

Privacy Policy

NUSPIRE'S GENERAL PRIVACY POLICY

Nuspire, LLC (“Nuspire,” “Us,” or “We”) recognizes that privacy is important, and we want to be clear with you about our privacy practices. This Privacy Policy describes how Nuspire collects, uses and shares information collected from you through your use of Nuspire’s websites (like www.nuspire.com, trax.nuspire.com and other websites that reference this Privacy Policy, collectively referred to as the “Sites”) and the services offered through the Sites (the “Services”). If you are curious about Nuspire’s privacy practices for Nuspire’s Network Performance and Cybersecurity Tools (like Nuspire’s SIEM, Managed Email Security, please contact us for a copy of our Network Performance and Cybersecurity Tools Privacy Policy.

Nuspire is accountable for personal data received and that is subsequently transferred to a third party. Nuspire remains responsible if third party agents process the personal data on Nuspire’s behalf in a manner inconsistent with this Privacy Policy, unless Nuspire proves that it is not responsible for the event giving rise to the damage. We encourage you to contact us should you have privacy-related questions or complaints. Our contact information is below in the “How to Contact Us” section. Nuspire is subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission (FTC).

HOW NUSPIRE COLLECTS INFORMATION AND THE TYPES OF INFORMATION COLLECTED

Any time you use Nuspire’s Sites or Services, information is generated. Some of this information is considered “Personal Information,” meaning information that either directly identifies you individually (like your name, address, email, or billing information) or could reasonably be used to identify you in combination with other data. Other information is considered “Anonymous Information,” meaning information that does not directly identify you, and cannot reasonably be linked with other data to identify you individually.

Nuspire collects information from you in the following ways:

A. YOU GIVE IT TO US

When you visit or use our Sites or use our Services, you may provide us with information. For example, when downloading a Nuspire white paper or submitting a support ticket, we will prompt you to provide us with your name, physical address, email address and phone number.

B. WE RECEIVE IT FROM THIRD PARTIES

Nuspire engages with third-party vendors to try to determine new clients who might be interested in Nuspire's services. In such instances, third parties may give Nuspire your name and contact information.

C. WE AUTOMATICALLY COLLECT IT FROM YOU

While visiting our Sites or using our Services, we may automatically collect information from you through the use of cookies, web server logs, and other mechanisms. For example, when you visit a Site, we automatically collect device identifiers (e.g., device model, operating system, browser version, and other data that may be used to identify a device), IP addresses, device configurations, browser history, information about Site usage, and geographic location data.

NOTE ON CROSS BORDER TRANSFERS: Nuspire has established a global network presence and may process information on our servers in many countries around the world, including the United States. You agree that we may process information on a server located outside the country where you reside.

NOTE ON CHILDREN'S PERSONAL INFORMATION: Nuspire does not knowingly collect any personal information (as defined under the Children's Online Privacy Protection Act) from children under the age of 13. If we learn that we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe that we might have such information, please contact us using the contact details provided below.

NOTE ON COOKIES AND SIMILAR TECHNOLOGY: Nuspire uses cookies and web beacons to automatically collect information in connection with your use of the Sites and Services. "Cookies" are small files that are placed on an individual's computer when you interact with the Sites or Services. Cookies are often used to enable you to more easily communicate and interact with the Sites and Services. "Web beacons" (also known as "single-pixel" or "clear" GIFs) include electronic images embedded in the Site or in communications sent through the Services which are invisible to users. Web beacons collect information, such as identifiers, time and date of access, and descriptions of the pages or communications in which the web beacons are embedded. We may use cookies or web beacons on the Sites or in communications sent through the Services for various purposes, including for example: Saving user preferences; Customizing content of the Site for individual users; Ensuring that users are not repeatedly sent the same banner ads; Recording session information; Fraud prevention; Saving certain information about users of the Sites and others who visit

the Sites; Keeping track of whether you've had a chance to open an email or view an advertisement; and Otherwise facilitating and enhancing interaction with the Sites.

Nuspire may contract with third party service providers who may also use cookies or web beacons in connection with the Sites or communications regarding the Services. For example, Nuspire uses Google Analytics to get aggregated information on our Site's performance (you can learn more about how Google uses data when you use our Sites by visiting www.google.com/policies/privacy/partners/). Similarly, we may use an outside advertisement serving company to display advertisements on the Site or in communications sent through the Services. The advertisement serving company may place and collect cookies or web beacons when it displays an advertisement on the Site or through the Services. The information these third parties collect may be associated with other information about you, or they may collect information about your online activities over time and across different websites and other online services. We do not control these third parties' tracking technologies or how they may be used.

HOW NUSPIRE USES AND SHARES INFORMATION

Nuspire uses your information for a variety of purposes related to provisioning, maintaining and improving the Sites and Services, as well as for developing new services. For example, Nuspire uses your information to administer your account, provide technical support and to communicate with you about your account. Nuspire also uses your information to send you new and exciting information about Nuspire. Other than as described above, Nuspire does not use your Personal Information, nor does it share your personal information with companies, organizations or individuals outside of Nuspire, unless one of the following circumstances apply:

Nuspire has your express consent. It is for Nuspire's internal use, research and product development; It is for domain registration in accordance with the RAA and ICANN policies. (Please see Domain Registration section below for more information regarding our treatment of Personal Information in connection with our domain name registration services). It is for external processing by our affiliates or other trusted third parties we use to support our business based on our instructions or other appropriate confidentiality and security measures (for example, companies that help Nuspire improve its website's usability or understand client interests); or It is to detect, prevent or otherwise address fraud, security or other legal related issues. Note that Nuspire may share Anonymous Information with third parties. Nuspire may also share Personal Information with companies, organizations or individuals outside of Nuspire if we have a good-faith belief that access, use,

preservation or disclosure of the information is reasonably necessary to: meet any applicable law, regulation, legal process or enforceable governmental request; enforce applicable agreements or adherence to terms and conditions, including investigation of potential violations; and protect against harm to the rights, property or safety of Nuspire, our users, third parties or the public as required or permitted by law.

If Nuspire is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any Personal Information and give affected users notice before Personal Information is transferred or becomes subject to a different privacy policy.

Nuspire does not sell or license your Personal Information to a third-party for that third party's own direct marketing purposes.

YOUR PRIVACY CHOICES & TRACKING TECHNOLOGIES.

Most browsers will allow you to erase cookies from your computer hard drive, block acceptance of cookies, or receive a warning before a cookie is stored. You may also be able to refuse certain web beacons by adjusting the settings on your browser or email software. Please refer to your browser or email software instructions or help screen to learn more about these functions. **Note** that if you disable or refuse cookies, some parts of the Sites may be inaccessible or not function properly.

ACCESSING AND CORRECTING YOUR INFORMATION.

Should you wish to access, amend, correct, or delete any Personal Information about you, please contact info@Nuspire.com. Nuspire will use commercially reasonable efforts to respond to such requests within thirty days, except where the burden or expense of providing access or requested changes would be disproportionate to the risks to your privacy in the case in question. Please note that your ability to use, and Nuspire's ability to provide, the Services may depend upon the use of your Personal Information. As such, you agree that Nuspire will not be liable for any inability to provide all or a portion of the Services that may result from Nuspire's compliance with any request to amend, correct or delete any of your Personal Information.

UNSUBSCRIBING FROM COMMUNICATIONS.

If you no longer wish to receive Newsletters, Support-Related Emails or other promotional communications, you may opt-out of receiving them by emailing info@Nuspire.com. In order to ensure the integrity, security and operation of our systems and networks, we do not allow you to unsubscribe from Service Notices.

APPLICABILITY

This Privacy Policy applies to Sites and Services that make specific reference to or contain a link to this Policy. It does not apply to Nuspire sites, services and products that do not display or link to this statement or that have their own privacy statements. If you are interested in Nuspire's privacy practices in connection with some of its specific internet monitoring tools, please contact us for a copy of our Network Performance and Cybersecurity Tools Privacy Policy.

SECURITY

Nuspire has implemented policies that include administrative, technical, and physical safeguards designed to help protect Personal Information against unauthorized access, use, or disclosure. While Nuspire strives to protect your privacy, due to many reasons, including the inherent security flaws in the internet, Nuspire *cannot guarantee the security* of any information you disclose to us and, as such, you agree that your disclosure of such information is at your own risk.

INFORMATION PROCESSED BY NUSPIRE'S CLIENTS

Our clients may provide us with Personal Information belonging to their customers or other third parties in connection with their use of our services. Nuspire does not control the content or nature of the information processed by our clients in connection with their use of our services. An individual who seeks access, or who seeks to correct, amend, or delete inaccurate Personal Information processed by one of our clients should direct his/her request to the client (the data controller) directly.

PUBLIC FORUMS

Nuspire may make chat rooms, forums, message boards, and/or news groups available to its users. Please note that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information.

CHANGES TO PRIVACY POLICY

We reserve the right to modify this Privacy Policy from time to time. We will post any changes to this Privacy Policy on this page and, if the changes are significant, we will provide a more prominent notice which may include sending notice to you by email or posting notice of such changes on Nuspire's home page (www.Nuspire.com).

CONTACT INFORMATION

If you have any questions regarding this Privacy Policy, Nuspire may be contacted at:

By email:
info@nuspire.com

By mail:
Nuspire, LLC
3155 Dallavo Ct
Commerce, MI 48390
Attn: Privacy