

# PRINCETON CLIMATE ANALYTICS, INC.

## PRIVACY POLICY

***Last Updated: December 16, 2019***

In this Privacy Policy (“Policy”), we describe how Princeton Climate Analytics, Inc. (“PCA” or “we,” “our,” “us”) collects, uses, and discloses information that we obtain about visitors to our website [www.princetonclimate.com](http://www.princetonclimate.com) (the “Site”) and the services available through our Site (collectively, the “Services”).

By visiting the Site, or using any of our Services, you agree that your personal information will be handled as described in this Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and our Terms of Service, including its applicable limitations on damages and the resolution of disputes. The Terms of Service are incorporated by reference into this Policy.

### **The Information We Collect About You**

We collect information about you directly from you when you submit information to us and automatically through your use of our Site or Services.

***Information We Collect Directly From You.*** The information we collect from you depends on how you use our Site and Services. To create an account, you must provide your first and last name, email address, and organization/company. We also may collect additional information from you that you choose to provide to us, including your phone number and information regarding how you intend to use our Services. If you make a purchase via our Site, we will collect your payment information, such as your credit or debit card information and your billing address.

***Information We Collect Automatically.*** We automatically collect information about your use of our Site and Services through cookies, web beacons, and other technologies. This includes your operating system, the web pages you view on our Site, and the links you click on while visiting our Site. To the extent permitted by applicable law, we may combine this information with other information we collect about you, including your personal information. Please see the section “Cookies and Other Tracking Mechanisms” below for more information.

### **How We Use Your Information**

We use your information, including your personal information, for the following purposes:

- To provide our Site and Services to you and to fulfill your orders.
- To communicate with you about your use of our Site and Services, to respond to your inquiries, and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to offer location customization and personalized help and instructions, and to otherwise personalize your experience while using the Site and Services.
- To send you email marketing about our products and services.
- To send you news and newsletters.

- To better understand how users access and use our Site and Services, both on an aggregated and individualized basis. For example, we will evaluate which features of our Site and Services are more (or least) used by users, and we will use this information.
- To comply with legal obligations, as part of our general business operations, and for other business administration purposes.
- Where we believe necessary, to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, or violations of our Terms of Service or this Policy.

### **How We Share Your Information**

We may share your information, including personal information, as follows:

- **Service Providers.** We disclose the information we collect from you to service providers, contractors or agents who perform functions on our behalf. These service providers include, for example, our hosting providers.
- **Affiliates.** We disclose the information we collect from you to our affiliates or subsidiaries.

We also disclose information in the following circumstances:

- **Business Transfers.** If (i) we or our affiliates are or may be acquired by, merged with, or invested in by another company or (ii) if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may transfer the information we have collected from you to the other company. As part of the business transfer process, we may share certain of your personal information with lenders, auditors, and third party advisors, including attorneys and consultants.
- **In Response to Legal Process.** We disclose your information to comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.
- **To Protect Us and Others.** We disclose your information when we believe it is appropriate to do so to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Service or this Policy, or as evidence in litigation in which we are involved.

### **Our Use of Cookies and Other Tracking Mechanisms**

We and our third party service providers use cookies and other tracking mechanisms to track information about your use of our Site or Services. We may combine this information with other personal information we collect from you (and our third party service providers may do so on our behalf).

Cookies. Cookies are alphanumeric identifiers that we transfer to your device's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Site and Services, while others are used to enable a faster log-in process or to allow us to track your activities at our Site. There are two types of cookies: session and persistent cookies.

- Session Cookies. Session cookies exist only during an online session. They disappear from your device when you close your browser or turn off your device. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the Site and Services. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site.

- Persistent Cookies. Persistent cookies remain on your device after you have closed your browser or turned off your device. We use persistent cookies to track aggregate and statistical information about user activity.

**Disabling Cookies.** Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site who disable cookies will be able to browse certain areas of the Site, but some features may not function.

**Third Party Analytics.** We use automated devices and applications, such as Google Analytics, to evaluate usage of our Site and Services. We also may use other analytic means to evaluate our Site and Services. We use these tools to help us improve our Site's and Services' performance and user experiences. These entities may use cookies and other tracking technologies, such as web beacons or local storage objects (LSOs), to perform their services. To learn more about Google's privacy practices, please review the Google Privacy Policy at <https://www.google.com/policies/privacy/>. You can also download the Google Analytics Opt-out Browser Add-on to prevent their data from being used by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

**Do-Not-Track.** Currently, our systems do not recognize browser "do-not-track" requests. You may, however, disable certain tracking as discussed in this section (e.g., by disabling cookies). You also may opt-out of targeted advertising by following the instructions Users in the United States may opt out of many third-party ad networks. Additional information is available on the Digital Advertising Alliance's website at [www.aboutads.info](http://www.aboutads.info) or the Network Advertising Initiative's website at [www.networkadvertising.org](http://www.networkadvertising.org).

### **Third-Party Links**

Our Site and Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those third party websites. We are not responsible for the information practices of such third party websites.

### **Security of My Personal Information**

We have implemented reasonable precautions to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our best efforts, no data security measures can guarantee security.

You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

### **Access To My Personal Information**

You may modify personal information that you have submitted by logging into your account and updating your profile information or by emailing us at [support@princetonclimate.com](mailto:support@princetonclimate.com). Please note that copies of information that you have updated, modified or deleted may remain viewable in cached and archived pages of the Site for a period of time.

**What Choices Do I Have Regarding the Use of My Personal Information?**

We may send periodic promotional emails to you. You may opt-out of promotional emails by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out of receiving promotional emails, we may still send you emails about your account or any services you have requested or received from us.

**Children Under 13**

Our Services are not designed for children under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

**Contact Us**

If you have questions about the privacy aspects of our Services or would like to make a complaint, please contact us at [support@princetonclimate.com](mailto:support@princetonclimate.com).

**Changes to this Policy**

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on our Site. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the change on our Site and contacting you at the email address we have on file for you.