

# ExitIntelligence, LLC

## PRIVACY POLICY

*Updated on October 27, 2016*

ExitIntelligence, LLC (“Company”) is a marketing software platform for ecommerce companies. It is The Company’s policy to respect your privacy regarding any information we may collect while operating our websites.

### **Website Visitors**

Like most website operators, The Company collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. The Company’s purpose in collecting non-personally identifying information is to better understand how The Company’s visitors use its website. From time to time, The Company may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website..

### **Gathering of Personally-Identifying Information**

Certain visitors to The Company’s websites choose to interact with The Company in ways that require The Company to gather personally-identifying information. The amount and type of information that The Company gathers depends on the nature of the interaction. For example, we ask visitors who schedule a demo of our software to provide a name, phone number, email address, and website URL. Those who engage in transactions with The Company – by purchasing The Company’s service, for example – are asked to provide additional information, including as necessary the personal and financial information required to process those transactions. In each case, The Company collects such information only insofar as is necessary or appropriate to fulfill the purpose of the visitor’s interaction with The Company. The Company does not disclose personally-identifying information other than as described below. And visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities.

The Company collects email addresses and other PII such as name and phone numbers via our software. We typically obtain this information from our Clients that collect it via online forms on Client websites or directly from Users via online forms on Client websites. We combine this with Non-PII also collected via Client websites to help our Clients with conversion tracking, site optimization and conversion. The Company and our Clients may also use this information to send customized and retargeted email marketing messages to our Clients’ customers and prospective customers and we may use aggregate, Non-PII to improve our software, products or services.

### **Aggregated Statistic**

The Company may collect statistics about the behavior of visitors to its websites. The Company may display this information publicly or provide it to others. However, The Company does not disclose personally-identifying information other than as described below.

### **Protection of Certain Personally-Identifying Information**

The Company discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors and affiliated organizations that (i) need to know that information in order to process it on The Company's behalf or to provide services available at The Company's websites, and (ii) that have agreed not to disclose it to others. Some of those employees, contractors and affiliated organizations may be located outside of your home country; by using The Company's websites, you consent to the transfer of such information to them. The Company will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its employees, contractors and affiliated organizations, as described above, The Company discloses potentially personally-identifying and personally-identifying information only in response to a subpoena, court order or other governmental request, or when The Company believes in good faith that disclosure is reasonably necessary to protect the property or rights of The Company, third parties or the public at large. If you are a registered user of The Company's website and have supplied your email address, The Company may occasionally send you an email to tell you about new features, solicit your feedback, or just keep you up to date with what's going on with The Company and our products. If you send us a request (for example via a support email or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other users. The Company takes all measures reasonably necessary to protect against the unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

## **Cookies**

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. The Company uses cookies to help The Company identify and track visitors, their usage of The Company website, and their website access preferences. The Company visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using The Company's websites, with the drawback that certain features of The Company's websites may not function properly without the aid of cookies.

## **Business Transfers**

If The Company, or substantially all of its assets, were acquired, or in the unlikely event that The Company goes out of business or enters bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of The Company may continue to use your personal information as set forth in this policy.

## **Privacy Policy Changes**

Although most changes are likely to be minor, The Company may change its Privacy Policy from time to time, and in The Company's sole discretion. The Company encourages visitors to frequently check this page for any changes to its Privacy Policy. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.

## **Contact**

If you have any questions or concerns about The Company's Privacy Policy, please contact [hello@exitintel.com](mailto:hello@exitintel.com).