Peril Protect, LLC  
Privacy Policy  
Effective: March 25, 2020

We respect your privacy and confidential nature of information we collect about you in connection with our smart-home technology protection services (the “Peril Protect System”). This privacy policy describes how we may use, disclose, and maintain information we collect when you visit, use, interact with, or otherwise access our website, any related social networking site or page, any associated mobile application, a Peril Protect branded call center (collectively, our “Interfaces”) and/or any combinations of hub, water sensors, text alerts, various content, features, materials, products, and customer support services we provide or that may be offered or available in connection with any of our Interfaces or the Peril Protect System (collectively, the “Services”). This privacy policy is not intended to create any contractual or other legal right in or on behalf of any individual or entity. This privacy policy does not apply to any website, product, or service that is not owned or operated by us.

1. UPDATES TO OUR PRIVACY POLICY

We may change this privacy policy at any time and for any reason. Periodically, we may update this privacy policy to reflect changes in our privacy practices without prior notice to you. We will alert you of any changes by revising the date at the top of this policy. Please review this policy each time you access any of our Interfaces to stay informed of our current privacy practices.

2. INFORMATION WE MAY COLLECT

We collect and maintain certain information about you (“Personal Information”). Depending on your use of our Interfaces and the Services, the types of Personal Information we may collect include:

a. Contact information and emergency contact information that you provide to us, including names, phone numbers, emails, mailing address, and street address.

b. Account information, such as website user name, password, and other login information used to access our Interfaces and the Services.

c. Set up information in connection with the Services, such as the total square footage of your home or business, water sensor locations, and appliance types or other devices being monitored via the Peril Protect System.

d. Payment details, including information related to your payment method (e.g. valid credit card or debit card number, card brand, expiration date) that we may collect in connection with your subscription to the Peril Protect System or when you request information or the Services; however, we do not view or store your payment card information. All payment card data you provide to us through our website or an associated mobile application is handled by a third party payment processor.

e. Credit history, payment history, and other information about prior transactions and from consumer-reporting agencies, third-party service providers, and public records.

f. Social network information when you access our Interfaces from a social network (such as Facebook) or connect to a social network from our Interfaces, including your name, your social network username or identifier, gender, birthdate, email address, profile picture, user identification numbers and other public data for your contacts. By using this functionality, you give us permission to access all of the elements of your social
network information that you made available to share and to use it in accordance with the terms of use of such social networking site.

g. Device data our servers automatically recognize when you access our Interfaces, such as your IP address, Internet service provider (ISP), operating system and browser type, access date and time, and the address of a referring website. Information may also be collected about your native actions that are integral to our website including liking, sharing, or replying to a post as well as other interactions with our Interfaces or the Services via server log files. If you access our Interfaces or the Services from a mobile device, we may also collect data about the type and location of the mobile device.

h. Information collected via mobile device IDs and other similar tracking technologies to identify and recognize you.

i. Location-based data that is collected by some features of our Interfaces and the Services, such as signals from water sensors used to alert you of water leaks, and generic location data.

j. Other Personal Information you provide to us, such as through our “Contact Us” feature or customer support tools on our website or via a Peril Protect branded call center.

3. HOW WE MAY USE YOUR INFORMATION

Your Personal Information will be used to provide and support the Peril Protect System. Having accurate information about you permits us to understand your needs and provide you with better customer service, and in particular, we use your Personal Information to:

a. Provide our Interfaces and the Services to you in connection with your subscription to the Peril Protect System and provide customer support.

b. Notify you of new features or enhancements to the Peril Protect System and updates to our Interfaces and the Services.

c. Fulfill and manage orders and payments in connection with your subscription to the Peril Protect System.

d. Increase the efficiency and operation of our Interfaces and improve the Services.

e. Enable you to interact or communicate with certain third-party sites within our Interfaces (e.g. to link to contractors who are available to perform water damage restoration and repair services).

f. Personalize your experience with our Interfaces and the Services.

g. Periodically send you promotional messages about the Peril Protect System, our Interfaces, the Services, special offers, or other information that we think you may find interesting.

h. Periodically, we may also use your Personal Information to contact you for market research purposes.

i. Compile anonymous statistical data and analysis for use internally or with third parties.

j. Prevent fraudulent transactions and monitor against theft or misuse of your Personal Information.

k. Assist law enforcement, respond to subpoenas, and comply with other applicable legal requirements.
4. **HOW WE MAY SHARE YOUR INFORMATION**

We do not sell your Personal Information and we may share your Personal Information as described in this privacy policy. In order to provide and support the Peril Protect System, we may disclose your Personal Information as follows:

- a. We may share your Personal Information with our affiliated companies.

- b. We may share your Personal Information with third parties that perform services for or on our behalf, such as customer service, marketing, order fulfillment, payment processing, and data analytics.

- c. We may share your Personal Information to enable you to connect with third-party contractors and other repair and remediation service providers.

- d. Your Personal Information may be shared to the fullest extent permitted by law if we believe the release of your Personal Information is reasonably necessary to respond to legal process, a subpoena, or as similar request for information, a court order, or other legal obligation; cooperate with a request from law enforcement or other governmental agency in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud, or other wrongdoing; protect and defend the rights, property, or safety of Peril Protect, our customers, our employees, and others; or detect, investigate, and help prevent data security threats or other malicious activity.

- e. We may allow selected third parties to use tracking technologies on our Interfaces, which would enable them to collect information about how you interact with our Interfaces over time. We may also use such information to, among other things, track and analyze data, determine the popularity of certain content, and better understand online activity.

- f. We may share your Personal Information with third parties for purposes other than as described in this privacy policy with your consent or, as permitted by law, we may share your Personal Information with third parties for marketing purposes with an opportunity for you to withdraw consent.

- g. If we reorganize or otherwise transfer part or the whole of our Interfaces, Services, or our assets to another organization (such as in the course of a merger, dissolution, liquidation), your Personal Information will likely be shared with our successor entity.

- h. We may share anonymized data in a way that does not directly identify you for statistical analysis and other business purposes. For example, if we were to share data about water damage mitigation and reduced claims costs in connection with the Peril Protect System, we could share such information in a way that would not identify you or may combine data about you with other customers.

5. **RIGHT TO ACCESS YOUR INFORMATION**

You may request access to your Personal information by submitting a written request for the following:

- The categories of your Personal Information that we collected.
- The categories of sources from which your Personal Information is collected.
- The specific pieces of your Personal Information that we collected.
• The business purpose for collecting your Personal Information.
• The categories of your Personal Information that we disclosed for business purposes.
• The categories of third parties with whom we shared your Personal Information.

Upon receipt of a verifiable request from you, we will promptly take steps to disclose and deliver the requested information to you in a user-friendly readable and transferable format. Your request must include sufficient details that allow us to properly understand, evaluate, and reply. If we are unable to verify your identity, we will not release your Personal Information or otherwise comply with the request.

6. RIGHT TO BE FORGOTTEN

You may request that we delete any (or all) of your Personal Information that we collected. Upon receipt of a verifiable request from you, we will take steps to delete your Personal Information from our records and direct any service providers to delete your Personal Information from their records or notify you that your request for deletion cannot be honored. We may deny your deletion request if retaining your Personal Information is necessary to:

• Complete the transaction, fulfill our obligations, or keep a record of the transaction for which we collected your Personal Information.
• Reasonably anticipate your Personal Information will be required within the context of our ongoing or former business relationship with you.
• Enable solely internal uses that are reasonably aligned with the expectations of reasonable consumers.
• Comply with legal obligations or any applicable law or regulation.
• Detect security threats, protect against fraud, or other illegal activity.
• Otherwise use your Personal Information in a lawful manner for internal purposes only in a way that is compatible with the business context in which you provided the information.

7. INFORMATION SECURITY

We use administrative, physical, and technical safeguards to protect and secure the Personal Information we collect. Please be aware, however, that despite our efforts, no security measures are perfect or impenetrable and no method of information transmission can be guaranteed against any interception or other type of misuse. As a result, we cannot guarantee the security of your Personal Information while it is in transit over the Internet or mobile networks and any such transmission is at your own risk. Communications sent to us by email are not encrypted and we advise against communicating Personal Information in this way.

8. INFORMATION ABOUT CHILDREN

The Peril Protect System is intended for adults in general and not directed to children. We do not knowingly solicit Personal Information from or market to children under age 18. If you are at least 13 years old but not yet 18 years of age, do not access or use our Interfaces or Services without permission from your parent or guardian. If you are under age 13, do not submit Personal Information via our Interfaces. We encourage parents and legal guardians to help enforce our privacy practices. If you become aware that we collected Personal Information about a child under age 13, please contact us. If you are younger than age 18, reside in California, and have a registered account with us, you have the right to request removal of unwanted data that you publicly posted on our Interfaces. To request removal of such data, please contact us and include a statement that you reside in California. While we will make
sure your Personal Information is not publicly displayed on our Interfaces, please be aware that such information may not be completely or comprehensively removed from our systems.

9. MARKETING PREFERENCES

We give you choices about our use and disclosure of your Personal Information for marketing purposes. You may restrict our use of your Personal Information in the following ways:

a. We may contact you via email or social media messages if you have requested information about any of the Services. To stop receiving promotional emails, follow the unsubscribe instructions in our email and/or social media message. We will process your request as soon as it is reasonably practical. Please note that if you are our customer, we may still send you administrative and transactional messages about the Services and alerts, such as if a water leak is detected or a water sensor battery is low.

b. We may contact you via your cell phone by call, automated voicemail, SMS, and/or text message if you have requested information about the Services and provided us with a cell phone number. However, if your number is registered on the “Do Not Call List,” we will use reasonable efforts not to make any promotional calls or texts to you without your written permission.

10. COOKIES AND TRACKING TECHNOLOGIES

Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes, and dislikes by gathering and remembering information about your preferences. Log files, tags, and tracking technology is useful for gathering data such as browser type and operating system, tracking the number of visitors to our Interfaces, and understanding how visitors use our Interfaces and the Services. Our Interfaces, service providers, and permitted advertisers may use cookies, web beacons, tracking pixels, and other tracking technologies depending on the features offered. Overall, cookies help us provide you with a better online experience by enabling us to monitor which pages and features you find useful and which you do not. A cookie in no way gives us access to your computer or mobile device or any information about you, other than the data you choose to share with us.

Aggregate cookie and tracking data may be shared with third parties. Also, some content on our Interfaces may be provided by third parties that use cookies in conjunction with other tracking technologies to collect data about you when you use our Interfaces and the Services, which enables them to provide targeted advertising to you. We do not control these third parties’ tracking technologies or how they may be used. We may display certain advertising offers on our Interfaces or allow service providers or other third parties to advertise on our Interfaces. Additionally, we may use third party software to implement electronic marketing campaigns and manage other interactive marketing initiatives. This third party software may use cookies or similar tracking technology to help manage and optimize your online experience with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of our Interfaces and the Services.

11. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems include a Do-Not-Track (“DNT”) feature or setting you can activate to signal your privacy preference not to have information about your online activities monitored and collected. No uniform technology for recognizing and implementing DNT signals has been finalized and we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked
online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy policy.

12. THIRD PARTY PRACTICES

Our Interfaces may contain links to third party websites of interest. Additionally, through our Interfaces, you may choose to connect to certain third party services (such as contractors who perform water damage restoration and repair services). It is our intent to provide links and connections only to other quality websites and other third parties; however, once you leave our Interfaces, we do not have any control over any third parties. Therefore, we cannot be responsible for the protection and privacy of information you may provide to third parties. We are not responsible for the privacy and security practices of any third parties, including other websites, applications, or services that may be linked or connected to or from our Interfaces.

13. CONTACT US

If you have questions or comments about this privacy policy or if you wish to request access to or deletion of your Personal Information, please email us at: support@perilprotect.com or call us at: 1-833-708-0805.