



Privacy Policy

October 18, 2022

Mopeka Products LLC (“Mopeka” or “we,” “our,” or “us”) is committed to respecting and protecting the privacy of our customers and other visitors. This Privacy Policy (or “Policy”) explains how we may collect, protect, and use information you provide to us or that is collected online when you use www.mopeka.com, www.mopekaiot.com, or any of our products or services that link to this Policy, which may include, for example, our mobile applications, and related training or support (collectively, the “site” or the “Service(s)").

Each time you access or use this site, and/or purchase or use any of the other Services, you are agreeing to the provisions of this Privacy Policy as it exists at the time of such access, purchase or use. We reserve all rights to modify this Policy at any time and without notice, provided that the applicable version of this Policy at any given time will be posted on the site.

If you do not agree to the provisions of this Privacy Policy, you must discontinue use of all Services.

NOTICE OF INFORMATION COLLECTED

You do not need to register or provide information to view our site. However, we do collect two types of data about individuals:

User-Submitted Information. “User-Submitted Information” is information that you or others voluntarily submit to us, including types of information that are commonly considered “personally identifiable information” or “personal information.” As used in this Policy, “Personal Information” means information that allows the direct identification of an individual, such as a name, physical address or email address, and information that is directly combined with such identifying information. We only collect Personal Information when and to the extent that information is voluntarily submitted to us, which typically is when a person places an order via the site.

Technical Information. “Passive Data” is technical data automatically collected (“Passive Data Collection”) from all visitors to the site and from individuals who use the Services, such as Internet service provider, Internet Protocol (“IP”) address, browser type, operating system, the pages viewed, the pages viewed immediately before and after accessing the site, and the search terms entered to get to our site. This information allows us to improve and customize our services. We and our service providers may collect this information using “cookies” or similar technologies, as further discussed below.

USER-SUBMITTED INFORMATION

Our primary purpose for collecting the Personal Information you provide to us is to provide our products or Services to you, but such information may also be used to personalize your user experience, maintain and improve our Services, site and business, and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes. In other words, the Personal Information you provide is used by us for general business purposes and for the purposes for which you provided the information. We may also use this information for the purpose of sending marketing communications to you and to otherwise communicate with you, as well as occasionally for online feedback and promotions.



We may also use third-party service providers to help us operate our business, to provide, support, maintain, or secure our Services and our site, or to administer activities on our behalf, such as credit card processing services or marketing campaigns. It may be necessary for us to provide these third-party service providers with your Personal Information or access thereto for such purposes.

Website Form Submissions

We collect personal information about you when you voluntarily submit information directly to us by filling in forms on our site or by corresponding with us by phone, email or other means. Information we collect may include contact information such as name, email address, phone number and business information such as employer name. We use this information to contact you about the products and Services on our site in which you have expressed interest.

Purchases of Products or Services

If you purchase products or Services from us, you must provide contact information (including name, billing address, telephone number, email address and any other applicable information) and payment information (such as credit card number and expiration date or other financial information). We use this information for billing and payment purposes, shipping purposes and to provide you with our Services. We reserve the right to use this information in an effort to help detect and prevent fraud if need be. If we have trouble processing a purchase, we will also use this information to contact you.

User Surveys

We may provide you with the opportunity to participate in surveys on our site or otherwise through our Services. If you participate, we will request certain Personal Information. The requested information typically includes contact information (such as name and billing address), demographic, and professional information. We will use this information internally to improve our products and services.

Blogs and Discussion Boards

Our site may include publicly accessible blogs or message boards (e.g., for knowledge base purposes). Any information you provide in these areas may be read, collected and used by others who access them. This includes information posted on any of our publicly available social media accounts. If you choose to leave feedback for others, please note that such information is available to anyone with Internet access. We may, but are not obligated to, collect the information you post in our public message or product review areas to resolve disputes, provide customer support, and troubleshoot problems as permitted by law. **PLEASE BE CAREFUL WHEN DISCLOSING ANY INFORMATION IN PRODUCT OR SERVICE REVIEWS, DISCUSSION BOARDS, OR OTHER PUBLIC POSTING AREAS. WE ARE NOT RESPONSIBLE FOR THE USE BY OTHERS OF THE INFORMATION YOU PUBLICLY DISCLOSE.** If you send us personal correspondence, such as emails or letters, or if other users or third parties send us correspondence about your activities or postings on the site, we may collect such information into a file specific to you.

Special Offers and Promotions



We may occasionally send you information via email regarding our Services, products, special deals, and promotions. For some messages, we may use Personal Information we collect about you to help us determine the most relevant information to share with you. Out of respect for your privacy, we present the option not to receive these types of communications. You can contact us at support@mopeka.com to discontinue these communications.

Testimonials

With consent, we may display testimonials of satisfied customers on our site, whether along with other endorsements or otherwise. We may use Personal Information to contact you for this purpose. If you wish to update or delete your testimonial, you can contact us using the contact information provided in this Policy.

User Account Information

We may send you Service-related announcements on occasions when we feel it is necessary or appropriate to do so. For instance, if our Services are or will be temporarily suspended for maintenance or other reasons, we might send you an email. Generally, you may not opt out of these communications, which are not promotional in nature. If you do not wish to receive them, however, you have the option to deactivate or delete your account. Based upon the Personal Information you provide to us, we may send you one or more welcoming emails, including to verify your username and password. We will also generally communicate with you in response to your inquiries, to provide Services you request, to manage your account, and to provide the best customer service that we can.

Application Notifications

If you download and use our mobile application(s) and have enabled push notifications on your mobile device, we may send you alerts and notifications through push notifications, for example, to communicate status updates regarding our Services.

Other

We do not sell information you provide to us online to third parties. We may share Personal Information with third parties, including: (i) when sharing the information is with a service provider in furtherance of our operations or the operation of the site (including sharing with vendors or service providers engaged to assist us with marketing communications); (ii) to comply with legal processes (such as a subpoena or court order) or to otherwise protect your or our legal rights; or (iii) to protect the safety of our visitors or others.

We may, at times, produce reports containing collected information about our users such as online usage information. This allows us to improve the content and functionality of our site, to gauge which features are most relevant to our users and how to make them stronger. We do not include data types commonly considered to be Personal Information in such reports.

PASSIVE DATA COLLECTION

We may automatically track certain information based upon your behavior on the site. We may use this information to do internal research on our users' demographics, interests, and behavior, such as to better understand, protect, and serve you and/or our community of users. If we directly combine any information gathered through passive means with Personal Information, we will treat



the combined information as Personal Information under this Privacy Policy. Otherwise, we use information collected by passive means in aggregated forms.

Device Information

When you access our site or other Services, we may collect device information that can be used to identify you or your device. These identifiers may include IP address, hardware and software information, browser type, device event information, crash data, cookie data, and the pages you have viewed or engaged with before or after accessing our site or other Services.

User Activity Information

We record information about our users' behavior on our site and when using our Services. This includes details about how you use our site or Services, such as content accessed, time viewed, links clicked, Internet service provider (ISP), referring/exit pages, date/time stamp, and clickstream data. We aggregate and anonymize this information and may use it to conduct market analyses, publish summaries of findings as publicly available marketing material, and monitor our Services and how they are used in order to inform decisions to improve our site, Services and business.

Cookies and Similar Technologies

Our site and Services use cookies, pixel tags, and local storage (such as data caches and server logs) to distinguish you from other users of our Services. This information helps us enhance and personalize your user experience and monitor and improve our site and Services, and may be used for other internal business purposes.

Cookies we utilize on the site may include session cookies, persistent cookies, and targeting cookies. A session cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. Targeting cookies record your visit to our site, the pages you have visited and the links you have followed. We may use this information to make our Service and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including strictly necessary cookies), you may not be able to access or fully utilize all or parts of our site.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

DISCLOSURE OF PASSIVE OR USER-SUBMITTED DATA

Affiliates

We may share some or all of your Personal Information with our "Affiliates" (which can include parent companies, sister companies, subsidiaries, joint venture partners, or other companies that we control or that are under common control with us), in which case we will seek to require each such Affiliate to abide by this Privacy Policy.



Third-Party Service Providers

We may provide Personal Information to third parties for their use in performing internal business functions on our behalf (e.g., mailing, maintenance, security, data analytics, email transmission, customer relationship management, database management services, payment processing, or data hosting). These service providers are requested to agree to only use your Personal Information in accordance with this Privacy Policy and for no other purpose than to provide us with the services for which we engaged the service provider.

As Required by Law or Business Transactions

We may disclose Personal Information if we have a good faith belief that doing so is required by a subpoena or other judicial or administrative order or is otherwise required by law, or in connection with an actual or proposed corporate transaction or insolvency proceeding involving all or part of the business or asset(s) to which the information pertains. This may include responding to legal requests from jurisdictions outside of the United States, such as where we have a good faith belief that the response is required by law in that jurisdiction.

To Protect Rights

We may disclose Personal Information where we, in good faith, deem it necessary or appropriate in support of preventing violation of the Terms of Service or our other agreements, to take precautions against liability, to protect the rights, property, or safety of us, our Affiliates, any individual, or the general public, to maintain or protect the security or integrity of our Services or infrastructure, to protect ourselves or our Services from fraudulent, abusive, or unlawful uses, to investigate or defend ourselves against third-party claims or allegations, or to assist government or law enforcement agencies.

LINKS TO OTHER WEB SITES AND SERVICES

The site may provide links to other websites and services that are not maintained by us. Each such other website or service has its own privacy and/or other policies, which you should review upon visiting them and/or prior to using them. We have no responsibility for linked websites and we provide these links solely for the convenience and information of our visitors.

OUR SECURITY SAFEGUARDS

We take measures to implement reasonable physical, electronic, and managerial procedures to safeguard and help prevent unauthorized access, maintain data security, and correctly use the information we collect online.

To help ensure you are accessing our secure server before you submit sensitive information, check your browser for indication of a Secure Sockets Layer ("SSL") connection (most browsers utilize an unbroken or closed padlock symbol). You should verify that SSL is active before submitting sensitive information to our server. To double-check, you should verify that the Uniform Resource Locator ("URL") or address line of your browser for our site begins with "https."

It is important for you to protect against unauthorized access to your username/password and to your computer. Be sure to close your browser session and sign off when finished using a shared computer.



You understand that no communication over the Internet is 100% secure, and you should take care before submitting any personal or sensitive information on any site. You are solely responsible for determining whether to submit any of your personal or sensitive information to our site or other Services.

GOOGLE AND OTHER THIRD-PARTY TRACKING AND ANALYTICS

We may use Google AdSense Advertising, Facebook, Pixel, Clicky and/or similar functionality on our site. These services may track your IP address and Google, as a third-party vendor, may use cookies to serve ads on our site. Google's use of the DART cookie appears to enable it to serve ads to our users based on previous visits to our site and other sites on the Internet. From what we understand, users may opt-out of the use of the DART cookie by visiting the Google Ad and Content Network privacy policy or other applicable Google page.

We may implement the following in connection with the site or other Service(s): Remarketing with Google AdSense; Google Display Network Impression Reporting; Demographics and Interests Reporting. Google's advertising requirements may be summed up by Google's Advertising Principles and are purportedly put in place to provide a positive experience for users. Additional information may be available on Google's website.

We, along with third-party vendors such as Google, may use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our site or other Services.

Opting out:

Users may be able to set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you should be able to opt out by visiting the Google Network Advertising Initiative Opt Out page or by using the Google Analytics Opt Out Browser add on.

NO USE BY CHILDREN

As set forth in our Terms of Service, the site is intended for use only by individuals 18 years of age or older. We do not knowingly collect Personal Information from children under the age of 13. If you are a parent, and become aware that your child under the age of 13 has provided Personal Information to us through the site, please email us at support@mopeka.com and we will take reasonable measures to delete that information.

MARKETING EMAILS

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations. Because we do collect your email address in some circumstances, we are committed to complying with the provisions of CAN-SPAM when we send you email. If at any time you would like to unsubscribe from receiving future marketing emails from us, you can email us at support@mopeka.com and we will promptly remove you from such correspondence.

CHANGES TO THIS STATEMENT



We reserve the right to change this Privacy Policy at any time. Notification of changes will be posted on the site in the form of the then-current version of this Policy. Because any such changes may affect your Personal Information, we suggest that you look for information regarding changes on a regular basis and review the changes as soon as they are published on the site. Information collected during a visit to the site is subject to the version of this Policy in effect at the time of the visit.

SOCIAL MEDIA

The collection and use of information on social media websites and applications is governed by their own privacy policies. Please remember that any information posted on or through our pages on Facebook, Twitter, Instagram, or on other social media pages or channels, is subject to the policies and practices of the applicable social media platform.

We may receive Personal Information from a social media site, platform or application if/when you connect through a social media feed, post content, or otherwise interact with us using social media tools. For example, we may receive basic Facebook account information (name, email address, gender, birthday, current city, and profile picture URL) through Facebook. Also, when you “like,” or send a “Tweet” to us through a social media channel, we may receive your username, handle, and any other available Personal Information from the social media site or application. All information received from social media sites and applications is treated and used in the same manner and for the same purposes as described in this Policy with respect to similar information we obtain through our site or other Services.

ONLINE TRACKING

Various Internet browsers may offer a “do not track” or “DNT” option that uses a DNT header to indicate the DNT preference setting on the browser. We do not track your activity over time and across different websites or online services other than as set forth herein, and thus we do not currently respond to browsers’ DNT signals with respect to the site. We do not permit our third-party service providers to collect information from the site for other websites or for their own purposes other than as described in this Policy.

DATA RETENTION

We may keep or retain your Personal Information for so long as we deem necessary or appropriate for legitimate business purposes, or as required or permitted by law. We reserve all rights to delete your Personal Information as required or permitted by law for any reason (including no reason).

CHANGE OF OWNERSHIP

In the event of a change in ownership, or a merger with, acquisition by, or transfer, sale or other disposition of all or a portion of our assets to another entity or entities, we reserve all rights to transfer all of your Personal Information, including email addresses, to such entity or entities. We will use reasonable efforts to notify you of any such transfer to an unaffiliated third party (such as by a posting on our site, or by email to your email address that you provided to us (if available at the time), as chosen by us at our sole discretion).

HOW TO CONTACT US



If you have any questions about our Privacy Policy, you can contact us at:

Mopeka Products LLC
1223 Industrial St., Suite A
New Braunfels, Texas 78130
833.667.3521

Or via email at: support@mopeka.com.

Or via the online contact form on our Contact Page: <https://www.mopekaiot.com/contact>.

Last updated: October 18, 2022