

# KP Dashboard User Privacy Policy

## V.2 Effective Jan 1, 2022

We at KP Dashboard know you care about your privacy, and so do we. We have developed this Privacy Policy to describe the types of Personal Information we may collect, how we may use and share that information, and how we protect it. By using, accessing, or purchasing our applications, products/services, and/or websites (the “KP Dashboard Offerings”), you agree to the terms of this Privacy Policy. We are not in the business of selling Personal Information about you to advertisers or spammers.

“Personal Information” is any information that relates to you, and which, alone or in combination with other information, could reasonably be used to identify you.

We may make changes to this Privacy Policy from time to time, so please review it frequently. We will indicate at the top of the policy when it was most recently updated and, if the changes are significant, we will provide more prominent notice.

### **Information We Collect**

We may collect or receive Personal Information about you in various ways, depending on which of our applications and websites you use and how you interact with us.

### **Information You Provide**

You may choose to submit Personal Information and other information to us by purchasing or interacting with the KP Dashboard Offerings, such as when you create and manage a user account, join or connect with a network, request technical support services, request information or support from us, communicate with us by email, telephone, or online chat, upload information through the KP Dashboard Offerings, subscribe to newsletters or other subscription services, register for training or conferences, purchase products and services, submit job applications, or participate in surveys.

For certain of the KP Dashboard Offerings, we ask you to provide information including:

- Basic personal details (e.g., your name, title, and gender);
- Contact details (e.g., your email address, postal address, and phone number);
- Professional details (e.g., your company or organization name and any professional organization memberships);
- Usernames or URLs;
- Payment details (e.g., credit card information, bank account, etc.)
- Your photo; and
- Any other Personal Information you choose to provide us (e.g., in communications with technical support services, marketing teams, or during the provision of products/services).

- Some of the information is necessary for us to provide particular KP Dashboard Offerings or to best tailor particular KP Dashboard Offerings to your needs. As a result, our ability to deliver the KP Dashboard Offerings to you may be affected by your not providing certain information.
- When you access or use KP Dashboard Offerings, we may collect certain information about your device and your use of the KP Dashboard Offerings. Such information may include:
  - information, including version information, about the web browser or application you are using;
  - products/services you purchased, with related pricing;
  - if you are using a mobile device, the model of the device and its operating system;
  - crash data;
  - a unique identifier we assign to you;
  - your IP address; and
  - information about your usage of the KP Dashboard Offerings, including what functions or pages you use, the frequency of your use, links that you click on, and how often you log in.

#### **Information We Collect From Other Sources**

We may also collect these categories of information from sources other than directly from you. In particular, we collect this information from publicly available sources (such as your employer's website or professional social networks such as LinkedIn), and may obtain Personal Information from third party data providers which maintain lists of individuals' contact information. Other users of the KP Dashboard Offerings may provide information about you when they submit content through the KP Dashboard Offerings. For example, you may be mentioned in a technical support case opened by someone else. Similarly, an administrator may provide your personal data such as when they designate you as the billing or technical contact on your company's account.

Please note that we may also have access to information about you that our customers may upload to our cloud services.

#### **Cookies and Similar Technologies**

When you use our websites, we may collect certain information by automated means, such as cookies. A "cookie" is a file that websites send to a visitor's computer or other Internet-connected device to uniquely identify the visitor's browser or to store information or settings on the device. The information we collect in this manner enables us to better serve you when you return to our sites - for example, it can "remember" your email address to save you having to enter it manually upon your return. We also use cookies to track responses to our marketing materials, such as emails and online advertisements. Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. For more information about KP Dashboard's own cookies, please email [support@KPDashboard.com](mailto:support@KPDashboard.com).

Some of our websites may also feature cookies associated with certain unaffiliated companies. For example, we partner with other companies to provide you with connections to certain social networks, such as Facebook and Twitter, and may provide you with additional features such as YouTube videos. By

engaging with such other companies' sites, for instance, by clicking the Facebook "Like" button found on our Site, such companies may place session or persistent cookies on your device. This may allow these third-parties to collect information about your online activities over time and across websites. The use of these cookies is subject to such third-parties' own cookie policies, which KP Dashboard strongly recommends you review.

#### Web Analytics and Interest-Based Advertising

We may use web analytics services on our websites, such as those of Google Analytics. The service providers that administer these services use technologies such as cookies to help us analyze how visitors use the site. The information collected through these means (including IP address) is disclosed to or collected directly by these service providers, who use the information to evaluate use of the website or for advertising purposes, as described below.

Some of our online advertising takes place through Google Display Advertising. As part of this program, we use Google Analytics features such as Retargeting. In connection with that feature and others offered by ad networks, we and the operators of ad networks, including Google, may use third-party cookies (such as the DoubleClick cookie) – and in some cases first-party cookies (such as the Google Analytics cookie) – to inform, optimize, and serve ads across the internet based on a user's past visits to our website.

You can opt out of Google Analytics for Display Advertising or customize Google Display Network ads using the [Google Ads Preferences Manager](#). To disable Google Analytics in general, please download the browser add-on for the deactivation of Google Analytics provided by Google at <https://tools.google.com/dlpage/gaoptout>. To learn more about other ad networks, including how to opt out, [click here](#).

#### Do Not Track

Some web browsers and mobile devices incorporate a "do not track" feature that, when enabled, signals to websites and online services that you do not wish to be tracked. Because there is not yet an accepted standard for how to respond to such a do-not-track signal, we do not recognize or respond to these signals.

### How We Use the Information We Collect

We may use the information we collect from you to:

- provide products/services to you;
- bill/invoice you;
- manage any accounts that you may have with us;
- validate your identity;
- send personalized marketing messages via email, post and telephone to you. Where required by applicable law, we will only send these messages with your consent, and you have the right to opt out of receiving marketing by contacting us;

- serve relevant advertising on our site and third-party sites related to our products and services which are personalized to your interests;
- provide you with notice of product releases, special events, trainings, promotions or other matters relevant to you;
- respond to your inquiries;
- improve the services you receive from us;
- solicit your feedback;
- prevent you from having to re-enter Personal Information about you on future visits to our websites or subsequent use of our applications;
- facilitate your access to third-party services and resources;
- keep track of your activities in our software platform;
- process your payments and purchases;
- operate, evaluate and improve our business (including developing new products and services; enhancing and improving our services; managing our communications; analyzing our products; performing data analytics; and performing accounting, auditing and other internal functions);
- detect and prevent fraud and other unauthorized activity and enforce our terms of use; and
- comply with applicable legal requirements, relevant industry standards and our policies.

We also use the information we obtain about you in other ways for which we provide specific notice at the time of collection.

## **How We May Share Information**

We disclose information about you: (i) to our third-party service providers; (ii) if we are required to do so by law, regulation or legal process (such as a court order or subpoena), (iii) in response to requests by government agencies, such as law enforcement authorities, (iv) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity (v) to protect our legitimate business interests or (vi) in any other case, with your consent. We also reserve the right to transfer any information we have about you in connection with any sale or transfer of all or a portion of our business or assets, including in the event of a reorganization, dissolution or liquidation.

## **Privacy Shield Notice**

Disclosures of information under this Privacy Policy will involve the use of Personal Information in the U.S. and other countries whose data protection laws may not be regarded as providing the same level of protection as those of the country in which you live. KP Dashboard Corporation (collectively referred to as “We” in this section) comply with the E.U.-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of Personal Information transferred from the E.U., U.K., and Switzerland to the U.S. in reliance on Privacy Shield.

As described above, we may use third-party service providers to perform services on our behalf. If We transfer personal information received under the Privacy Shield to a third party, the third party's access, use, and disclosure of the personal data must also be in compliance with our Privacy Shield obligations, and We will remain liable under the Privacy Shield for any failure to

do so by the third party unless We prove We are not responsible for the event giving rise to the damage.

To learn more about the Privacy Shield Framework, and to view our certification, please visit <https://www.privacyshield.gov/>.

The U.S. Federal Trade Commission has jurisdiction over our compliance with the Privacy Shield. If you have any comments or inquiries about this Privacy Policy, please see our contact details below.

## **How We Protect Your Personal Information**

We will maintain administrative, technical and physical safeguards designed to protect the Personal Information you provide against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. We will expect you to share his responsibility in your use of our software.

We also ensure that, in compliance with applicable law, we do not retain Personal Information longer than necessary. We will keep personal data about you for as long as we have a relationship with you, for example as long as you wish to keep receiving marketing messages from us, or as long as you are a customer (and for a reasonable period thereafter). When determining how long to retain Personal Information after we no longer have a relationship with you, we take into account how long our customers usually want to continue hearing from us, our legal obligations and the expectations of regulators, as well as the length of time information is needed for internal audit purposes and to exercise or defend our legal rights.

## **Links to Other Websites**

The KP Dashboard Offerings may contain links to websites maintained by third parties, whose information and privacy practices differ from ours, including, for example, websites that process online payments. We are not responsible or liable for the content of any such websites, any use of such websites or the information or privacy practices employed by the providers of such websites. We encourage you to read the privacy statements of all third-party websites before using such websites or submitting any Personal Information or any other information on or through such websites.

## **Not for Use by Children**

The KP Dashboard Offerings are not directed to, and we do not knowingly contact or collect Personal Information from individuals under the age of thirteen. If you are under the age of thirteen, the KP Dashboard Offerings are not intended for you, you should not use them, and you should not provide us with any Personal Information.

## **Access and Correction**

To request a copy of the Personal Information we maintain about you, update or correct inaccuracies in that information, or request that we remove your Personal Information from our systems and stop contacting you at any time, please send an email to [privacy@KPDashboard.com](mailto:privacy@KPDashboard.com) that details your request and includes your exact name, physical address and email address. You also have in particular circumstances the right to object to our uses of your Personal Information, the right to restrict our uses

of your Personal Information, and the right to have personal data transmitted in electronic form to you or to a third party (the right of “data portability”).

## How to Contact Us

If you have any comments or inquiries about this Privacy Policy, if you would like to update information we have about you or to exercise your rights, you may contact us by sending an email to [privacy@KPDashboard.com](mailto:privacy@KPDashboard.com).

We are committed to working with you to obtain a fair resolution of any complaint or concern about privacy. If, however, you believe that we have not been able to assist with your complaint or concern, you have the right to make a complaint to the data protection authority in the country in which you live via their website.