

PRIVACY POLICY

Last updated: May 1, 2017

TradeTapp, LLC (“we,” “us,” or “TradeTapp”) has created this privacy policy (this “**Privacy Policy**”) because we know that you care about how the information that you provide to us is used and shared. This Privacy Policy relates to our information collection and use practices in connection with Platform. By accessing or using our Platform, you agree to the terms of this Privacy Policy and the accompanying [Terms of Use](#). Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in our Terms and Conditions of Use.

The Information We Collect

In the course of operating the Platform, we will collect (and/or receive) the following types of information. You authorize us to collect and/or receive such information.

1. Business Information

When you sign up to become a Registered User, you will be required to provide us with Registration Data, which consists of information about your business, such as your name, business name, business e-mail address, business location, business phone number, type of operations, regions or markets served, union affiliations, and minority or disadvantaged business status. If you contact us, you will need to provide your name and business e-mail address. All information we collect and/or receive under this section is collectively called “**Business Information.**” We do not collect any information from Visitors or Registered Users unless they provide such information voluntarily.

By providing us with your Business Information, you hereby consent to allow us to share such Business Information with Contractors that you select through the Platform and all other Registered Users of the Platform. Use by a Contractor of your Business Information is subject to the privacy policy of the Contractor and is not subject to the terms of this Privacy Policy.

2. Billing Information.

If you are required to pay any fees to use the Platform, you may be required to provide certain information to our third-party payment processor. Such information may include a debit card number, credit card number, expiration date, billing address, activation codes, and similar information. Such information is collectively called the “**Billing Information.**” You authorize a third-party payment processor, if applicable, to collect, process, and store your Billing Information in accordance with its terms of service and privacy policy. We will not store or process your Billing Information. Use of your Billing Information, if any, will be made in accordance with the privacy policy of the third party payment processor and not in accordance with this Privacy Policy.

3. Other Information.

In addition to the information noted above, we may collect additional information (collectively, the “**Other Information**”). Such Other Information may include:

a. From You. Additional information about yourself that you voluntarily provide to us, including but not limited to your company size and annual revenue, product and service preferences, other financial information about your company, safety performance data, and other information that does not identify you personally. We may use this information on an aggregate basis in order to provide the basic services of the Platform.

b. From Your Activity. Information that we automatically collect when you use the Platform, including, without limitation:

- IP addresses, which may consist of a static or dynamic IP address and will sometimes point to a specific identifiable computer or device; browser type and language; referring and exit pages and URLs; date and time; amount of time spent on particular pages; what sections of the Platform you visit; and similar data; and
- Information about your device, including the type of device; universally unique ID (“UUID”); advertising identifier (“IDFA”); MAC address; operating system and version (e.g., iOS, Android or Windows); carrier and country location; hardware and processor information (e.g., storage, chip speed, camera resolution, NFC enabled); network type (WiFi, 3G, 4G, LTE); and similar data.

c. From Cookies and Other Technology. We collect Information (defined below) using cookies and pixel tags (also called web beacons or clear gifs). Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of web site users. Cookies are small packets of data that a website stores on your computer’s or mobile device’s hard drive so that your computer will “remember” information about your visit. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to help us collect Other Information and to enhance your experience using the Platform. If you do not want us to place a cookie on your hard drive, you may be able to turn that feature off on your computer or mobile device. Please consult your Internet browser’s documentation for information on how to do this and how to delete persistent cookies. However, if you decide not to accept cookies from us, the Platform may not function properly.

d. Third-Party Analytics

We use third-party analytics services (such as Google Analytics) to evaluate your use of the Platform, compile reports on activity, collect demographic data, analyze performance metrics, and collect and evaluate other information relating to the Platform and mobile and Internet usage. These third parties use cookies and other technologies to help analyze and provide us the data. By accessing and using the Platform, you consent to the processing of data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy.

For more information on Google Analytics, including how to opt out from certain data collection, please visit <https://www.google.com/analytics>. Please be advised that if you opt out of any service, you may not be able to use the full functionality of the Platform.

Information Collected by or Through Third-Party Advertising Companies

We may share Other Information about your activity on the Platform with third parties for the purpose of tailoring, analyzing, managing, reporting, and optimizing advertising you see on the Platform and elsewhere. These third parties may use cookies, pixel tags (also called web beacons or clear gifs), and/or other technologies to collect such Other Information for such purposes. Pixel tags enable us, and these third-party advertisers, to recognize a browser's cookie when a browser visits the site on which the pixel tag is located in order to learn which advertisement brings a user to a given site.

Accessing and Modifying Business Information and Communication Preferences

If you are a Registered User, you may access, review, and make changes to your Business Information, Billing Information, and certain Other Information by following the instructions found on the Platform. In addition, you may manage your receipt of marketing and non-transactional communications by clicking on the "unsubscribe" link located on the bottom of any of our marketing emails. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our subscription databases. Registered Users cannot opt out of receiving transactional e-mails related to their account.

How We Use and Share the Information

We use the information that we collect from you (collectively, the "**Information**") to provide the Platform and any services provided through the Platform; to maintain and improve Platform and any services provided through the Platform; to solicit your feedback; and to inform you about our products and services and those of our third-party marketing partners.

We may also use and/or share Information as described below.

- We will access, use, and share the Information as required to provide support to you.
- In order to provide the Platform, we may share the Information with our third-party promotional and marketing partners, including, without limitation, businesses participating in our various programs.
- We may employ other companies and individuals to perform functions on our behalf. Examples may include providing technical assistance, order fulfillment, customer service, and marketing assistance. These other companies will have access to the Information only as necessary to perform their functions and to the extent permitted by law.
- We share your Information with Contractors, as described earlier in this Privacy Policy.

- We will aggregate the Information in various forms and combinations, and use that aggregated Information for several purposes, including but not limited to providing the core functionalities and services of the Platform as well as to better understand our Visitors, Registered Users, and the Platform on an ongoing basis. This aggregate Information does not identify your business or you personally. We may share this aggregate data with our affiliates, agents, and business partners, including, without limitation, Contractors, users of the Platform, and others who are not Contractors or users of the Platform. We may also disclose aggregated user statistics in order to describe the Platform to current and prospective business partners and to other third parties for other lawful purposes.
- We may share some or all of your Information with any of our parent companies, subsidiaries, joint ventures, or other companies under common control with us.
- As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution, or similar event, the Information may be part of the transferred assets.
- To the extent permitted by law, we may also disclose the Information: (i) when required by law, court order, or other government or law enforcement authority or regulatory agency; or (ii) whenever we believe that disclosing such Information is necessary or advisable, for example, to protect the rights, property, or safety of TradeTapp or others.

Information You Share

The Platform allows you to share User Content with Contractors and other users. Your User Content may include Business Information. Please keep in mind that whenever you voluntarily make your Business Information or User Content available to Contractors or other users, that information and content can be used by others for any purpose, and is not subject to this Privacy Policy. We cannot control third party use of your Information, and we are therefore not responsible or liable in any way for any third-party use of your Information that is shared by you through the Platform with Contractors and other users.

How We Protect the Information

We take commercially reasonable steps to protect the Information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. Please understand, however, that no security system is impenetrable. We cannot guarantee the security of our databases, nor can we guarantee that the Information that you supply will not be intercepted while being transmitted to and from us over the Internet. In particular, e-mail sent to or from the Platform may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.

Important Notice to Non-U.S. Residents

It is important to note that the Platform and its servers are operated in the United States. If you are located outside of the United States, please be aware that any Information you provide to us will be transferred to the United States. By using the Platform or by providing us Information when using the Platform, you hereby irrevocably consent to this transfer and our use of the Information and data provided by you in accordance with this Privacy Policy.

External Websites

The Platform may contain links to third-party websites, including, without limitation, those of other users of the Platform. We have no control over the privacy practices or the content of any websites to which the Platform provides links. As such, we are not responsible for the content or the privacy policies of those third-party websites. You should check the applicable third-party privacy policy and terms of use when visiting any other websites.

Changes to This Privacy Policy

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time. By accessing or using the Platform after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please be aware that our use of the Information is governed by the Privacy Policy in effect at the time we collect the Information. Please refer back to this Privacy Policy on a regular basis.

How to Contact Us

If you have questions about this Privacy Policy, please contact us via e-mail at admin@tradetapp.com with “Privacy Policy” in the subject line.

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