMATION

We retain your personal information to provide Services to you and as otherwise necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We will retain your personal information for no more than ten years following the later of (i) the date on which you terminate your use of the Services or unless we are otherwise required by law or regulation to retain your personal information for longer. For example, where you have a contract with us, we will retain your data for the length of the contract, and will further retain that information for a time period consistent with our legal or regulatory responsibilities after the termination or expiration of your Services with us in order to allow us to resolve disputes, enforce our relevant Service Agreement, and to adhere to the technical and legal requirements and constraints related to the security, integrity and operation of the websites.

YOUR RIGHT TO CONTROL HOW YOUR PERSONAL INFORMATION IS USED

You have the right to make requests regarding your personal information. You can:

- Ask us to access or provide information on how we use, update, remove, restrict, or correct your personal information.
- Ask us to identify what personal information of yours has been disclosed.
- In certain circumstances, receive or (if technically feasible) ask us to provide your personal information to a third party, in a structured, commonly used and machine-readable format, although we will not provide you with certain personal information if to do so would interfere with another's individual rights or where another exemption applies.
- Object to marketing at any time.
- Withdraw your consent to process your personal information in circumstances where we are relying on your consent as our basis for processing.

You can view or change the personal information you have provided us logging into your online account manager, if applicable. To exercise any of your rights, please send an email.

Please note that some rights only apply in certain circumstances or to certain information and some exceptions may apply. In some areas you have data subject rights afforded by the laws in that jurisdiction.

CHILDREN

Our Services are not directed to persons under 18. We do not knowingly collect personal information from children under 18. If you are a parent or guardian of such a child and become aware that your child has provided personal information to us, please contact us as described in this Privacy Notice and we will take reasonable steps immediately to remove any such information.

NOTIFICATION OF CHANGES

We reserve the right to modify this Privacy Notice at any time, so please review it frequently. If we decide to change this Privacy Notice in any material way, we will notify you here, by email, or the website of the service you use prior to the change becoming effective. In all cases, your continued use of any Services constitutes acceptance to any such changes.

CONTACT US AND COMPLAINTS

If you have any questions about this Privacy Notice or our data handling practices, or you wish to make a complaint, you may contact by regular mail at: hello@brimo.one.

COOKIE NOTICE

This Cookie Notice describes how and why LLC “BRIMO” (“we,” “us” or “BRIMO”) use cookies and other similar technologies in the course of our business through websites, products and services (collectively, our “Websites”). It also explains your rights to control our use of these tracking technologies. For additional information about our privacy practices, please review our Privacy Notice.

WHAT ARE COOKIES AND OTHER TRACKING TECHNOLOGIES?

Cookies. Cookies are small data files placed on your computer or other internet-enabled devices that enable our features and functionality. They allow us to record information when you visit or interact with our Websites. You can find more information about cookies at *All About Cookies* www.allaboutcookies.org.

Pixels. Pixels are small portions of code that we use as part of our Websites. We use pixels to learn whether you have clicked on certain web content. This helps us measure and improve our services and personalize your experience.

Web beacons. Web beacons are invisible picture files that we use as part of our Websites. We use web beacons to see how you interact with our services and to understand how often you view certain content so that we can make our Website more efficient and easier to use.

HOW DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

We use cookies, web beacons, pixels, tags, scripts and other similar tracking technologies to make our Websites easier to use and to better tailor them to your interests and needs. We use the information we obtain from cookies and other tracking technologies to carry out profiling activities in order to learn more about you and offer you tailored advertising based on your behavior on our Websites. Some technologies may also be placed by third party advertisers. We also use these technologies to compile information that allows us to better understand our customers and visitors.

WHAT KINDS OF COOKIES AND TRACKING TECHNOLOGIES DO WE USE?

PERSISTENT AND SESSION COOKIES

Cookies can remain on your device for different periods of time. We use two types of cookies:

- **Persistent cookies** are cookies that help us recognize you. They are stored on your device in between browser sessions, allowing us to remember your preferences and actions across multiple sites and on multiple visits.
- **Session cookies** expire at the end of your browser session, allowing us to link your actions during a particular browsing session.

FIRST PARTY AND THIRD PARTY COOKIES

There are two broad categories of cookies:

- Cookies set directly by us, as a first party, to your device.
- Cookies set by third parties with our permission to your device.

We allow third parties to set cookies on our Websites. Third parties may use cookies, web beacons, pixels, tags, scripts and other similar tracking technologies to

enable the third party's features or functionalities to be provided through the Website you are using. The third party setting these cookies can recognize your device both when it visits our Website and when it visits certain other websites or services. For example, our paid endorsers, or affiliates, may use third party cookies to identify you as a referral so they can be compensated if you sign up for services from us as a result of visiting one of our paid endorsers. In the same way, third party vendors such as Google may use cookies or other device identifiers to provide you with targeted advertisements based on your past visits to our Website.

CROSS-DEVICE TRACKING

We perform cross-device tracking which allows us to provide you with relevant advertising on multiple devices. By identifying browsing activity on your smartphones, tablets, desktop computers and other devices connected to the same IP address, or logged into the same account, we better understand the products and services that might be of interest to you.

LOCAL STORAGE OBJECTS

We also use Local Storage Objects, such as HTML5, to optimize screen presentation, video and other preference information.

WHY DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

We use the following types of cookies for the reasons described below. These cookies may be set by us or a third party service provider to perform the functions described below:

- **Required:** These cookies and tracking technologies are required to help our Websites work correctly or required to comply with the law (e.g., security requirements of data protection law). For example, these cookies allow you to navigate our Websites and use essential features, including secure areas and shopping baskets. We do not need to obtain your consent in order to use these cookies.

- **Analytics:** These cookies and tracking technologies help us understand how customers and visitors interact with our Websites. They provide us with information about areas of our Websites visited, time spent on our Websites, transactions performed, and any error messages you receive. These cookies allow us to improve the performance of our Websites. They may collect your IP address but only for the purpose of identifying general locations of visitors and identifying fraudulent or spam traffic.

- **Advertising:** These cookies and tracking technologies allow us to deliver content, including advertisements, relevant to your specific interests. This content may be delivered on our Websites or on third party websites or services. They allow us to understand and improve the relevancy of our advertisements. They may track personal information, including your IP address.

- **Functional:** These cookies and tracking technologies allow our Websites to remember choices you make to give you better functionality and a personalized experience. For example, when you select a specific currency on one of our Websites, we will remember your currency selection when you return.

HOW CAN I CONTROL COOKIES AND OTHER TRACKING TECHNOLOGIES?

If you would prefer not to receive personalized ads based on your browser or device usage, you may generally express your opt-out preference to no longer receive tailored advertisements. Please note that you will continue to see advertisements, but they will no longer be tailored to your interests.

If you opt out of receiving certain cookies from us, your web browser will be associated with a generic “opt-out” cookie, which will prevent us from associating any non-personal information with your browser. Since this program is cookie-based, you may need to opt out again if you do any of the following:

- Delete your cookies
- Block cookies, including third party cookies
- Switch internet browsers
- Change computers
- Upgrade your web browser

Internet browsers allow you to change your cookie settings via the “options” or “preferences” menu in your browser. Please note that if you set your browser to refuse or block all cookies, certain features or functionalities of our Websites will be limited or unavailable to you.

Some internet browsers include the ability to transmit “do not track” signals. Because no industry standard has yet been developed with respect to “do not track,” our Websites do not currently process or respond to such “do not track” signals.

CHANGES TO THIS COOKIES POLICY

We will update this Cookie Notice to reflect changes in our practices and services. We recommend that you check this page from time to time to inform yourself of any changes in this Cookie Notice.