

Privacy Policy

INTRODUCTION

Our Privacy Policy explains what information we collect and why we collect it, how we use that information, and the choices we offer, including how to access and update information.

Your privacy matters to Sum-Ware so please do take the time to get to know our practices - and if you have any questions contact us.

1. KEY TERMS

- Personal information - This is information which you provide to us which personally identifies you, such as your name, email address or billing information, or other data which can be reasonably linked to such information by Sum-Ware.
- DeskKing Account - Our services require signing up for a DeskKing Account and providing us with some personal information (typically your name, email address and a password). This account information will be used to authenticate you when you access Sum-Ware services and protect your account from unauthorized access by others.
- Cookie - A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the website again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies.
- Anonymous identifier - An anonymous identifier is a random string of characters that is used for the same purposes as a cookie on platforms, including certain mobile devices, where cookie technology is not available.
- IP address - Every computer connected to the Internet is assigned a unique number known as an Internet protocol (IP) address. Since these numbers are usually assigned in country-based blocks, an IP address can often be used to identify the country from which a computer is connecting to the Internet.
- Server logs - Like most websites, our servers automatically record the page requests made when you visit our sites. These "server logs" typically include your web request, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser.
- Sensitive personal information - This is a particular category of personal information relating to confidential medical facts, racial or ethnic origins, political or religious beliefs or sexuality.
- Non-personally identifiable information - This is information that is recorded about users so that it no longer reflects or references an individually identifiable user.
- Pixel tag - A pixel tag is a type of technology placed on a website or within the body of an email for the purpose of tracking activity on websites, or when emails are opened or accessed, and is often used in combination with cookies.

2. INFORMATION WE COLLECT

We collect information in two ways to provide better services to all of our users.

- Information you give us. For example, when you set up a DeskKing Account we'll ask for Personal Information, like your name, email address, or telephone number.
- Information we get from your use of our services. We may collect information about the services that you use and how you use them, like when you open emails from our Services or visit our websites or you view and interact with our content. This information includes:
 - Device information - We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and mobile network information including phone number). Sum-Ware may associate your device identifiers or phone number with your DeskKing Account.
 - Log information - When you use our services or view content provided by Sum-Ware, we may automatically collect and store certain information in server logs. This may include but is not limited to details of how you used our service, Internet protocol address, device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL and cookies that may uniquely identify your browser or your DeskKing Account.
 - Local storage - We may collect and store information (including personal information) locally on your device using mechanisms such as browser web storage (including HTML 5) and application data caches.
 - Cookies and anonymous identifiers - We use various technologies to collect and store information when you use DeskKing service, and this may include sending one or more cookies or anonymous identifiers to your device.

We do not collect sensitive personal information about you or your customers.

3. HOW WE USE INFORMATION WE COLLECT

We use the information we collect from all of our services to provide, maintain, protect and improve them, to develop new ones, and to protect Sum-Ware and our users.

When you contact Sum-Ware, we may keep a record of your communication to help solve any issues you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

We use information collected from cookies and other technologies, like pixel tags, to improve your user experience and the overall quality of our services.

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

4. INFORMATION WE SHARE

We do not share personal information with companies, organizations and individuals outside of Sum-Ware unless one of the following circumstances apply:

With your consent - We will share personal information with companies, organizations or individuals outside of Sum-Ware when we have your consent to do so. One form of consent is when you request that we contact companies, organizations or individuals on your behalf.

With account administrators - Your Account Administrators will have access to your DeskKing Account information. This information includes but is not limited to your email and other personal information, statistics regarding your account, change your account password, suspend or terminate your account access, access or retain information stored as part of your account, receive your account information in order to satisfy applicable law, regulation, legal process or enforceable governmental request.

For external processing - We may provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

For legal reasons - We will share personal information with companies, organizations or individuals outside of Sum-Ware if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to meet any applicable law, regulation, legal process or enforceable governmental request, or to enforce applicable Terms of Service, including investigation of potential violations, or to detect, prevent, or otherwise address fraud, security or technical issues or to protect against harm to the rights, property or safety of Sum-Ware, our users or the public as required or permitted by law.

We may share aggregated, non-personally identifiable information publicly and with our partners - like publishers, advertisers or connected sites. For example, we may share information publicly to show trends about the general use of our services.

If Sum-Ware is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

5. INFORMATION SECURITY

We work hard to protect Sum-Ware and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

- We encrypt many of our services using SSL.
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- We restrict access to personal information to Sum-Ware employees, contractors and agents who need to know that information in order to process it for us, and who are

subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

6. APPLICATION

Our Privacy Policy applies to all of the services offered by Sum-Ware.

Our Privacy Policy does not apply to services offered by other companies or individuals, or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organizations who advertise our services, and who may use cookies, pixel tags and other technologies to serve and offer relevant ads.

7. ENFORCEMENT

We regularly review our compliance with our Privacy Policy. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

8. CHANGES

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes).

Last Updated March 19, 2014