



## **Inline Digital, Inc. Privacy Policy**

Effective Date: April 25, 2019

### **INTRODUCTION**

This Privacy Policy describes the policies and procedures of Inline Digital, Inc. ("INLINE", "we", "our" or "us") on the collection, use and disclosure of the information of business entities and wholesale customers on the INLINE App (the "App") and the services, features, content or applications we offer (collectively with the app, the "Services"). We receive information about you from various sources, including: (i) if you register for the App and the Services, through your user account on the Services (your "Account"); (ii) your use of the Services generally; and (iii) from third party websites and services. When you use the Services, you are consenting to the collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction and other uses of your information as described in this Privacy Policy.

### **PRINCIPLES OF THE INLINE PRIVACY POLICY**

INLINE does not rent or sell your Personal Information. We don't share your Personal Information with anyone except to comply with the law, to provide a service you have requested, to protect our rights, or as provided in this Privacy Policy. We don't store Personal Information on our servers unless required for the on-going operation of one of our Services.

### **WHAT THIS PRIVACY POLICY COVERS**

This Privacy Policy covers the treatment of personally identifiable information ("Personal Information") gathered when you are using or accessing the Services. This Privacy Policy also covers our treatment of any Personal Information that our business partners share with us or that we share with our business partners. This Privacy Policy does not apply to the practices of third parties that we do not own or control, including but not limited to any third party websites, services and applications ("Third Party Services") that you elect to access through the Service or to individuals that we do not manage or employ. While we attempt to facilitate access only to those Third Party Services that share our respect for your privacy, we cannot take responsibility for the content or privacy policies of those Third Party Services. We encourage you to carefully review the privacy policies of any Third Party Services you access.

### **WHAT INFORMATION DO WE COLLECT?**

The information we gather enables us to personalize, improve and continue to operate the Services. In connection with certain aspects of the Services, we may request, collect and/or display some of your Personal Information. We collect the following types of information from our users.

## **ACCOUNT INFORMATION**

INLINE collects Personal Information, such as your email address, when you create an Account with INLINE to use the Services. You acknowledge that this information may be personal to you, and by creating an account on the Services and providing Personal Information to us, you allow others, including us, to identify you and therefore may not be anonymous.

## **USER CONTENT**

Some features of the Services allow you to provide content to the Services, such as written comments. All content submitted by you to the Services may be retained by us indefinitely, even after you terminate your account, unless the content contains Personal Information, in which case you can request that the content be provided to you and/or deleted. We may continue to disclose such content to third parties in a manner that does not reveal Personal Information, as described in this Privacy Policy.

## **IP ADDRESS INFORMATION AND OTHER INFORMATION COLLECTED AUTOMATICALLY**

INLINE may use analytic tools or services to view aggregate statistics about the usage of the Services. Some of this information is derived from Personal Information. This statistical information is not Personal Information and cannot be tied back to you or your Account.

## **INFORMATION SHARING AND DISCLOSURE**

When you access or use the Services, we collect, use, share, and otherwise process your personal information as described in this Privacy Policy. We process your personal information when you have given consent to the processing and when the processing is necessary:

- For us to provide the Services to you.
- For compliance with a legal obligation.
- To protect the vital interests of yourself or others.
- In the public interest.
- For the purposes of our legitimate interests or those of a third party.

Some of your activity on and through the Services is public by default. This may include, but is not limited to, content you have posted publicly on the app or otherwise through the Services. Such content becomes publicly available and can be collected and used by others. INLINE does not rent or sell your Personal Information.

Please also remember that if you choose to provide Personal Information using certain public features of the Services, then that information is governed by the privacy settings of those particular features and may be publicly available. Individuals reading such information may use or disclose it to other individuals or entities without our control and without your knowledge, and search engines may index that information. We therefore urge you to think carefully about including any specific information you may deem private in content that you create or information that you submit through the Services.

We do not use your email address or other Personal Information to send marketing messages unless you've opted in to receive such messages. We may, however, use your email address without further consent for non-marketing or administrative purposes (such as notifying you of major Site changes, or for customer service purposes). We use both your Personal Information and certain non-personally-identifiable information (such as anonymous user usage data, etc.) to improve the quality and design of the Site and to create new features, functionality, and services by storing, tracking, and analyzing user preferences and trends.

As stated above, we do not currently collect financial information.

INLINE will not share Personal Information about you with other people or other companies without your consent except to provide products or services you've requested and in the following circumstances:

INLINE may be required to disclose Personal Information and/or non-personally identifiable information under special circumstances, such as to comply with state and federal laws (such as U.S. Copyright Law), subpoenas, warrants, court orders or legal process or to establish or exercise our legal rights or defend against legal claims.

It may be necessary to share information in order to investigate, prevent, or take action regarding suspected or actual illegal activities, including without limitation, fraud, situations involving potential threats to the physical safety of any person, violations of INLINE's Terms, or as otherwise permitted or required by law.

INLINE reserves the right to disclose Personal Information and/or non-personally-identifiable information that INLINE believes, in good faith, is appropriate or necessary to enforce our Terms, take precautions against liability, to investigate and defend itself against any third-party claims or allegations, to assist government enforcement agencies, to protect the security or integrity of our Site, and to protect the rights, property, or personal safety of INLINE, our users or others.

We will transfer information about you if INLINE is acquired by or merged with another company. In this event, INLINE will notify you by email or by putting a prominent notice on the Site before information about you is transferred and becomes subject to a different privacy policy. In the event that INLINE is acquired by or merged with a third party entity, we reserve the right, in any of these circumstances, to transfer or assign the information we have collected from our users as part of such merger, acquisition, sale, or other change of control. In the unlikely event of our bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, we may not be able to control how your Personal Information is treated, transferred, or used.

INLINE may share demographic information with business partners, such as "53% of users who regularly use INLINE are apparel brands" or the like. No Personal Information will ever be used without your permission when sharing such demographic information (i.e. we will ask you for a quote or testimonial).

INLINE may contract with various third parties who help us provide and maintain the Site or the Services (our "Agents"). We may need to share Personal Information with our Agents in order to provide products or services to you. Unless we tell you differently, our Agents do not have any right to use Personal Information or other information we share with them beyond what is necessary to assist us. You hereby consent to our sharing of Personal Information with our Agents. We will use commercially reasonable efforts to prevent such third parties from disclosing your Personal Information, except for the purposes of providing the services in question. We cannot, however, guarantee that such third parties will not disclose our Personal Information and will not be liable for any unauthorized use or disclosure by any third party.

We limit access to Personal Information about you to employees who we believe reasonably need to come into contact with that information to provide products or services to you or in order to do their jobs.

#### [EDITING AND DELETING ACCOUNT INFORMATION](#)

You can delete your Account username at any time. You can edit and change other Account information at any time. You can delete your Account at any time by contacting an employee of INLINE; however, please note that your identification and contact information may remain in INLINE's records for some period. If you delete your Account, any association between your Account and information we store will no longer be accessible through your Account. However, given the nature of sharing on the Services, any public activity on your Account prior to deletion will remain stored on our servers and will remain accessible to the public unless requested to be removed.

#### [DATA SECURITY AND CHANGE OF CONTROL](#)

Your Account information is password-protected. You need to prevent unauthorized access to your Account and Personal Information by selecting and protecting your password appropriately and limiting access to your tablet device by signing off after you have finished accessing your Account. INLINE uses commercially reasonable physical, managerial, and technical safeguards, such as commercially available encryption protocols, to preserve the integrity and security of your Personal Information. We cannot, however, ensure or warrant the security of any information you transmit to INLINE and you do so at your own risk. Once we receive your transmission of information, INLINE makes commercially reasonable efforts to ensure the security of our systems. However, please note that this is not a guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. If INLINE learns of a security systems breach, then we may attempt to notify you electronically so that you can take appropriate protective steps. INLINE may post a notice on the Site if a security breach occurs. Depending on where you live, you may have a legal right to receive notice of a security breach in writing. To receive a free written notice of a security breach (or to withdraw your consent from receiving electronic notice) you should notify us.

#### [WHAT INFORMATION OF MINE CAN I ACCESS?](#)

If you are a registered user, you can access information associated with your Account by logging into the Services. California Privacy Rights: Under California Civil Code sections 1798.83-1798.84, California

residents are entitled to ask us for a notice identifying the categories of personal customer information which we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. If you are a California resident and would like a copy of this notice, please submit a written request to the following address: 54 Noll St. Apt 323 Brooklyn, NY 11206.

#### WHAT CHOICES DO I HAVE REGARDING MY INFORMATION?

You can delete your Account. Please note that we will need to verify that you have the authority to delete the Account, and activity generated prior to deletion will remain stored by us and may be publicly accessible.

You can ask us to confirm whether or not your personal information is being processed and, if so, to provide you with access to the information and an explanation of the purposes of the processing, the categories of personal data concerned, the categories of recipients of the data, and the period for which the data are stored. You can also withdraw your consent or object to the processing of your personal information, request that we correct or delete your personal information, or obtain a copy of your personal information from us.

#### CHANGES AND UPDATES TO THIS PRIVACY POLICY

This Privacy Policy may be revised periodically with or without notice to you and this will be reflected by the "effective date" above. Please revisit this page to stay aware of any changes. In general, we only use your Personal Information in the manner described in the Privacy Policy in effect when we received the Personal Information you provided. Your continued use of the Services constitutes your agreement to this Privacy Policy and any future revisions. For revisions to this Privacy Policy that may be materially less restrictive on our use or disclosure of the Personal Information you have already provided to us, we will attempt to obtain your consent before implementing such revisions with respect to such information.

#### WHAT IF I HAVE QUESTIONS OR CONCERNS?

If you have any questions or concerns regarding privacy using the Services, please send us a detailed message to either [ben@inlinedigital.io](mailto:ben@inlinedigital.io) or [grant@inlinedigital.io](mailto:grant@inlinedigital.io). We will make every effort to resolve your concerns.

#### CHILDREN'S PRIVACY

Company's website and services are intended for use strictly by adults. We do not knowingly solicit or collect personal information from children under the age of 13. If we learn that any personal information has been collected inadvertently from a child under 13, we will delete the information as soon as possible. If you believe that we might have collected information from a child under 13, please contact us at either [ben@inlinedigital.io](mailto:ben@inlinedigital.io) or [grant@inlinedigital.io](mailto:grant@inlinedigital.io).

