

PRIVACY POLICY
Revised: August 19th, 2019

The purpose of this Privacy Policy is to describe how Curatia LLC (“[Curatia](#)”) may collect, use, store, disclose and process (“[process](#)”) your information through your access to or use of Curatia’s online service that, among other things, analyzes and summarizes market intelligence and industry trends from various sources, which Curatia provides through the website at <https://curatia.com/> and associated websites and email newsletters (collectively, the “[Service](#)”).

Your privacy is important to us. Curatia encourages you to read this Privacy Policy in its entirety, but here are a few key points of our privacy practices:

[HOW CURATIA COLLECTS AND USES INFORMATION](#)

When you use the Service, Curatia collects certain information about you, such as your name, zip code, country, email address, telephone number, password and other personal information. You may further provide Curatia messages, media and other content through the Service. Curatia may also use cookies and similar technologies to collect information about your activities on the Service. Curatia will process this information to provide you the Service, to communicate directly with you (including advertising), to conduct research and for other purposes to which you consent.

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[HOW CURATIA MAY SHARE YOUR INFORMATION](#)

Curatia will not sell your information to marketers for use in marketing products or services to you and will only collect and use your information in accordance with this Privacy Policy.

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[HOW CURATIA PROTECTS YOUR INFORMATION](#)

Curatia takes physical, technological and operational measures to protect the information you provide through the Service against loss, theft and unauthorized access, use, disclosure or modification.

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[YOUR RIGHTS OVER YOUR INFORMATION](#)

You may access and modify your personal data through the settings function within the Service. You may contact privacy@curatia.com for additional assistance with your personal data.

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[HOW LONG CURATIA KEEPS YOUR INFORMATION](#)

Curatia will retain your information as long as necessary for the purposes outlined in this Privacy Policy.

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ADDITIONAL PRIVACY INFORMATION

Curatia is located and will process your information in the United States. The Service is not for use by children under the age of 13 years old. Curatia may update this policy from time to time.

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1. GENERAL

(a) **Consent.** By accessing or using the Service, you consent to the processing of your information in accordance with: (i) this Privacy Policy; (ii) any related terms of use or service, end user license agreement, or services agreement, including the terms of any agreement between your company or organization and Curatia through which you access or use the Service (collectively, "Service Terms"); and (iii) as permitted or required by applicable law.

(b) **Interpretation.** For the purposes of this Privacy Policy, the words "such as," "include," "includes" and "including" will be deemed to be followed by the words "without limitation."

2. HOW CURATIA COLLECTS AND USES INFORMATION

(a) **Information That You Provide Directly.** Curatia may ask for or you may provide certain information such as your name, zip code, country, email address, telephone number, password, and other information. Curatia may retain any such information, as well as messages, media (e.g., photos and video), and other content that you send through the Service or that you otherwise provide to Curatia. Curatia processes this information to operate, maintain, improve, and provide the features and functions of the Service, and as further described below.

(b) **Information Collected or Received from Third Parties.** Curatia may receive information about you from third parties. You should always review and, if necessary, adjust your privacy settings on third-party services before linking or connecting them to the Service. Curatia may also collect information about you from Curatia's third-party business associates, publicly-available sources and Curatia's affiliates.

(c) **Analytics information.** Curatia may collect, measure and analyze traffic and usage trends for the Service, and Curatia may use third-party analytics tools, including cloud-based tools, to help Curatia for such purposes ("Analytics Tools"). This allows Curatia to understand, among other things, who is using the Service, how they are using it, and ways to improve the Service. Analytics Tools may use cookies and persistent device identifiers to collect and store information about you, such as time of visit, pages visited, time spent on each page, IP address, and type of operating system used.

(d) **Cookies.** When you access or use the Service, Curatia may send one or more cookies (small text files containing a string of alphanumeric characters) to your device that uniquely identify your browser and enhance your navigation within the Service. A cookie may also convey information to Curatia about how you use the Service (such as the pages you view, the links you click and other actions you take) and allow Curatia or Curatia's third-party business associates to track your usage of the Service. Curatia uses at least two different types of cookies: persistent and session cookies. A persistent cookie remains on your device after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the Service. Persistent cookies can be removed by following your browser's directions for removal of cookies. A session cookie is temporary and is deleted after you close your browser. You can set your browser to refuse all cookies or to notify you when a cookie is being sent. However, some features of the Service may not function properly if cookies are disabled.

(e) **Log File.** Log file information is automatically reported by your browser each time you access a web page or URL. When you access or use the Service, Curatia's servers may automatically record certain log file

information, such as your request, internet protocol (IP) address, browser type, referring/exit pages and URLs, number of clicks and how you interact with links within the Service, domain names, landing pages and pages viewed.

(f) Clear GIFs/Web Beacons. Clear GIFs (also known as web beacons) allow for the tracking of a user's response to an email or usage of a website in a manner that does not reveal personally-identifiable information. Curatia may use clear GIFs or similar technologies to assess responses to emails and usage of the Service, such as tracking when emails are opened and which links are clicked by recipients. You can disable the ability of clear GIFs to capture information by blocking cookies and the automatic loading of images by your browser or email client.

(g) Location Data. When you access or use the Service, Curatia may access, collect, monitor and/or remotely store "location data," which may include GPS coordinates (such as latitude and/or longitude) or similar information regarding the location of your device. Location data may convey to Curatia information about how you browse and use the Service. Some features of the Service, particularly location-based services, may not function properly if use or availability of location data is impaired or disabled.

(h) Commercial Communications. Curatia may use the information Curatia collects or receives to send you service-related notices (such as account verification, technical and security notices). With your consent, Curatia may also use the information to communicate directly with you, such as sending you emails containing newsletters, promotions and special offers.

(i) Use of Certain Service-Type Data. Curatia may process the information described in this Section 2 to: (i) remember information so that you will not have to re-enter it during your visit or the next time you use the Service; (ii) provide custom, personalized content or information; (iii) monitor and improve the effectiveness of the Service; (iv) monitor aggregate metrics, such as total number of visitors, traffic and demographic patterns; (v) diagnose or fix technology problems; (vi) provide advertising to your browser or device; and (vii) conduct research or surveys.

(j) Use of Information with Your Consent. Curatia may further process your information for any other purpose for which you provide consent.

(k) Account Login. If you have an account with the Service and log in while you access or use the Service, the information described in this Section 2 may be processed in a manner that associates such information with your name or contact information.

(l) Combining Information. Curatia may combine any of the information that Curatia collects from or about you with information from other sources and process such combined information in the manner described in this Privacy Policy.

3. HOW CURATIA MAY SHARE YOUR INFORMATION

(a) Affiliates and Service Providers. Curatia will not sell your information to marketers for use in marketing products or services to you, but Curatia may share information about you with service providers that perform services on Curatia's behalf in connection with the Service. Curatia may also share information about you with any of Curatia's affiliates for purposes consistent with this Privacy Policy and the Service Terms.

(b) Your Affiliated Organization. If you are accessing or using the Service through your affiliation with a company or other organization that has entered into an agreement with Curatia for access to and use of the Service (each such agreement, an "Enterprise Agreement"), Curatia may share information about you with that organization in accordance with the applicable Enterprise Agreement and this Privacy Policy.

(c) Business Change. If Curatia becomes involved in a merger, consolidation, acquisition, sale of assets, joint venture, securities offering, bankruptcy, reorganization, liquidation, dissolution or other transaction, or if the

ownership of all or substantially all of Curatia's business otherwise changes, Curatia may share or transfer your information to third parties in connection with such transaction or change in ownership, including as part of the due diligence process conducted by the parties to a potential transaction.

(d) Necessary Disclosure. Regardless of the choices you make concerning your information and to the extent permitted or required by applicable law, Curatia may disclose information about you to third parties to: (i) enforce or apply this Privacy Policy or the Service Terms; (ii) comply with laws, subpoenas, warrants, court orders, legal processes or requests of government or law enforcement officials; (iii) protect Curatia's rights, reputation, safety or property, or that of Curatia's users or others; (iv) protect against legal liability; (v) establish or exercise Curatia's rights to defend against legal claims; or (vi) investigate, prevent or take action regarding known or suspected illegal activities, fraud, violation of the Service Terms, or as otherwise required by law.

(e) Sharing Information. Curatia may share certain service-type information, including information obtained through tools such as cookies, log files, device identifiers, location data and clear GIFs (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks) with Curatia's third-party business associates for the purposes described in Section 2. Curatia may also aggregate or otherwise remove all personally-identifying characteristics from your information and share that aggregated, de-identified data with third parties.

4. HOW CURATIA PROTECTS YOUR INFORMATION

Curatia takes physical, technological and organizational measures to protect the information you provide through the Service against loss, theft, and unauthorized access, use, disclosure or modification. Curatia encrypts your information where applicable and complies with applicable data protection laws, including applicable data breach notification laws, to protect your information. However, Curatia cannot ensure or warrant the security of any information you transmit to Curatia or guarantee that information within the Service will not be accessed, disclosed, altered or destroyed. Communications sent to or from the Service may not be secure. You should use caution whenever submitting information online and take special care in deciding what information you send to Curatia via email.

5. YOUR RIGHTS OVER YOUR INFORMATION

(a) Accessing and Managing Your Personal Data. You may access and modify your personal data through the settings function within the Service. To delete, download or restrict use of your personal data, or for any additional assistance or inquiry regarding such data, please contact privacy@curatia.com. To help protect your privacy and maintain security, Curatia may take steps to verify your identity before granting you access to the personal data. To the extent permitted by applicable law, a charge may apply before Curatia provides you with a copy of any personal data that it maintains about you.

(b) Controlling Your Settings. You can manage settings through the settings function within the Service. You can limit your browser or mobile device from providing certain information by adjusting the settings in the browser, operating system or device. Please consult the documentation for the applicable browser, operating system or device for the controls available to you. You can also stop receiving newsletters and promotional emails from Curatia by following the unsubscribe instructions in those emails. Note that unsubscribe is not available for certain emails, such as those concerning your relationship or dealings with Curatia and those necessary to provide the Service.

(c) Targeted Advertising. You can learn more about targeted ads and your choices to prevent third parties from delivering targeted ads to your browser or device by visiting <http://optout.networkadvertising.org/> and <http://optout.aboutads.info/>. You should be aware that even if you opt out of targeted ads, you may still see ads within the Service, although the ads may not be tailored to your interests.

(d) Do Not Track. At this time, Curatia does not recognize “do not track” signals sent from browsers. Third-party services that Curatia uses may collect personal information about individual users and their activities over time and across different websites. In some cases, you may be able to disable tracking mechanisms, but doing so may disable certain features of the Service. To disable tracking, please consult the documentation for your browser, operating system or device. For some devices, it may not be possible to disable tracking mechanisms. Section 2 of this Privacy Policy provides more detail on how Curatia uses cookies and similar technologies.

6. HOW LONG CURATIA KEEPS YOUR INFORMATION

Curatia will retain your information as long as necessary for the purposes outlined in this Privacy Policy, and for a commercially reasonable time thereafter for backup, archival, fraud prevention or detection, or audit purposes, or as otherwise required by law.

7. YOUR CALIFORNIA PRIVACY RIGHTS

Under California Civil Code Section 1798.83, if you are a California resident and your business relationship with Curatia is primarily for personal, family or household purposes, you may request certain data regarding Curatia’s disclosure, if any, of personal information to third parties for the third parties’ direct marketing purposes. To make such a request, please send an email to privacy@curatia.com with “Request for California Privacy Information” in the subject line. You may make such a request up to once per calendar year. If applicable, Curatia will provide to you via email a list of the categories of personal information disclosed to third parties for their direct marketing purposes during the immediately-preceding calendar year, along with the third parties’ names and addresses. Please note that not all personal information sharing is covered by Section 1798.83’s requirements.

8. ADDITIONAL PRIVACY INFORMATION

(a) International. The Service may be hosted or operated in countries other than the country in which you reside. Those countries may have different data protection laws and regulations from those that apply in your home country. By accessing or using the Service, you authorize Curatia to process and transfer your information in and to the United States and in and to any other country where it operates. Please be aware that the governments, courts, and law enforcement, security or agencies of a particular jurisdiction may be able to obtain access to or disclosure of your information as permitted by the laws of that jurisdiction.

(b) Children’s Privacy. The Service is not directed to children and is intended for use by adults only. Curatia does not knowingly collect personal information from individuals under 13 years of age. If you are under the age of 13, you may not use the Service or submit any personal information through the Service.

(c) Third-Party Services and Services. The Service may reference or provide links to other websites or resources. If you access any website or resources provided by a third party, this Privacy Policy will not apply. Your interactions with such websites and resources are subject to the privacy policies of the third parties that operate them. Please review those policies carefully to understand how those parties will treat your information.

(d) Updates to this Privacy Policy. Curatia may update this Privacy Policy from time to time, and the updated version of this Privacy Policy will be effective upon posting. Please check this page to review the most up-to-date version of this Privacy Policy. By continuing to access or use the Service after an updated version has been posted, you agree that the new policy will apply to you.