

## **Privacy Policy**

**Last Modified:** January, 2024

This Privacy Policy describes how **Keplr Vision, LLC** (“**Keplr Vision**”, “we” or “us”) collects, uses, and discloses your Personal Information when you visit, access and use our website located at keplrvision.com and its associated webpages (the “Website”).

Please read this Privacy Policy carefully. By visiting, accessing and using our Website, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not visit our Website.

### **Our Commitment to Privacy**

We understand that your privacy is important. Your ability to make informed choices about the collection, use and disclosure of your information is important to us. We are committed to protecting your privacy and the information that can identify you (“Personal Information”) that you provide as you access and use the Website.

### **What is Personal Information?**

Personal Information is any information relating to a natural person who is, or can be, identified either directly or indirectly from such information and includes information such as a user’s name, address, telephone number, email address, Internet activity (such as browsing history), or other information directly linked to that person. You are not legally required to provide Personal Information to us, but if you refuse to provide such information, some of the features on our Website may not work as intended.

### **Notice of Collection of Personal Information**

Through your use of our Website, we collect, and have collected over the past 12 months, your Personal Information in the following ways:

#### ***Information you provide directly to us***

We collect information that you choose to provide directly to us, including:

- **Basic information and identifiers:** When you choose to contact us through the online form on our Website, we ask that you provide us with your first name, last name, email address and an optional phone number. This information enables us to respond to your comments.
- **Professional or employment information:** When you choose to contact us through the online form on our website, you may also choose to provide us with your company affiliation. This information enables us respond to your comments. Additionally, if you choose to use the Job Search feature on our Website, we collect the job title and location you are searching for when you choose to provide that information to us. We collect this information to provide jobs and opportunities responsive to your search.
- **Customer support comments:** We collect the comments you submit to us through the online contact form on our Website so that we can respond to your comments.

Some features of the Website may require you to directly provide us with certain information. You may choose not to provide this information, but doing so may limit your use of the Website.

### ***Information we collect when you use the Website***

Through the use of cookies and similar tracking technology (see *Cookies* below), we collect certain information about you when you visit and use the Website, including:

- **Device information:** We automatically collect certain hardware and software information, such as IP address, device ID and type, and other identifiers.
- **Usage information:** To help improve the Website and for purposes of analytics, we collect information about how you interact with the Website.

### **COOKIES**

Cookies are text files sent to your Internet-connected device or browser that enable us to run analytics and better understand user interaction with the Website. Cookies can automatically collect certain information about your network connection, your IP address and other information regarding your interaction with the Website. We permit third-party cookies to help us improve the Website, including Google Analytics. Please review Google's [Privacy & Terms](#) for more information. Your browser may allow you to control or block third party cookies through the browser's settings, although this may prevent certain features on the Website from functioning as intended.

### **HOW WE USE YOUR PERSONAL INFORMATION**

Depending on how you visit and use our Website, we use your Personal Information in the following ways:

- **Communicating with you.** We use your Personal Information to respond to your requests and comments you submit through the online contact form on our Website.
- **Improving the website.** We may use your Personal Information for analytics to help us improve our Website.
- **Marketing and advertising.** We use your Personal Information to help deliver personalized advertisements on third-party websites.
- **Security and fraud prevention.** We may use your Personal Information to maintain reasonable security to diagnose issues with the Website and detect, investigate or correct fraudulent, illegal or malicious activity.

**Legal rights or obligations:** We may also use your Personal Information to enforce our, or any applicable, terms of use, and to protect or defend the Website, our rights, and the rights of our users or others.

### **HOW WE SHARE AND DISCLOSE PERSONAL INFORMATION**

We share or disclose your Personal Information with third-parties or service providers (collectively referred to as "Third Party Services"), including:

- Vendors or contractors who perform services on our behalf (e.g., IT management, data analytics, fraud prevention, payment processing).

- Business and marketing partners to provide services and advertise to you.
- With our affiliates or otherwise within our corporate group, in our legitimate interests to run our business.
- In connection with a business transaction such as a merger, acquisition or bankruptcy, to comply with any applicable legal obligations (including to respond to subpoenas, search warrants and similar requests), to enforce any applicable terms of service, and to protect or defend the Website, our rights, and the rights of our users or others.

## **CHILDREN'S DATA**

The Website is not intended for minors, including children under the age of 13. **Keplr Vision** does not seek through the Website to collect Personal Information from or about minors, including persons under the age of 13 without the consent of a parent or guardian. We do not knowingly sell or share the Personal Information of consumers under 16 years of age.

## **STORAGE, RETENTION AND SECURITY OF YOUR INFORMATION**

We will only store Personal Information for as long as it is needed to fulfill the purposes for which it was collected, subject to data retention periods imposed upon us by applicable law. How long we retain your Personal Information depends on different factors, such as whether we need the information to maintain your account, comply with legal obligations, resolve disputes or enforce other applicable contracts and policies. In addition, the data we collect may be stored in databases owned by the providers of the Third-Party Services. We have put into place commercially reasonable security measures in an effort to protect Personal Information from loss, misuse, or alteration while it is under our control. Please note, however, that security incidents can occur even if reasonable steps are taken to prevent such incidents; for example, we cannot guarantee that information provided through the Website will not be illegally accessed on our servers or intercepted while being transmitted to us over the internet. Additionally, we have absolutely no control over the security of other third-party sites you might visit, interact with, or do business with.

If your Personal Information is altered, destroyed, acquired, accessed, used, or disclosed in a manner not outlined by this Privacy Policy that compromises the privacy or security of the Personal Information, you agree to receive any required notifications of this breach from **Keplr Vision** or its delegate via electronic mail in lieu of first-class mail. Notification may be provided in one or more electronic mailings as information becomes available. If you do not agree to receive breach information via electronic mail, you must contact us at [info@keplrvision.com](mailto:info@keplrvision.com) and withdraw your consent. You also permit **Keplr Vision** or its delegate, to the extent your phone number is available and current, to call you and notify or update you about the breach of your Personal Information prior to and after sending electronic mail notification. To the extent required by applicable law, **Keplr Vision** or its delegate may report the breach of information to governmental authorities or other third parties.

## **AGGREGATE AND DE-IDENTIFIED INFORMATION**

We sometimes aggregate or de-identify information we collect, and the types of systems and browsers of users for internal purposes, so that we may improve the Website. Personal Information does not include

“aggregate” or “de-identified” information. Aggregate or de-identified information is data we collect about a group of users, from which individual identities have been removed. Aggregate or de-identified data helps us understand trends and user needs so that we can better consider new products and services, and tailor existing products and services to customer desires. You understand that we may commercialize aggregate or de-identified information by any and all means, and that you will receive no payment or other consideration in respect of such use. In addition, we may share and disclose aggregate or de-identified information for any purpose.

### **CONSENT TO COMMUNICATIONS**

By using the Website and providing your contact information, such as your name, phone number, and email address, you consent to receiving email and text messages to tell you about the Website. These communications may include messages sent through the use of landline phone, cellular phone, and text messages (including SMS and MMS). We may use an automatic telephone dialing system (or “auto-dialer”), which may employ artificial or pre-recorded voice or “robotexts.” Your carrier’s standard rates and charges may apply. You may opt-out from receiving email communications at any time by emailing [info@keplrvision.com](mailto:info@keplrvision.com).

### **YOUR RIGHTS AND CHOICES**

Depending on where you live, you may have some or all of the rights listed below. These rights are not absolute, may apply only in certain circumstances and, in certain cases, we may decline your request as permitted by law.

- **Right to Access / Know.** You may have a right to request access to Personal Information that we hold about you, including details relating to the ways in which we use and share your information.
- **Right to Delete.** You may have the right to request that we delete Personal Information we maintain about you.
- **Right to Correct.** You may have a right to request that we correct inaccurate Personal Information we maintain about you.
- **Restriction of Processing:** You may have the right to ask us to restrict our processing of Personal Information or limit the use and disclosure of your Sensitive Personal Information, if applicable. We do not collect or process Sensitive Personal Information for the purpose of inferring characteristics about you, except as may be required to provide you with our services, to prevent detect and investigate security incidents or illegal activity, to ensure the safety of our users, for short-term transient use, or as otherwise may be permitted under applicable law.
- **Appeal:** You may have a right to appeal to our decision if we decline to process your request. You can do so by replying directly to our denial.
- **Right to Opt-out of Sale/Sharing:** You may have the right to opt-out of the “sale” or “sharing” of their Personal Information, as those terms are defined under applicable law.

You may exercise the rights available to you by contacting us using the contact details provided below. We will not discriminate against you for exercising any of these rights.

We may need to collect information from you to verify your identity, such as your name, email address or other information, before providing a substantive response to the request. In accordance with applicable laws, you may designate an authorized agent to make requests on your behalf to exercise your rights. Before accepting such a request from an agent, we will require that the agent provide proof you have authorized them to act on your behalf, and we may need you to verify your identity directly with us. We will respond to your request in a timely manner as required under applicable law. If you are not satisfied with our response, depending on where you live you may have the right to appeal our decision by contacting us using the contact details set out below.

## **CONTACT**

Should you have any questions about our privacy practices or this Privacy Policy, or if you would like to exercise any of the rights available to you, please email us at [compliance@keplrvision.com](mailto:compliance@keplrvision.com) or call us at 309-808-3112.

## **EXTERNAL LINKS**

In providing information about Third Party Services, we may provide links to third party websites, services, and applications that are not operated or controlled by us. 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, privacy policies, or practices of those Third-Party Services. We encourage you to review and understand the privacy practices of any Third-Party Services before providing any information to or through them. Your interactions with these features are governed by the privacy policy of the Third-Party Service that provides the feature.

## **CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy from time to time, including to reflect changes to our practices or for other operational, legal, or regulatory reasons.