

## Concept3D, Inc. Privacy Policy

*This policy was last updated on March 26, 2019*

Concept3D, Inc. ("Concept3D" or "we") is committed to protecting the privacy of visitors to our website, [www.concept3d.com](http://www.concept3d.com), and we have created the following policy to disclose our data privacy practices and inform you of your rights. This privacy policy advises our visitors and members of the types of personal and technical information that may be collected on this site and the practices that Concept3D follows with respect to the use and disclosure of such information. Please read this privacy policy carefully to understand how we treat information collected on this site.

If you have any questions, comments or concerns regarding this privacy policy, please contact [privacy@concept3d.com](mailto:privacy@concept3d.com).

### Information We Collect

"Personal Information" refers to information that personally identifies you, such as your name, mailing address, telephone number, email address or Internet Protocol (IP) address. When you visit Concept3D's website and click that you agree to our data processing, you affirmatively consent to our use and disclosure of Personal Information we collect or receive as described in this privacy policy.

We collect Personal Information that you submit to us when you voluntarily communicate with us by email or via this website, create a Tour Builder account, use our mapping platform or other services we provide, or sign up to receive emails or newsletters from us. We may collect certain demographic information including the name of your school, your major, and enrollment dates. We may also obtain Personal Information about you from our affiliates and other third parties, and from publicly available information.

In addition, when you visit our site, we may collect certain information by automated means, such as cookies, as described in more detail below. The information we may collect by automated means includes:

- Information about the devices our visitors use to access the Internet, such as the IP address and the device, browser and operating system type.
- Pages and URLs that refer visitors to our site, and pages and URLs that visitors view once they leave our site.
- Dates and times of visits to our site.
- Information on actions taken on our site, such as page views and site navigation patterns.
- A general geographic location (such as country and city) from which a visitor accesses our site.
- Age range
- Gender

- Search terms that visitors use to reach us.

Our website does not respond to Do Not Track (DNT) signals. Third party applications and plugins, such as social media integration, may treat DNT signals differently.

## **How We Use The Information We Collect**

**Personal Information.** We use the Personal Information collected to provide the software and services requested, help customers access and use our services, respond to customer inquiries, and send communications related to the services. Concept3D also stores client specific information to help link user data to their maps and accounts.

**Anonymous Information.** We use non-personally identifiable information and technical information about your computer and your accessing the website in order to improve your experience while visiting the site.

**Google Analytics.** Information is also collected through Google Analytics to help analyze how users use the website. Google Analytics uses cookies to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the website (including IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the website and to compile statistical reports on website activity for Concept3D. For more information regarding how Google Analytics protects your data, please visit Google's website at [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html).

## **Legal Basis for Collecting Your Information**

Concept3D collects and processes your data to provide the services you have requested or purchased, including web and native applications, and to monitor, evaluate and improve our business and the services we provide. We use your Personal Information to communicate with you concerning services you have requested or purchased, as well as other services we offer that you may be interested in and internet based advertising. Concept3d may also have a legitimate interest in processing data to better understand the needs, concerns, and interests of its customers.

## **When We Share Information**

We may share the information you provide with our affiliates and partners to make you aware of other benefits, products, services or events that may interest you. We may also use third-party suppliers and service providers in connection with our website and make Personal Information available to them to the extent necessary for them to provide services to us. We may use and share with others aggregated and/or anonymous information that we have collected based on web usage data or statistical information that we have compiled about our users. In addition, we may disclose Personal Information to comply with valid legal process such as a search warrant, subpoena, or court order, if we find that a user's actions violate our policies, or to protect our rights and property, or to our affiliates or successors to the relevant portions of our business.

We will disclose your Personal Information to any successor-in-interest, such as a company that acquires us. In the event Concept3D goes through a business transition, such as a merger or acquisition by or with another company, or sale of all or a portion of our assets, your Personal Information will be among the assets transferred. In addition, your Personal Information may be disclosed in any due diligence process conducted relative to a potential business transition as described above.

In addition, we may share Personal Information with companies, organizations, or individuals outside of Concept3D when we have your consent to do so. If you have consented to cookies, you may be retargeted.

### **Subprocessors**

Concept3D uses data subprocessors to assist in providing payment processing, analytics, storage and advertising. A list of the subprocessors that Concept3D currently uses can be requested by contacting us at [privacy@concept3d.com](mailto:privacy@concept3d.com).

### **Web Tools and Cookie Policy:**

We may use various web tools or other technologies that are sent to and stored on a user's hard drive to help us monitor, customize and enhance a user's experience on the website, including:

**Cookies.** A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that website to recognize your browser. Cookies may store unique identifiers, user preferences, and other information. You can set your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies. We use cookies to improve the quality of the website and services, including to store user preferences, to track user trends, and to provide relevant advertising to you. If you have consented to cookies, you may be retargeted with relevant advertising.

**Pixel Tags.** We may use "pixel tags," also known as "web beacons," which are small graphic files that allow us to monitor the use of the website. A pixel tag is a type of technology placed on a website or within the body of an email for the purpose of tracking activity on websites, or when emails are opened or accessed, and is often used in combination with cookies. A pixel tag can collect information such as the IP (Internet Protocol) address of the computer that downloaded the page on which the tag appears; the URL of the page on which the pixel tag appears; the time the page containing the pixel tag was viewed; the type of browser that fetched the pixel tag; and the identification number of any cookie on the computer previously placed by that server.

## **GDPR Compliance**

The General Data Protection Regulation provides certain rights to online users located in EU countries, referred to in the regulation as “data subjects.” You may withdraw your consent to processing of your Personal Information by clicking the Unsubscribe Link at the bottom of this page. If you wish to confirm that Concept3D is processing your Personal Information, or wish to access Personal Information Concept3D may possess about you, please contact us at [privacy@Concept3D.com](mailto:privacy@Concept3D.com). You may also request information about the purpose of the processing; the categories of Personal Information stored; who outside Concept3D might have received the Personal Information; what the source of the information was (if you didn’t provide it directly to us); and how long it will be stored. You have a right to correct (rectify) the record of your Personal Information maintained by Concept3D if it is inaccurate. Subject to certain exceptions, you may request that Concept3D erase that Personal Information or cease processing it by emailing [privacy@Concept3D.com](mailto:privacy@Concept3D.com). You may also request that Concept3D cease using your Personal Information for direct marketing purposes. When technically feasible, Concept3D will, at your request, provide your Personal Information to you or transmit it directly to another data controller. You also have the right to file a complaint with the data protection authority in your country of residence.

## **Security**

Concept 3D maintains appropriate administrative, technical and physical safeguards designed to protect the Personal Information we collect against unauthorized access, disclosure or use. While we have these safeguards in place, no transmission of data over the Internet is guaranteed to be completely secure and we cannot guarantee the security of any information you provide to us.

## **Data Storage and Retention**

Your Personal Information is stored on Concept3D's servers, and on the servers of the cloud-based database management services it engages, located in the United States. Concept3D retains data for the duration of the customer's business relationship with Concept3D, for the purposes indicated in this Privacy Policy, or for such other period as may be permitted or required by law, whichever is longest.

## **Your Ability to Opt-Out of Direct Marketing**

From time to time we may send you information and offers from us or our third-party service providers. You may always choose to not receive our marketing emails by following the instructions at the bottom of each email you receive from us. You may also change your preferences regarding the types of emails you receive from us by contacting us at [privacy@concept3d.com](mailto:privacy@concept3d.com).

## **Links to Other Sites**

This website contains links to third-party websites that are provided for your convenience. Concept3D does not endorse nor is it responsible for the privacy

practices or the content or services of such websites. We recommend that you review the privacy policies and terms of use that govern those websites when you visit them.

### **California Residents**

Under California's "Shine the Light" law, California residents who provide Personal Information in obtaining products or services for personal, family, or household use are entitled to request and obtain from us once a calendar year information about the customer information we shared, if any, with other businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year (e.g. requests made in 2018 will receive information regarding 2017 sharing activities).

To obtain this information, please send an email message to [privacy@concept3D.com](mailto:privacy@concept3D.com) with "Request for California Privacy Information" on the subject line and in the body of your message. We will provide the requested information to you at your e-mail address in response. Please be aware that not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing will be included in our response.

### **Children's Privacy**

This website is directed towards adults. Concept3D does not knowingly collect information from children under the age of 13. If we learn that we have collected Personal Information from a child under the age of 13, we will promptly delete that information. If you believe we have collected Personal Information from a child under the age of 13, please email us at [privacy@concept3D.com](mailto:privacy@concept3D.com).

### **Changes to Our Privacy Policy**

We reserve the right to change this privacy policy from time to time to reflect changes in our business practices. Any changes to this privacy policy, including information collected and the use and disclosure of information, will be posted here. Following any modification, we will revise the "last updated" date at the top of this policy, so be sure to check back periodically for the most current version.

### **How to Contact Us**

You can direct questions regarding this Privacy Policy by emailing us at [privacy@concept3D.com](mailto:privacy@concept3D.com), or by writing to Concept3D, Colorado 3858 Walnut St, Ste 212, Denver, CO 80205, attention: Caitlin Finn.

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