

# **MODUM PRIVACY POLICY**

## **Privacy Policy**

Modum collects information (phone, email, social media) on commercial building owners, leasing agents, property managers, lenders and tenants and uses that information for marketing purposes and sells that information to business-to-business clients. Modum does collect homeowner addresses, but no information on homeowner contact (phone, email, etc.). Modum does not collect or store Client's, client's or any individuals credit card, social security numbers or other confidential information. Modum subscribes to third party companies who confirm compliance with the acceptance, processing and storing of this confidential information.

The Website uses the Google Maps API and incorporates the [Google privacy policy](#), which may be amended from time to time.

**Security:** We will maintain commercially reasonable technical, organizational, and physical safeguards to protect your personal information.

### What Type of Information Do We Collect About You?

Depending upon the Applications, Websites, or Products you access or use, the nature of your communications with us, and the applicable laws, we may collect both personal and non-personal information about and from you.

**Personal:** information is non-public information that can be used to directly or indirectly identify or contact you. Examples of categories of personal information include, but may not be limited to:

- Name, alias, or social media handle
- Unique online identifier
- Online username and password
- Postal and/or e-mail address
- Account name and/or account number
- State identification number
- Bank, credit, or debit card number (We does not access this information, but a PCI-compliant merchant account handles your information in a secured way)
- Phone number(s)
- Company or Property ownership entity associated with you

**Non-personal:** information is any other type of information. Examples of non-personal information include, but may not be limited to:

- Publicly available information
- Aggregate or de-identified information
- Browser type and version
- Browser settings
- Browser plug-in types and versions

- Operating systems and platform
- Device type and operating information
- Mobile carrier
- Page response time and download errors
- Time zone
- Zip code

### How Do We Collect Your Information?

We collect your **personal** and **non-personal** information in three ways:

**Directly from you** when you access or use our Applications, Websites, or Products, or when you communicate with us in any manner, including but not limited to:

- Information you provide by filling forms on our Applications and/or Websites, including information provided at the time of registering for any Product or event, posting material or requesting further services or information;
- Information you provide when you access or use our Products;
- Information you provide when you enter a sweepstakes, contest or promotion sponsored or offered by us;
- Information you provide when you report a problem with our Applications or Websites;
- Records and copies of your correspondence (e.g., email address) if you contact us;
- Your responses to surveys that we might ask you to complete;
- Details of transactions you carry out through our Applications, Websites, and the fulfillment of your orders; and
- Your search queries on the Websites.

**Automatically** when you access or use our Applications, Websites, or Products, or when you communicate with us, including but not limited to:

- Details of your visits to the Websites, including traffic data, location data, logs and other communication data;
- Information about your computer and mobile device, and internet connection, including your IP address, operating system, and browser type; and
- Interactivity with an e-mail, including opening, navigating, and click-through information.

**From third-parties**, including business partners and affiliates, including but not limited to:

- Statistical data relating to your Application or Website activity;
- Social media profile information and activity, including your screen names, profile picture, contact information, contact list, and the profile pictures of your contacts, through the social media platform;
- Transactional histories with third-parties; and

- Information from public sources, including local, state, and federal government agencies and departments.

#### How Do We Use Your Information?

We may use your personal information in variety of ways, including but not limited to:

- Provide the Applications and Websites to you;
- Provide the Products you have requested;
- Fulfill a transaction you requested or service your policy;
- Handle a claim;
- Create and manage your account;
- Operate the Applications and Websites, including access management, payment processing, Application and/or Website administration, internal operations, troubleshooting, data analysis, testing, research, and for statistical purposes;
- Respond to your requests, feedback, or inquiries; comply with laws, regulations, and other legal requirements;
- Comply with relevant industry standards and our policies;
- Protect and enforce your rights and the rights of other users against unlawful activity, including identity theft and fraud;
- Protect and enforce our collective rights arising under any agreements between Modum and you or any other third-party;
- Protect the integrity and maintain security of our Applications, Websites, and Products;
- Operate, evaluate, and improve our business; and
- Provide you with information and advertisements about products, services, and promotions, from us or third-parties that may interest you.

We may use your **non-personal** information for any purpose, including but not limited to:

- Deliver content tailored to your interests and the way you use the Applications and/or Websites;
- Present content in a manner that is optimized for your device; and
- Measure and analyze the effectiveness of the Applications, Websites, and Products we provide to you.

#### How Do We Share Your Personal Information?

We do not sell your **personal** information to nonaffiliated third parties. We will only share your personal information, including to subsidiaries, affiliates, partners and to unaffiliated third parties in the following situations:

- **With your consent:** We may disclose your personal information to an unaffiliated third party with your consent. We may obtain your consent in writing; online, through "click through" agreements; when you accept the Terms & Conditions of Use on our Applications or Websites; orally, either in person or on the phone; or by other means.

- **In a business transfer:** We may disclose your personal information as part of a corporate business transaction, such as a merger or acquisition, joint venture or strategic partnership, corporate reorganization, financing, or sale of company assets, or in the unlikely event of insolvency, bankruptcy, or receivership, in which such information could be transferred to third-parties as a business asset in the transaction.
- **To service providers:** We may disclose your personal information to third-party vendors and partners who complete transactions or perform services on our behalf (e.g., credit / debit card processing, billing, shipping, repair, customer service, auditing, marketing).
- **To subsidiaries and affiliates:** We may disclose your personal information to subsidiaries and affiliates to further facilitate your use of our Applications, Websites, and Products, and to ensure the smooth and consistent operation.
- **For legal process and protection:** We may disclose your personal information to satisfy any law, regulation, legal process, governmental request, or where we have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to:
  - Enforce or apply agreements, or initiate, render, bill, and collect for Products;
  - Protect our rights or interests, property or safety or that of others;
  - In connection with claims, disputes, or litigation - in court or elsewhere;
  - Protect users of our Applications, Websites, and Products and other carriers or providers from fraudulent, abusive, or unlawful use of, or subscription to, such services;
  - Facilitate or verify the appropriate calculation of taxes, fees, or other obligations due to a local, state, or federal government; or
  - In case of an emergency.

If you have any questions about how Modum shares your personal information, you may contact us at [privacy@modutech.com](mailto:privacy@modutech.com).

### **Links to Third-Party Sites**

Our Applications and Websites may contain links to third-party websites and services. Please note that these links are provided for your convenience and information, and the websites and services may operate independently from us and have their own privacy policies or notices, which we strongly suggest you review. This Privacy Notice applies to our Applications and Websites only, and we do not accept any responsibility or liability for the policies or practices of any third parties.

### **Third-Party Tracking/Do Not Track**

Our Websites and Applications may, from time to time, collect information about your online activities, over time and across different Websites and Applications. When you use our Websites and Applications, third parties may also collect information about your online activities, over time and across different internet websites, online or cloud computing services, online applications, or mobile applications. Some browsers support a "Do Not Track" feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Our Websites do not currently change the way they operate based upon detection of a "Do Not Track" or similar signal.

## **Social Media Integration**

Our Applications, Websites, and/or Products may, from time to time, contain links to and from social media platforms. You may choose to connect to us through a social media platform, such as Facebook, Twitter, Google, etc. When you do, we may collect additional information from or about you, such as your screen names, profile picture, contact information, contact list, and the profile pictures of your contacts, through the social media platform. Please be advised that social media platforms may also collect information from you. When you click on a social plug-in, such as Facebook's "Like" button, Twitter's "tweet" button or the Google+, that particular social network's plugin will be activated and your browser will directly connect to that provider's servers. We do not have control over the collection, use and sharing practices of social media platforms. We therefore encourage you to review their usage and disclosure policies and practices, including their data security practices, before using the social media platforms.

## **How Do We Store and Protect Your Personal Information?**

The security of your personal information is important to us. That is why we take commercially reasonable steps to make sure your personal information is protected. Although no system can guarantee the complete security of your personal information, we will use our best efforts to maintain commercially reasonable technical, organizational, and physical safeguards, consistent with applicable law, to protect your personal information.

## **How Long Do We Keep Your Personal Information?**

We keep your personal information for as long as necessary in accordance with the purpose for which it was collected, our business needs, and our legal and regulatory obligations. We may store some personal information indefinitely, including the period after which your relationship with us has ended. If we dispose of your personal information, we will do so in a way that is secure and appropriate to the nature of the information subject to disposal.

## **Cookie Statement**

We may use cookies (browser and flash), beacons, pixel tags, scripts, and other similar technologies from time to time to support the functionality of our Applications, Websites, and Products. This technology provides a better experience when you use our Applications, Websites, and Products, and allows us to improve our services. We may also use analytic software, such as Google Analytics and others, to help better understand how our Applications and Websites function on your device(s) and for other analytical purposes.

Our service providers, advertising partners, and ad networks may also use cookies and beacons to collect and share information about your activities both on our Websites and Applications and on other websites and applications. In addition, third parties that are unaffiliated with us may also collect information about you, including tracking your browsing history, when you use our Applications and Websites. We do not have control over these third-party collection practices. If you wish to minimize these third-party collections, you can adjust the settings of your browsers or install plug-ins and add-ins.

**Browser Cookies:** A browser cookie is a small file placed on the hard drive of your computer. That cookie then communicates with servers, ours or those of other companies that we authorize to collect data for us and allows recognition of your personal computer. You may use the tools available on your computer

or other device(s) to set your browser to refuse or disable all or some browser cookies, or to alert you when cookies are being set. However, if you refuse or disable all browser cookies, you may be unable to access certain parts or use certain features or functionality of our Applications and Websites. Unless you have adjusted your browser settings so that it refuses all cookies, we may use cookies when you direct your browser to our Applications and Websites.

**Flash Cookies:** Certain features of our Websites and Applications may use locally stored objects called flash cookies to collect and store information about your preferences and navigation to, from and on our Applications and Websites. We also include cookies to provide aggregate reporting. Some of our Websites and Applications may allow Adobe to set and enable special cookies that are necessary to deliver video content for Adobe Flash Player. You cannot remove flash cookies simply by changing your browser settings.

**Beacons:** Our Websites and emails may contain small electronic files known as beacons (also referred to as web beacons, clear GIFs, pixel tags and single-pixel GIFs) that permit us to, for example, to count users who have visited those pages or opened an e-mail and for other website-related statistics. Beacons in email marketing campaigns allow us to track your responses and your interests in our content, offerings and web pages. You may use the tools in your device to disable these technologies as well.

### **Your Choices**

We provide you the ability to exercise certain controls and choices regarding our collection, use, storage, and sharing of your personal information. In accordance with applicable law, your controls and choices may include:

Correcting or updating your personal information; Choosing or changing your choices for subscriptions, newsletters, and alerts; Choosing whether to receive from us offers and promotions for our Products, or Products we think may be of interest to you; Choosing whether we share your personal information with other companies so they can send you offers and promotions about their products and services; Controlling targeted advertising from many ad networks and partners, data exchanges, and marketing analytics and digital advertising and marketing service providers. Many advertising companies that collect information for interest-based advertising are members of the Digital Advertising Alliance or the Network Advertising Initiative, both of which maintain websites where people can opt out of interest-based advertising from their members. To opt-out on these pages, visit [www.AboutAds.info](http://www.AboutAds.info) and [www.networkadvertising.org](http://www.networkadvertising.org); Choosing to control targeted advertising you receive within Applications or Websites by using the settings and choices made available to you through your device(s) (e.g., by resetting your device's advertising identifier and/or opt-out of interest based ads).

You can learn more about your choices, and exercise these controls and choices, by sending an email to [privacy@modumtech.com](mailto:privacy@modumtech.com).

### Children

Our Applications, Websites, and Products are not intended for children under the age of 18. This includes any links to other websites that we provide for our convenience. We don't knowingly collect personal information from children for any reason.

**If you are a California resident**, you may have certain rights under California law, including but not limited to the California Consumer Privacy Act ("CCPA"). All phrases used herein shall have the same meaning as those phrases used under relevant California law, including but not limited to the CCPA.

**Right to Know.** You have a right to know:

- The categories of **personal information** we have collected about or from you;
- The categories of sources from which we collected your **personal information**;
- The business or commercial purpose for collecting or sharing your **personal information**;
- The categories of third parties with whom we have shared your **personal information**; and
- The specific pieces of your **personal information** we have collected.

*Process to Submit A Request.* To submit a verified request for this information or designate an authorized agent you may submit written proof of such authorization via e-mail to [privacy@modumtech.com](mailto:privacy@modumtech.com).

*Verification Method.* In order to ensure your **personal information** is not disclosed to unauthorized parties, and to protect against fraud, we will verify your identity before responding to your request. To verify your identity, we will generally match the identifying information provided in your request with the information we have on file about you. Depending on the sensitivity of the **personal information** requested, we may also utilize more stringent verification methods to verify your identity, including but not limited to requesting additional information from you and/or requiring you to sign a declaration under penalty of perjury.

**Right of Deletion:** You have a right to request that we delete the **personal information** we have collected from or about you.

*Process to Submit A Request.* To submit a verified request for this information or designate an authorized agent you may submit written proof of such authorization via e-mail to [privacy@modumtech.com](mailto:privacy@modumtech.com).

*Verification Method:* In order to ensure we do not inadvertently delete your **personal information** based on a fraudulent request, we will verify your identity before we respond to your request. To verify your identity, we will generally match the identifying information provided in your request with the information we have on file about you. Depending on the sensitivity of the **personal information** requested to be deleted, we may also utilize more stringent verification methods to verify your identity, including but not limited to requesting additional information from you and/or requiring you to sign a declaration under penalty of perjury.

**Right to Opt-Out:** We do not sell your **personal information** to third parties, and do not plan to do so in the future.

**Right of Non-Discrimination:** You have a right to exercise your rights under the CCPA without suffering discrimination. Accordingly, Modum will not discriminate against you in any way if you choose to exercise your rights under the CCPA.

**California Minors:** If you are a California resident under the age of 18, California Business and Professions Code 22581 permits you to request and obtain removal of content or information you have publicly posted on any of our Applications or Websites. To make such a request, please send an email with a detailed

description of the specific content or information to [privacy@modumtech.com](mailto:privacy@modumtech.com) . Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you have posted and there may be circumstances in which the law does not require or allow removal even if requested.

**Collection Notice:** The following is a list of the categories of **personal information** we may have collected about California residents in the twelve months preceding the date this Privacy Notice was last updated, including the business or commercial purpose for said collection, the categories of sources from which we may have collected the **personal information**, and the categories of third parties with whom we may have shared the **personal information**:

### **Categories of Personal Information Collected**

The categories of **personal information** we have collected include, but may not be limited to:

- real name
- signature
- alias
- SSN
- physical characteristics or description, including protected characteristics under federal or state law
- address
- telephone number
- passport number
- driver's license number
- state identification card number
- IP address
- policy number
- file number
- employment history
- bank account number
- credit card number
- debit card number
- financial account numbers
- commercial information
- internet or other electronic network activity
- geolocation data
- audio and visual information
- professional or employment information
- inferences drawn from the above categories to create a profile about a consumer



### **Categories of Sources**

Categories of sources from which we've collected **personal information** include, but may not be limited to:

- the consumer directly
- public records
- governmental entities
- non-affiliated third parties
- social media networks
- affiliated third parties

### **Business Purpose for Collection**

The business purposes for which we've collected **personal information** include, but may not be limited to:

- completing a transaction for our Products
- verifying eligibility for employment
- facilitating employment
- performing services on behalf of affiliated and non-affiliated third parties
- debugging to identify and repair errors that impair existing intended functionality on our Websites, Applications, or Products
- protecting against malicious, deceptive, fraudulent, or illegal activity

### **Categories of Third Parties Shared**

The categories of third parties with whom we've shared **personal information** include, but may not be limited to:

- advertising networks
- data analytics providers
- service providers
- government entities
- operating systems and platforms
- social media networks
- non-affiliated third parties
- affiliated third parties

**Sale Notice:** We have not sold the **personal information** of California residents to any third party in the twelve months preceding the date this Privacy Notice was last updated, and we have no plans to sell such information in the future. We also do not and will not sell the **personal information** of minors under sixteen years of age without affirmative authorization.

**Disclosure Notice:** The following is a list of the categories of **personal information** of California residents we may have disclosed for a business purpose in the twelve months preceding the date this Privacy Notice was last updated.

- real name
- signature
- alias
- SSN
- physical characteristics or description, including protected characteristics under federal or state law
- address
- telephone number
- passport number
- driver's license number
- state identification card number
- IP address
- policy number
- file number
- employment history
- bank account number
- credit card number
- debit card number
- financial account numbers
- commercial information
- internet or other electronic network activity
- geolocation data
- audio and visual information
- professional or employment information
- inferences drawn from the above categories to create a profile about a consumer

### **International Jurisdictions**

Our Applications, Websites, and Products are hosted and offered in the United States of America (U.S.), and are subject to U.S. federal, state, and local law. If you are accessing the Applications, Websites, or Products from another country, please be advised that you may be transferring your personal information to us in the US, and you consent to that transfer and use of your personal information in accordance with this Privacy Notice. You also agree to abide by the applicable laws of applicable US federal, state, and local laws concerning your use of the Applications, Websites, and Products, and your agreements with us. Any persons accessing our Applications, Websites, or Products from any jurisdiction with laws or regulations governing the use of the Internet, including the collection, use, or disclosure of personal information,

different from those of the jurisdictions mentioned above may only use the Applications, Websites, or Products in a manner lawful in their jurisdiction. If your use of the Applications, Websites, or Products would be unlawful in your jurisdiction, you may not use the Applications, Websites, or Products.

### **Changes to Our Privacy Policy**

We may change this Privacy Notice from time to time. Any and all changes to this Privacy Notice will be reflected on this page, and where appropriate provided in person or by another electronic method. The effective date will be stated at the top of this Privacy Notice. Unless stated otherwise, our current Privacy Notice applies to all information that we have about you. You should regularly check this page for any changes to this Privacy Notice.

YOUR CONTINUED USE, ACCESS, OR INTERACTION WITH THE APPLICATIONS, WEBSITES, OR PRODUCTS, OR YOUR CONTINUED COMMUNICATIONS WITH US AFTER THE UPDATED PRIVACY NOTICE HAS BEEN POSTED WILL REPRESENT THAT YOU HAVE READ AND UNDERSTOOD THIS PRIVACY NOTICE.

### **Contact Us**

[privacy@modumtech.com](mailto:privacy@modumtech.com)

### **Legal Notice**

The information contained in this web site is for general guidance only. Given the changing nature of laws, rules and regulations, there may be omissions or inaccuracies in information contained in this web site. While we have made every attempt to ensure that the information contained in this web site has been obtained from reliable sources, Modum is not responsible for any errors or omissions, or for the results obtained from the use of this information. In no event will Modum, or employees thereof, be liable for any decisions made or action taken in reliance on this information in this site or for any consequential, special or similar damages, even if advised of the possibility of such damages.

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