

Blue River Technology Privacy Policy

Last Updated: August 18, 2017

This Privacy Policy explains our practices regarding the collection, use and disclosure of information that we receive through our website located at <http://www.bluerivertechnology.com/> (the “Site”). This Privacy Policy does not apply to any third-party websites, services or applications, even if they are accessible through our Site.

Revisions to this Privacy Policy

Any information that is collected via our Site is covered by the Privacy Policy in effect at the time such information is collected. We may revise this Privacy Policy from time to time. If we make any material changes to this Privacy Policy, we’ll notify you of those changes by posting them on the Site or by sending you an email or other notification, and we’ll update the “Last Updated Date” above to indicate when those changes will become effective.

Collection and Use of Information

Information Collected or Received from You

Our primary goals in collecting information are to provide and improve our Site, to administer your use of the Site, and to enable you to enjoy and easily navigate our Site.

Mailing List and “Contact Us” Links. When you subscribe to our e-mailing list or submit a question through our “Contact Us” link at the bottom of our Site, we’ll collect certain information that can be used to identify you, such as your name and/or email address (“PII”).

Information Collected Using Cookies and other Web Technologies. Like many website owners and operators, we use automated data collection tools such as Cookies and Web Beacons to collect certain information.

“**Cookies**” are small text files that are placed on your device by a web server when you access our Site. We may use both session Cookies and persistent Cookies to identify that you’ve logged in to the Site and to tell us how and when you interact with our Site. We may also use Cookies to monitor aggregate usage and web traffic routing on our Site and to customize and improve our Site. Unlike persistent Cookies, session Cookies are deleted when you log off from the Site and close your browser. Although most browsers automatically accept Cookies, you may be able to change your browser options or use browser add-ons to stop automatically accepting Cookies or to prompt you before accepting Cookies. Please note, however, that if you disallow Cookies, you may not be able to access all portions or features of the Site. Some third-party Site providers that we engage (including third-party advertisers) may also place their own Cookies on your device. Note that this Privacy Policy covers only our use of Cookies and does not include use of Cookies by such third parties.

“**Web Beacons**” (also known as web bugs, pixel tags or clear GIFs) are tiny graphics with a unique identifier that may be included on our Site for several purposes, including to deliver or communicate with Cookies, to track and measure the performance of our Site, to monitor how many visitors view our Site, and to monitor the effectiveness of our advertising. Unlike Cookies, which are stored on the device, Web Beacons are typically embedded invisibly on web pages (or in an e-mail).

Information Related to Use of the Site. Our servers automatically record certain information about how a person uses our Site (we refer to this information as “**Log Data**”). Log Data may include information such as a user’s Internet Protocol (IP) address, browser type, operating system, the web page that a user was

visiting before accessing our Site, the pages or features of our Site to which a user browsed and the time spent on those pages or features, search terms, the links on our Site that a user clicked on and other statistics. We use Log Data to administer the Site and we analyze (and may engage third parties to analyze) Log Data to improve, customize and enhance our Site by expanding their features and functionality and tailoring them to our users' needs and preferences. We may use a person's IP address to generate aggregate, non-identifying information about how our Site is used.

Information Sent by Your Mobile Device. We may collect certain information that your mobile device sends when you use our Site, like a device identifier, user settings and the operating system of your device, as well as information about your use of our Site.

Information that We Share with Third Parties

We will not share any PII that we have collected from or regarding you except as described below:

Information Shared with Our Services Providers. We may engage third-party services providers to work with us to administer and provide the Site or other services to you. These third-party services providers have access to your PII only for the purpose of performing services on our behalf.

Information Shared with Third Parties. We may share anonymized or aggregated data we collect from the use of the Site, such as de-identified demographic information, de-identified location information, information about the computer or device from which you access the Site, market trends and other analysis that we create based on the information we receive from you and other users.

Information Shared with Web Analytics Site Providers Google. We use Google Analytics, a service provided by Google, Inc. ("Google"), to gather information about how users engage with our Site. For more information about Google Analytics, please visit www.google.com/policies/privacy/partners/. You can opt out of Google's collection and processing of data generated by your use of the Site by going to <http://tools.google.com/dlpage/gaoptout>.

Information Disclosed in Connection with Business Transactions. Information that we collect from our users, including PII, is considered to be a business asset. Thus, if we are acquired by a third party as a result of a transaction such as a merger, acquisition or asset sale or if our assets are acquired by a third party in the event we go out of business or enter bankruptcy, some or all of our assets, including your PII, may be disclosed or transferred to a third party acquirer in connection with the transaction.

Information Disclosed for Our Protection and the Protection of Others. We cooperate with government and law enforcement officials or private parties to enforce and comply with the law. We may disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate: (i) to respond to claims, legal process (including subpoenas); (ii) to protect our property, rights and safety and the property, rights and safety of a third party or the public in general; and (iii) to stop any activity that we consider illegal, unethical or legally actionable activity.

Your Choices

We offer you choices regarding the collection, use and sharing of your PII and we'll respect the choices you make. Please note that if you decide not to provide us with the PII that we request, you may not be able to access all of the features of the Site.

Opt-Out. We may periodically send you free newsletters and e-mails that directly promote our Site. When you receive such promotional communications from us, you will have the opportunity to "opt-out" (by

following the unsubscribe instructions provided in the e-mail you receive). We do need to send you certain communications regarding the Site and you will not be able to opt out of those communications – e.g., communications regarding updates to this Privacy Policy.

Modifying Your Information. If you want us to delete the PII we have on record for you, please contact us at info@bluerivert.com with your request. We'll take steps to delete your information, but some information may remain in archived/backup copies for our records or as otherwise required by law.

Responding to Do Not Track Signals

Our Site does not have the capability to respond to “Do Not Track” signals received from various web browsers.

The Security of Your Information

We take reasonable administrative, physical and electronic measures designed to protect the information that we collect from or about you (including your PII) from unauthorized access, use or disclosure. Please be aware, however, that no method of transmitting information over the Internet or storing information is completely secure. Accordingly, we cannot guarantee the absolute security of any information.

Links to Other Sites

Our Site may contain links to websites and services that are owned or operated by third parties (each, a “**Third-party Service**”). Any information that you provide on or to a Third-party Service or that is collected by a Third-party Service is provided directly to the owner or operator of the Third-party Service and is subject to the owner’s or operator’s privacy policy. We’re not responsible for the content, privacy or security practices and policies of any Third-party Service. To protect your information we recommend that you carefully review the privacy policies of all Third-party Site that you access.

International Transfer

Your PII may be transferred to, and maintained on, computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you’re located outside the United States and choose to provide your PII to us, we may transfer your PII to the United States and process it there.

Our Policy Toward Children

Our Site is not directed to children under 13 and we do not knowingly collect PII from children under 13. If we learn that we have collected PII of a child under 13 we will take steps to delete such information from our files as soon as possible.

Questions?

Please contact us at info@bluerivert.com if you have any questions about our Privacy Policy.