



## SupplyShift PRIVACY POLICY

This Privacy Policy explains how SupplyShift Inc. and its affiliates (“SupplyShift”, “we”, “our” or “us”) collects, stores, uses, discloses, and otherwise processes information about you in the course of our business, including through the SupplyShift websites that link to this Privacy Policy (such as, [www.supplyshift.net](http://www.supplyshift.net)) (the “Site”), our software as a services (“SaaS”) based supply chain data management platform (the “Platform”) and through other means such as our and our partner’s events, sales and marketing activities. It also sets out more information about your privacy rights.

### ABOUT OUR PLATFORM.

SupplyShift provides the Platform to companies who subscribe to our service under an agreement with us (“Company”) solely for the benefit of their employee and non-employee personnel authorized by the Company as users of their Company profile within the Platform (“Users”). The Platform is used by Companies registered under a “Buyer” profile within the Platform (“Buyer”) to request information from Companies registered as a “Supplier” or “Limited Buyer” within the Platform (“Supplier”) via electronic questionnaires and other data request forms called assessments (“Assessments”). Because the Platform is SaaS, Users may access and use the Platform from all over the world, subject to SupplyShift’s contract with the Company and any applicable laws.

This Privacy Policy does not apply to the content that Companies using the Platform either as a Buyer or Supplier and their Users collect, upload or store in the Platform, including in requesting or responding to Assessments (“Company Data”). In those circumstances:

- (a) SupplyShift is a processor and is acting on behalf of a Company in relation to any Company Data and that Company is responsible for the collection and use of your data; and
- (b) That Company’s privacy notice will apply to Company’s collection and use of your personal data.

Company’s privacy notice applies to Company’s collection, management of your data in its use of the Platform and in that case please direct any queries about Company’s information collection and processing practices to the Company itself. The provisions of the Company’s agreement with SupplyShift govern SupplyShift’s use and processing of Company Data. For more information about SupplyShift data collection and use in connection with our Platform see the “Information Collected when using the Platform” section below.

### OUR INFORMATION COLLECTION.

The personal information that we collect when you use the Site, including when you sign up as an individual User of the Platform are explained below.

#### When using the Site:

SupplyShift may collect your name, email, postal address, phone number and other information you provide via the Site when, for example, you submit inquiries, request more information about SupplyShift services, engage in a discovery call, complete SupplyShift surveys (excluding Assessments) or download SupplyShift documentation and collateral, provide feedback about our services, or register for sales events or marketing activities.

#### When you register to use our Platform:

When you register to use the SupplyShift Platform as a User, we may collect your personal information such as name, email address and other contact details. If a charge applies to your or your Company’s use of the Platform, we may additionally collect credit card information to process payment of the Company’s subscription and similar fees. We may share such credit card information with our third-party service providers, including for payment and billing purposes.

### INFORMATION WE AUTOMATICALLY COLLECT.

#### When using the Site.

SupplyShift automatically collects certain information from you when you visit or use the Site. This information may reveal your identity and includes information about the specific computer or device you are using, such as your computer’s operating system and Internet Protocol (IP) address. We also automatically collect and store information about your activities on our Site, such as information about how you came to and used our Site, event information (like access times and browser type and language) and data collected through cookies and other similar technologies that uniquely identify your browser, computer, and/or other device. We may share information about your computer or other device with our third-party service providers for information and network security, including fraud detection.

#### Information Collected When using the Platform.

SupplyShift automatically collects certain data relating to the performance and configuration of our Platform and consumption, use of, and interaction with the Platform by Users and Companies (collectively, “Usage Data”). Usage Data may include:

- technical information, or data obtained from APIs, software or systems hosting the products and services, devices accessing these products and services, log files generated during usage.
- data and metadata about Users', such as user ID, email, IP address, other data about the user's computer or other device, browser and connecting software; and
- data and metadata about Users' activities and behavior within our Platform, such as click-patterns and feature utilization.

Usage Data is used by SupplyShift for (a) providing, maintaining, and operating our products and services, (b) network and information security, and (c) to analyze, develop, and improve our products and services.

#### **INFORMATION WE RECEIVE FROM THIRD PARTIES.**

From time to time, we may obtain information about you from third party sources, such as public databases and websites, resellers and distributors, joint marketing or business partners, security and fraud detection firms, and social media platforms. Examples of the information we may receive from other sources include: page-view information, and contact information from business partners with which we operate co-branded events, services, marketing campaigns or joint offerings; search results and links, including paid listings (such as sponsored links).

#### **THIRD PARTY APPLICATIONS.**

We may now or in the future link to certain third-party websites and applications in our Platform or on our Site. In those circumstances, the data SupplyShift collects, uses and shares via the Site or the Platform will be subject to this Privacy Policy. However, your use of any linked third-party websites, applications, and any information you instruct us to send to the third-party are subject solely to the third-party's terms and conditions and privacy notice in this Privacy Policy.

Information collected by SupplyShift or its providers may be used, alone or in combination with information about you we obtain from other sources, to enable SupplyShift to do some or all of the following: deliver advertising targeted to your interests, including to serve ads related to our products or services when you access and use other websites and to better understand the usage of the Site tracked by these third parties. This Policy does not apply to, and we are not responsible for, cookies or clear gifs in third party ads, and we encourage you to check the privacy policies of advertisers and/or ad services to learn about their use of cookies and other technology. If you would like more information about this practice and to know your choices about not having this information used by these companies, click here: <http://www.aboutads.info/choices/>.

#### **USE OF INFORMATION WE COLLECT.**

SupplyShift may use personal information collected via the Site, our Platform, and through other means for purposes described in this Policy, including using your information to:

- operate and improve our Site, the products, and the services.
- to provide customer service and support.
- provide and to facilitate the delivery of products and services you request.
- to send you Platform related information, including confirmations, invoices, technical notices, updates, security alerts, training, support communications, and administrative messages.
- enhance security, monitor and verify identity or service access, combat fraud, spam, malware or other network and/or information security risks.
- understand you and your preferences to enhance and personalize your experience and enjoyment when using our Site, products, and services.
- to send you marketing and promotional communications in accord with your marketing preferences.
- to communicate with you about one of our events or our partner events.
- respond to your comments or questions or provide information requested by you.
- link or combine it with other personal information we get from third parties, to help understand your needs, provide you with better service, or to prevent fraud.
- process your information for other legitimate business purposes, such as data analysis, audits, collecting and assessing feedback, identifying usage trends, determining the effectiveness of our marketing campaigns and to evaluate and improve our products, services, marketing and customer relationships.

SupplyShift may store and process personal information in the United States and other countries.

#### **SHARING OF PERSONAL INFORMATION.**

SupplyShift does not share your personal information with third parties other than as follows:

- where it has been de-identified, including through aggregation or anonymization.
- if applicable, when you instruct us to do so.
- with your consent, for example, when you agree to our sharing your information with other third parties for their own marketing purposes subject to their separate privacy policies.
- with SupplyShift affiliates, for example we may share your information with SupplyShift parent companies, subsidiaries and affiliates. In such case the information will be processed as otherwise described in this Privacy Policy.

- with third party vendors, consultants and other service providers who work for or with SupplyShift and need access to your information to perform their obligations under their agreement with us. Examples include vendors and service providers who provide assistance with marketing, billing, processing credit card payments, data analysis, fraud prevention, network and information security, technical support and customer service. Unless described in this Privacy Policy, we do not share, sell, rent, or trade any of your personal information with third parties for their promotional purposes.
- with third party business partners, such as distributors, and/or referral partners, that are involved in providing services to SupplyShift prospects and/or existing subscribers, to fulfill product and information requests and to provide Companies and prospective Companies with information about SupplyShift and its products and services. From time to time, SupplyShift may engage in joint sales or product promotions with select business partners. If you purchase or specifically express an interest in a jointly-offered product, promotion or services, we may share relevant personal information with those partner(s). Where you have given your consent to do so these business partners may send you marketing communications about their own products and services. Please be aware that SupplyShift does not control our business partners' use of such information. Our partners are responsible for managing their own use of the personal information collected in these circumstances. We recommend you review the privacy notices of third party partners to find out more about their handling of your personal information.
- to comply with laws or to respond to lawful requests and legal process, to protect our rights and property and that of our agents, customers, and others, including to enforce our agreements, policies and terms of use, or in an emergency to protect the personal safety of any person.
- in order to protect any individual's vital interests, but only where we believe it necessary in order to protect the vital interests of any person.
- in connection with or during negotiation of any business transfer, merger, financing, acquisition, or dissolution, transaction or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of SupplyShift business or assets to another company.

**LEGAL BASIS FOR PROCESSING PERSONAL INFORMATION (EEA, UNITED KINGDOM ("UK") AND SWITZERLAND VISITORS AND USERS ONLY).**

If you are a visitor or user based in the European Economic Area ("EEA"), SupplyShift Inc., is the data controller of your personal information unless the data is collected in circumstances where one of our affiliates is running a local event, training session or survey, and they collect and control that information. In such circumstances, we will endeavor to make this clear to you in a context specific notification at the point your personal information is collected.

Our legal basis for collecting and using the personal information described above will depend on the personal information concerned and the specific context in which we collect it. However, SupplyShift will normally collect personal information only where we have your consent to do so, where we need the personal information to provide information you have requested or to perform a contract with you, or where the processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms. In some cases, we may also have a legal obligation to collect personal information from you.

If we ask you to provide personal information to comply with a legal requirement or to perform under a contract with you, we will make this clear at the relevant time and advise you whether the provision of your personal information is mandatory, as well as the possible consequences if you do not provide your personal information. Similarly, if we collect and use your personal information in reliance on our legitimate interests (or those of a third party), we will make clear to you at the relevant time what those legitimate interests are.

**SECURITY OF YOUR PERSONAL INFORMATION.**

SupplyShift takes reasonable and appropriate steps to help protect your personal information in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction. SupplyShift will take reasonable and appropriate technical, administrative and procedural measures to protect your personal information. The measures SupplyShift takes to protect your personal information while processing may include physical access controls, encryption, internet firewalls, intrusion detection and network monitoring depending on the nature of the information and the scope of processing. SupplyShift personnel who may have access to your personal data are required to keep that information confidential.

**INTERNATIONAL DATA TRANSFERS.**

Your personal information may be transferred to, and processed in, countries other than the country in which you are resident. These countries may have data protection laws that are different to the laws of your country, and in some cases, may not be as protective.

Specifically, our website servers and affiliate/partners are located in the U.S. Data collection on the SupplyShift platform occurs where suppliers or buyers process data. This means that when we collect your personal information we may process it in any of these countries.

SupplyShift has taken appropriate safeguards to require that your personal information will remain protected in accordance with this Privacy Policy. These include implementing the European Commission's Standard Contractual Clauses for transfers of personal information between us and our business affiliates and associates to which we choose to transfer the information that requires these companies to protect personal information they process from the EEA or Switzerland in accordance with European Union data protection law.

**YOUR INFORMATION CHOICES AND CHANGES.**

You may opt out of receiving promotional emails from us by following the instructions in those emails. If you opt out, we may still send you non-promotional emails, such as emails about your accounts or our ongoing business relations. You may also send requests about your contact preferences and changes to your information including requests to opt-out of sharing your personal information with third parties by emailing [privacy@supplyshift.com](mailto:privacy@supplyshift.com).

#### **EEA, UK, AND SWITZERLAND USERS: YOUR PRIVACY RIGHTS.**

If you are a resident of the EEA, UK, or Switzerland, you have the following data protection rights:

- If you wish to access, correct, update or request deletion of your Personal Information, you can do so at any time.
- You can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your Personal Information.
- If we have collected and process your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your Personal Information conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about our collection and use of your Personal Information.

If you wish to exercise any of these rights or want further information, please contact [privacy@supplyshift.com](mailto:privacy@supplyshift.com).

#### **EEA, UK, AND SWITZERLAND USERS: YOUR PRIVACY RIGHTS IN RESPECT OF COMPANY DATA.**

If personal information pertaining to you as an individual has been submitted to the Platform by or on behalf of a Company and you wish to exercise any data protection rights you may have in respect of that data under applicable law, including the right to access, correct, amend, or delete such data, please inquire with the Company directly. Since SupplyShift is a processor, SupplyShift has a limited ability to access Company Data. If you wish to make such a request directly to SupplyShift, please provide the name of the Company who submitted your data to our Platform. In such cases, SupplyShift will refer your request to Company and will support the Company as needed in responding to your request within a reasonable timeframe.

#### **DATA RETENTION AND DELETION.**

SupplyShift retains personal information we collect from you where we have an ongoing legitimate business need to do so; this may include where required to comply with applicable legal, tax or accounting requirements, to enforce our agreements or comply with our legal obligations.

When SupplyShift is acting as processor, SupplyShift will retain Customer Data or Buyer Data for as long as the relevant Company instructs SupplyShift to do so, and/or as required by applicable law, regulation, or governmental order. In such case, you should contact the Company on whose behalf you are using the Platform.

#### **CHANGES TO THIS POLICY.**

We may change this Privacy Policy from time to time. If we make any changes to this Policy, we will change the "Last Updated" date below. If such changes are material in nature, we will provide you with additional notice (such as adding a statement to the main website page or sending you an email notification).

#### **QUESTIONS.**

If you have any questions about this Privacy Policy, please contact us at [privacy@supplyshift.com](mailto:privacy@supplyshift.com) or SupplyShift Inc., 215 River Street, Santa Cruz, CA 95060 USA, [www.supplyshift.net](http://www.supplyshift.net).

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