

# **Aparavi Software Corp. Privacy Policy**

Aparavi Software Corp. ('Aparavi') understands that you care about how your personal information is used and shared, and we take your privacy seriously. Please read the following to learn more about our privacy policy. By visiting the [www.aparavi.com](http://www.aparavi.com) website, and any other linked pages, features, content, or services offered from time to time by Aparavi in connection therewith (collectively, the 'Website'), or using any of our services, you acknowledge that you accept the practices and policies outlined in this Privacy Policy.

## **What Does This Privacy Policy Cover?**

This Privacy Policy covers Aparavi's treatment of personally identifiable information ('Personal Information') that Aparavi gathers when you access Aparavi's Website and when you use Aparavi services. This policy does not apply to the practices of companies that Aparavi does not own or control, or to individuals that Aparavi does not employ or manage. Aparavi is fully compliant with the myriad regulations set forth by the General Data Protection Regulation (GDPR), Europe's new framework for data protection which replaces the 1995 EU Data Protection Directive (DPD). Achieving GDPR compliance by the May 2018 deadline, Aparavi Systems, Inc. fully ensures that its collection of contact and account data across the EU will satisfy all personal data privacy guidelines. Aparavi has policies and processes in place covering full transparency concerning the collection, storage, sharing, transferring, processing and management and use of personal data that ensure EU citizens and residents have affirmed their consent to receiving email communications and have the option to opt out of receiving future marketing communications.

## **What Personal Information Does Aparavi Collect?**

The information we gather from visitors to the Website enables us to personalize and improve our services and to allow our users to setup a user account and profile that can be used to access various services and other special features. We collect the following types of information from our customers and partners.

### **E-mail Communications:**

We often receive a confirmation when you open an email from Aparavi if your computer supports this type of program. Aparavi uses this confirmation to help us make emails more interesting and helpful. We also compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers. If you do not want to receive email or other mail from us, please follow the link on any email to manage your email preferences.

### **Personal Information Collected Automatically:**

- We receive and store certain types of information whenever you interact with our Website or services. Aparavi automatically receives and records information on our server logs from your browser including your IP address, cookie information, and the page you requested.
- Generally, our service automatically collects usage information, such as the numbers and frequency of visitors to our site and its components, similar to TV ratings that indicate how many people watched a particular show. Aparavi only uses this data in aggregate form, that is, as a statistical measure, and not in a manner that would identify you personally. This type of aggregate data enables us to figure out how often customers use parts of the Website or services so that we can make the Website appealing to as many customers as possible, and improve those services. As part of the use of this information, we may provide aggregate information to our partners about how our customers, collectively, use our site. We share this type of statistical data so that our partners also understand how often people use their services and our Website, so that they, too, may provide you with an optimal online experience. Again, Aparavi never discloses aggregate information to a partner in a manner that would identify you personally.

## **Personal Information You Provide to Us:**

We receive and store any information you enter on our Website or provide to us in any other way. The types of Personal Information collected may include your full name, email address, telephone number, IP address, and browser information. You can choose not to provide us with certain information, but then you may not be able to take advantage of many of our special features. The Personal Information you provide is used for such purposes as allowing you to interact with other users, improving the content of the Website, customizing the advertising and content you see, and communicating with you about specials and new features.

## **What About Cookies?**

- Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your browser to enable our systems to recognize your browser and tell us how and when pages in our site are visited and by how many people. Aparavi cookies do not collect Personal Information, and we do not combine the general information collected through cookies with other Personal Information to tell us who you are or what your screen name or email address is.
- Most browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of your browser software) allowing you to decide on acceptance of each new cookie in a variety of ways. We strongly recommend that you leave the cookies activated, however, because cookies enable you to take advantage of some of our Website's most attractive features.
- Ads appearing on the Website may be delivered to users by our advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This Privacy

Policy covers the use of cookies by Aparavi and does not cover the use of cookies by any advertisers.

## **Will Aparavi Share Any of the Personal Information it Receives?**

Personal Information about our customers is an integral part of our business. We neither rent nor sell your Personal Information to anyone. We share your Personal Information only as described here.

## **Promotional Offers:**

We may send offers to you on behalf of other businesses if you have agreed to be solicited by marketing partners during the registration process. However, when we do so, we do not give the other business your name and address. If you do not wish to receive these offers, please send an email with your request to [info@aparavi.com](mailto:info@aparavi.com).

## **Agents:**

We employ other companies and people to perform tasks on our behalf and need to share your information with them to provide products or services to you. Unless we tell you differently, Aparavi's agents do not have any right to use Personal Information we share with them beyond what is necessary to assist us. You hereby consent to our sharing of Personal Information for the above purposes.

## **Business Transfers:**

In some cases, we may choose to buy or sell assets. In these types of transactions, customer information is typically one of the business assets that is transferred. Moreover, if Aparavi, or substantially all of its assets were acquired, or in the unlikely event that Aparavi goes out of business or enters bankruptcy, customer 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 Aparavi may continue to use your Personal Information as set forth in this policy.

## **Protection of Aparavi and Others:**

We may release Personal Information when we believe in good faith that release is necessary to comply with that law; enforce or apply our conditions of use and other agreements; or protect the rights, property, or safety of Aparavi, our employees, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

## **With Your Consent:**

Except as set forth above, you will be notified when your Personal Information may be shared with third parties, and will be able to prevent the sharing of this information.

## **What Choices Do I Have?**

- As stated previously, you can always opt not to disclose information to use, even though it may be needed to take advantage of certain Aparavi website features.
- You may request deletion of your Aparavi information by sending an e-mail to [info@aparavi.com](mailto:info@aparavi.com). Please note that some information may remain in our records after deletion of your account.
- If you do not wish to receive email or other mail from us, please follow the link in any email to manage email preferences. Please note that if you do not want to receive legal notices from us, such as this Privacy Policy, those legal notices will still govern your use of the Aparavi Website, and you are responsible for reviewing such legal notices for changes.

## **Changes to this Privacy Policy**

Aparavi may amend this Privacy Policy from time to time. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used. If we make changes in the way we use Personal Information, we will notify you by posting an announcement on our Website or sending you an email. Users are bound by any changes to the Privacy Policy when he or she uses the Website after such changes have been first posted.

## **Questions or Concerns**

If you have any questions or concerns regarding privacy at Aparavi site, please send us a detailed message to [info@aparavi.com](mailto:info@aparavi.com). We will make every effort to resolve your concerns.