



SureUp™, LLC: PRIVACY POLICY

At SureUp™, we pride ourselves on our commitment to protecting your privacy and are determined to keep confidential nonpublic personal information about each user.

The purpose of this *Privacy Policy* is to protect the confidentiality and security of our users' *nonpublic personal information*. SureUp™ has instituted certain technical, administrative and physical safeguards through which SureUp™ seeks to protect this *nonpublic personal information* about current and former users from unauthorized use and access.

We want to be clear about what information we collect and how we use it to deliver our Services to you. We do not sell or share your Personal Information with third parties. In connection with accessing our Services, we may collect information from you which can be used to identify you ("Personal Information"), such as your name, shipping/billing address, email address, phone, username and password.

We may also automatically collect certain usage information when you access our Services ("Usage Data"), such as Internet Protocol ("IP") addresses, log files, unique device identifiers, pages viewed, browser type, any links you click on to leave or interact with our Services, and other usage information collected from cookies and other tracking technologies. For example, we collect IP addresses to track and aggregate non-personal information, such as using IP addresses to monitor the states from which users navigate to our Services. We also collect IP addresses from users when they log into the Services as part of our log-in and security features. In accordance with applicable law, we and our service providers may use commonly-used tools to recognize your visit and track your interactions with our Services such as cookies, web beacons, pixels, local shared objects, and similar technologies (collectively, "Cookies"). Sometimes this tracking is necessary in order for us to provide you the Service you requested. Other times, we combine Usage Data collected from Cookies with that of other customers to improve your and other customers' experience.

From time to time, we may need to share your Personal Information with others, including:

Third Party Service Providers. We may share your information, including Personal Information and Usage Data, with third party service providers who perform various functions to enable us to provide our Services and help us operate our business, such as website design, sending email communications, fraud detection and prevention, customer care, or performing analytics. Our contracts with these third parties require them to maintain the confidentiality of the Personal Information we provide to them, only act on our behalf and under our instructions, and not use Personal Information for purposes other than the product or service they're providing to us or on our behalf.



Response to Subpoenas and Other Legal Requests. We may share your information with courts, law enforcement agencies, or other government bodies when we have a good faith belief we're required or permitted to do so by law, including to meet national security or law enforcement requirements, to protect our company, or to respond to a court order, subpoena, search warrant, or other law enforcement request.

With your Consent. Other than as set out above, we will provide you with notice and the opportunity to choose when your Personal Information may be shared with other third parties.

From time to time we may change or update our Privacy Statements. We reserve the right to make changes or updates at any time.