

**Last updated: July 31, 2017**

## **Introduction**

This is the privacy policy (“Policy”) of Operations Ally (“OA”). This Policy describes the potential use of data throughout websites located at [www.operations-ally.com](http://www.operations-ally.com) and [www.app.operations-ally.com](http://www.app.operations-ally.com) (the “Site”) and is applicable to all information that may be collected by OA during your use of this Site. Please read this information carefully before accessing any part of this Site.

OA recognizes and respects the privacy of users of this Site. OA is providing this Policy to explain our on-line information practices and the way that OA may collect and use information obtained from you.

## **Note about Children**

OA does not sell products for children. If you are under 18, you may use this Site only with involvement of a parent or guardian. OA reserves the right to refuse service, terminate accounts, or cancel orders placed on this Site in its sole discretion.

## **Updates and Revisions to this Privacy Policy**

OA reserves the right at any time to modify or discontinue, temporarily or permanently, this Site (or any part thereof) with or without notice to you. You agree that OA shall not be liable to you or to any third party for any modification, suspension or discontinuance of this Site. In addition, OA may update and/or revise this Policy at any time, and from time to time, with or without notice to you, and you agree to be bound by such updates, modifications and/or revisions. Updates and revisions will be incorporated from time to time into this Policy, and you are responsible and agree to review this Policy from time to time to ensure compliance if you continue to use this Site after such Policy has been updated.

## **Description of the Type of Information OA Collects**

OA’s servers will automatically collect certain information about you, including: name of the domain and host from which you access this Site, the browser software you use and your operating system including version, Internet address and/or referrer URL from which you accessed this Site.

In addition, OA may gather personally identifiable information about you when it aggregates information gathered by tracking the usage of certain features available on this Site. Personally identifiable information is information that can be used to identify or contact a specific individual, such as a name, address, telephone number, email address and other similar

information. When using or accessing this Site, you may be asked to provide personally identifiable information in connection with, among other things, subscribing to certain data, software or products made available on this Site; subscribing to support materials; submit product request enhancements, or requests to be contacted. The types of personally identifiable information that OA may gather include name, address, phone number, title, company name, e-mail address, user IDs and passwords, and billing and transaction information.

You can choose not to provide certain information under this Site (excluding that which is automatically collected), but then you might not be able to take advantage of many of our features.

### **How OA Uses Personally Identifiable Information**

The personally identifiable information OA collects from and about any user may be used to provide e-mail based newsletters, marketing, services, training and support materials as well as other information and materials to a user and to notify a user from time to time about services offered by OA or other entities associated with OA.

OA is not in the business of selling personally identifiable information OA collects from you to other parties.

### **With Whom OA Shares Personally Identifiable Information**

OA may disclose information about you if OA has a good faith belief that OA is required to do so by law or legal process (to which you may not opt out), to respond to claims, or to protect the rights, property or safety of OA or others. You may request a copy of your personally identifiable information and request changes thereto by notifying OA by e-mail at [customercare@operations-ally.com](mailto:customercare@operations-ally.com) or in writing as provided below.

### **Which information can I access?**

You can access your account information including name, address, phone number, title, company name, e-mail address, user IDs and passwords, and billing and transaction information by contacting OA by e-mail at [customercare@operations-ally.com](mailto:customercare@operations-ally.com). As discussed above, you can choose not to provide certain information while using this Sites, but then you might not be able to take advantage of many of our features.

### **Cookies**

Some parts of the Site use cookies to collect information about your use of the Site and to facilitate return visits. The information collected from cookies is tracked to enhance security and/or to improve the functionality of the Site by avoiding duplicate data entry, facilitating navigation, and increasing the relevance of content. Cookies on the Site may collect the

following information: your unique identifier, your preferences and profile information used to personalize the content that is shown, past content choices you've made. Cookies on the Site, and the associated data, may be used for the purposes stated herein. Some cookies used by OA may remain on your computer after they leave the Web site.

As discussed in more detail in this section, you can set your browser to alert you to cookies being placed, in which case a prompt screen will describe information about the cookie, its duration, and the server to which it is being returned.) There may be some cookies on certain tools that are of longer duration. Cookies may also be of benefit to you by creating a more streamlined login process and preserving order information between sessions. In the future, as OA enables further customization of the Sites, cookies will help in assuring that information provided to you will be the most relevant to your needs.

While we do not offer an opt-out on the Site for cookies, browsers provide you with information and control over cookies. You can set your Web browser to alert you when a cookie is being used. You can also get information on the duration of the cookie and what server your data is being returned to. You then have the opportunity to accept or reject the cookie. Additionally, you can set your browser to refuse all cookies or accept only cookies returned to the originating servers. You can generally disable the cookie feature on your browser without affecting your ability to use the Site, except in some cases where cookies are used as an essential security feature necessary for transaction completion.

## **Links**

You may have the opportunity to follow a link from or to other web sites maintained by third parties from this Site. Because other web sites are not controlled by OA, OA cannot be responsible for the privacy practices of those web sites. OA encourages you to review the privacy policies of the web sites to which OA may link. This Policy only applies to information collected and maintained by OA, its subsidiaries and affiliates.

## **Opt-out**

Except as expressly stated in this Policy, you may opt-out of having OA share personally identifiable information with third parties by notifying OA by e-mail at [customercare@operations-ally.com](mailto:customercare@operations-ally.com) or in writing as provided below of your desire to opt-out.

## **Questions or Comments?**

Any questions or comments regarding this Policy? Contact OA by e-mail at [customercare@operations-ally.com](mailto:customercare@operations-ally.com).