

Accelerite Data Privacy Policy

Our Commitment to Privacy, Data integrity & Security of information

Data privacy is important to us. This Privacy Policy explains how we collect and use visitors and customers' information, particularly PII, as part of the Service. The information Persistent collects and uses is limited to the purpose for which customers engage Persistent and other purposes expressly described in this Policy. Any discussion of your use of the Service in this Policy is meant to include your visits and other interactions with the Persistent Websites, whether or not you are a user of Persistent's Service. Capitalized terms used in this Privacy Policy and not defined herein shall have the meaning attributed to them in our agreement at <http://radiasupport.accelerite.com> ("Agreement").

What do we mean by Personal Identifiable Information?

In this Policy, personal identifiable information ("PII") means information or an information set that identifies or could be used by or on behalf of Persistent to identify an individual and includes Licensee Data. Except as described in this Policy, Persistent will not give, sell, rent or loan any PII to any third party.

PII does not include Usage Data which we define as encoded or anonymized information or aggregated data we collect about a group or category of services, features or users which does not contain personally identifying information. Usage Data helps us understand trends in usage of the Service so that we can better consider new features or otherwise tailor the Service. In addition to collecting and using Usage Data ourselves, we may share Usage Data with third parties, including our customers, partners and service providers, for various purposes, including to help us better understand our customer needs and improve the Service as well as for advertising and marketing purposes. We do not share Usage Data with third parties in a way that would enable them to identify you personally.

How Do We Collect, Use and Share Your PII and Other Information?

Nature of Information You Provide to Us

When you register for the Service, we ask for PII such as your name, address, phone number, e-mail address, credit card information as well as certain related information like your company name and website name. We also collect PII such as an email address and a name or alias of any agents or Users you authorize to log into and utilize the Service in connection with your account and a password from these Users when they first access the service. If you sign-up for a 30-day free trial account, you are not required to enter your credit card information unless and until you decide to continue with a paid subscription to the Service. Persistent uses a third-party intermediary to manage credit card processing. This intermediary is not permitted to store, retain, or use your billing information for any purpose except for credit card processing on Persistent's behalf.

Persistent may use the PII provided to operate the Service and tailor its customers needs, for billing, identification and authentication, to contact and communicate with you and your Users about the Service and your and their use of the Service, send marketing materials (subject to your opt-out option), for research purposes, and to generally improve the content and functionality of the Service.

Persistent may also share PII with its third-party service providers (such as hosting partners) to provide the necessary hardware, software, networking, storage, and other services we use to operate the Service

and maintain a high quality user experience. We do not permit our service providers to use the PII we share for their marketing purposes.

Log Files

As is true with most websites, Persistent gathers certain information automatically and stores it in log files. This information includes internet protocol addresses as well as browser, internet service provider, referring/exit pages, operating system, date/time stamp, and click stream data. Occasionally, we may connect PII to information gathered in our log files, as necessary to improve the Service for individual customers. Otherwise, we generally use this information as we would any Usage Data, to analyze trends, administer and maintain the Service, or track usage of various features within the Service.

Cookies

A “cookie” is a small software file stored temporarily or placed on your computer’s hard drive. The main purpose of a cookie is to allow a web server to identify a user’s computer and web browser, and tailor web pages and/or login information to their preferences. Cookies help us promptly display the information needed to use the capabilities of the Service and other information which we consider to be of interest to visitors to the Persistent Websites and users of the Service. By gathering and remembering information about website preferences through cookies, we can provide a better web and marketing experience. Cookies don’t give us access to users’ computers, and the information we collect through cookies doesn’t include PII.

When your users use the Service we utilize session cookies, which allow us to uniquely identify your browser while you are logged in and to process your online transactions. Session cookies disappear from your computer when the web browser is closed or computer is turned off. We also utilize “persistent cookies” to identify Persistent and Users and make it easier for them to log into and use the Service. Persistent cookies remain on computers after the web browser is closed or the computer is turned off.

We utilize various categories of cookies, which are summarized below along with the options available to you to manage them.

Essential: Essential cookies are those that are critical to the functionality of the Service. We use these cookies to keep an agent or end users logged into the Service and remember relevant information when the agent or end user returns to the Service.

Functional: We use functional cookies to track agents’ and end users’ activities in the Service, understand their preferences and improve their user experience. These cookies can also be used to remember configurations of the Service that our customers can customize.

Marketing: We engage third party providers to serve a variety of marketing cookies that enable us to track and analyze usage, navigational and other statistical information from visitors to the Persistent Websites. This information does not include PII though we may reassociate this information with PII we have collected when it is received. Marketing cookies are also used to track the performance of our advertisements and are employed by third party advertising networks that we utilize. These advertising networks follow online activities of visitors to the Persistent Websites and use this information to inform, optimize and serve tailored advertisements on the Persistent Websites or on other websites they visit that we believe would most effectively promote the Service to you. We also use third parties to collect information that assists us in other methods of “remarketing” our Service to visitors to the Persistent Websites, including customized email communications.

You can generally accept or decline the use of cookies through a functionality built into your web browser.

Many jurisdictions require or recommend that website operators inform users as to the nature of cookies they utilize and, in certain circumstances, obtain the consent of their users to the placement of certain cookies. If you are a customer of Persistent it is your responsibility to inform the individuals with whom you interact using the Service, including your agents and end users as to the types of cookies utilized in the Service and, as necessary, to obtain their consent. If you require more specific information as to the nature of the cookies utilized in the Service for purposes of fulfilling these obligations, please contact us by email at radiasupport@accelerite.com

Web Beacons

We also employ web beacons to help us better manage content in the Service by informing us what content is effective. Web beacons are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of internet users. Unlike cookies, which are stored on a user's computer hard drive, web beacons are embedded invisibly on websites. We tie the information gathered by web beacons to PII we otherwise collect, and use them in our HTML-based emails to learn which emails have been opened by recipients. This allows us to gauge the effectiveness of our marketing campaigns as well as to operate and improve the Service. You can opt-out of these emails by following the unsubscribe instructions within such marketing emails.

Other Information Sharing

In addition to the purposes described above, we disclose PII to respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims. We may also share such information if we believe it is necessary in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Agreement, or as otherwise required by law.

We may share information, including PII with any member of the Persistent Group, which includes any entity that controls, is controlled by, or under common control with Persistent Inc.

Links to Other Websites

The Service contains links to websites and applications other than the Service, including websites and applications operated by affiliates and other third parties ("Third Party"). Please be aware that we do not determine and we are not responsible for the privacy practices or content of websites and applications operated by Third Parties. We encourage you to be aware when you leave the Service, and read the privacy statements of Third Party websites and applications linked to the Service. Persistent does not endorse and is not responsible for the practices of these Third Parties or their websites or applications. This Policy applies only to information collected by the Service.

Protection of Information

Persistent is committed to ensuring the security of your PII. We utilize robust precautions to protect the confidentiality and security of the PII within the Service, by employing technological, physical and administrative security safeguards, such as firewalls and carefully-developed security procedures. For example, when you enter confidential information (such as login credentials or information submitted from within the Service) we encrypt the transmission of that information using secure socket layer technology (SSL). These technologies, procedures and other measures are used in an effort to ensure that your data

is safe, secure, and only available to you and to those you authorized to access your data. However, no internet, e-mail or other electronic transmission is ever fully secure or error free, so you should take care in deciding what information you send to us in this way.

Safe Harbor Data Privacy Notice

Persistent complies with the US EU and US Swiss Safe Harbor Frameworks for protecting the privacy of data flowing from the EU and Switzerland to the United States, as set forth by the US Department of Commerce.

We frequently enter agreements with our EU customers to provide them access to our Service, which includes the processing of information relating their customers. In providing our Service, we do not own, control or direct the use of the information stored or processed on our servers at the direction of our customers, and in fact we are largely unaware of what information is being stored on our server and only access such information as reasonably necessary to provide the Service (including to respond to support requests), as otherwise authorized by our customers or as required by law. We are the “data processors” and not the “data controllers” of the information on our servers for purposes of the EU Directive on Data Protection (Directive 95/46/EC) and the Swiss Federal Act on Data Protection. Our EU or Swiss based customers, who control their customer data and send it to Persistent for processing, are the “controllers” of that data and are responsible for compliance with the Directive. In particular, Persistent’s customers are responsible for complying with the Directive and relevant data protection legislation in the relevant EU member state before sending PII to Persistent for processing. We work with our customers to help them provide notice to their customers concerning the purpose for which PII is collected.

As the processors of PII on behalf of our customers, we follow their instructions with respect to the information they control to the extent consistent with the functionality of our Service. In doing so, we implement technical, physical and administrative measures against unauthorized processing of such information and against loss, destruction of, or damage to, PII as more fully described above under Protection of Information.

Hosting and Data Transfer

We are based in the United States, but, unless we expressly agree otherwise (including through our Agreement), we may host and process data, including PII, in the United States and in other countries through the Persistent Group and third parties that we use to operate and manage the Service. When you access or use the Service, or otherwise provide information to us, you are consenting, on behalf of you and your authorized Users, (and representing that you have the authority to provide such consent) to the processing and transfer of information in and to the United States and other countries which may have different privacy laws from your or their country of residence.

Choice

We process and store information on behalf of our customers. If you are an individual interacting with a customer of the Service and would no longer like to be contacted by that customer, please contact that customer directly. If you are a Persistent customer and would like to opt-out of getting marketing communications from Persistent please follow the unsubscribe instructions included in any marketing email. Requests to opt-out of transfers to our third-party vendors may also be submitted, but limitations on data sharing may make it difficult or impossible to provide the Service in this manner.

Correcting and Updating Your Information

Customers may update or change the PII they have provided Persistent by logging into the Service and providing such additional information where applicable as you are the data controller. If you are our customer and would like to gain access to, or request deletion of information we have collected as data controllers, please contact us at help-epm@accelerite.com. We will respond to such queries within 30 business days.

Persistent has no direct relationship with the individuals with whom our customers may interact using the Service. Any such individual seeking access to, or who would like to correct, amend, or delete data which may be stored in the Service should direct his query to the applicable Persistent customer acting as the data controller for such information.

Data Retention

Persistent will retain PII we process on behalf of our customers or collect directly from our customers for as long as needed to provide Service to our customers, subject to our compliance with this Policy. We may further retain and use this PII as necessary to comply with our legal obligations, maintain accurate accounting, financial and other operational records, resolve disputes, and enforce our agreements. We have established internal policies for the deletion of data from customer accounts following termination of a customer's subscription to the Service.

Children's PII

Persistent does not knowingly collect any PII from children under the age of 13. If you are under the age of 13, please do not submit any PII through our Service. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Policy by instructing their children never to provide PII on our Service without their permission. If you have reason to believe that a child under the age of 13 has provided PII to Persistent through our Service, please contact us, and we will use commercially reasonable efforts to delete that information from our databases.

Enforcement

We regularly review our compliance with our Privacy Policy. We also adhere to several self-regulatory frameworks.

Changes to this Policy

Please note that this Privacy Policy may change from time to time and the same will be communicated in writing (including email notification of Privacy Policy changes). InfoSec will continue to review the effectiveness of this policy to ensure it is achieving its stated objectives. The most recent policy will be published and will reflect the effective date.

Business Transactions

Persistent may assign or transfer this Policy, and your user account and related information and data, including any PII, to any person or entity that acquires all or substantially all of the business, stock or assets of, or is merged with Persistent.

Grievances

Any grievance or complaint, in relation to processing of information, should be addressed in writing to Persistent 's designated Privacy Officer, who shall redress the grievances as expeditiously as possible at Privacyofficer@persistent.co.in

Effective as of June 9th 2014