

PRIVACY NOTICE

Last updated September 21, 2022

This privacy notice for BrillDog, Inc. ("Company," "we," "us," or "our"), describes how and why we might collect, store, use and/or share ("process") your PII (defined hereinafter) when you use our services ("Services"), such as when you:

- Visit our website at <https://BrillDog.com>, or any other website of ours that links to this privacy notice;
- Purchase a product or service from us;
- Request materials from us; and/or
- Request e-mail, mail or telephone support or services; and
- Engage with us in other related ways, including any sales, marketing, or events.

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at info@brilldog.com.

SUMMARY OF KEY POINTS

This summary provides key points from our privacy notice, but you can find out more details about any of these topics by clicking the link following each key point or by using our table of contents below to find the section you are looking for. You can also click here to go directly to our table of contents.

What personal information do we process? When you visit, use, or navigate our Services, we may process personal information depending on how you interact with the Company and our Services, the choices you make, and the products and services that you use.

Do we process any sensitive personal information? We do not process protected health information nor social security numbers.

How do we process your information? We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with the law. We may also process your information for purposes other than described herein with your consent.

In what situations and with which parties do we share personal information? We may share your information in specific situations and with specific third parties as further described herein.

How do we keep your information safe? We have commercially reasonable organizational and technical processes and procedures in place in our effort to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cyber criminals, or other unauthorized parties will not be able to defeat our security and improperly collect, access, steal, or modify your information.

What are your rights? Depending on where you are located geographically, the applicable privacy law may mean you have certain and different rights regarding your personal information and the processing thereof.

How do you exercise your rights? The easiest way to exercise your rights is by filling out our data subject request form available here: <https://brilldog.com/data-request/>, or by contacting us. We will consider and act upon any request in accordance with applicable data protection laws.

WHAT INFORMATION DO WE COLLECT?

Personal Information You Disclose to Us.

In Short: We collect personal information that you provide to us.

We collect personal Information that you voluntarily provide to us when you access and/or register on the Services, visit our Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Personal Information Provided by You. The personal information that we collect depends on the context of your interaction with us and the Services, the choices you make, and the products and Services you use. The personal identifiable information that we collect may include the following (“PII”):

- names
- phone numbers
- email addresses
- mailing addresses
- job titles
- passwords
- contact preferences
- billing addresses

Sensitive Information. We do not process protected health information nor social security numbers.

Payment Information. We may collect PII necessary to process your payment if you make a purchase, such as your payment instrument number and related information (e.g. a credit/debit card number, the security code associated therewith, ACH instructions, and billing addresses). Payment information for payments made directly through our third party financial institutions is stored by a third-party and is processed in accordance with its privacy and data policies. You may find their privacy notice link(s) here: <https://www.pnc.com/en/privacy-policy.html>.

Information automatically collected.

In Short: some information, such as:

- your Internet Protocol (IP) address; and/or
- browser and device characteristics.

is collected automatically when you visit our Services.

We automatically collect certain Information when you visit, use, or navigate the Services. This information does not reveal your specific identity (like your name or contact information), but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services.

Like many businesses, we also collect information through cookies and similar technologies. The information we collect includes:

- *Log and Usage Data.* Log and usage data is service-related, diagnostic, usage, and performance Information our servers automatically collect when you access or use our Services and which we record in logfiles. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity in the Services (such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called crash dumps), and hardware settings.
- *Device Data.* We collect device data such as information about your computer, phone, tablet, or other device you use to access the Services. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system, and system configuration information.
- *Location Data.* We collect location data such as information about your device's location, which can be either precise or imprecise. How much information we collect depends on the type and settings of the device you use to access the Services. For example, we may use GPS and other technologies to collect geolocation data that tells us your current location (based on your IP address). You can opt out of allowing us to collect this information either by refusing access to the information or by disabling your location setting on your device, however, if you choose to opt out, you may not be able to use certain aspects of the Services.

To learn more about cookies, please visit <http://www.allaboutcookies.org>.

HOW DO WE PROCESS YOUR INFORMATION?

In Short: We process your PII to

- provide, improve, and administer our Services;
- communicate with you;
- for security and fraud prevention;
- to comply with law; and
- we may also process your PII for other purposes with your consent.

We process your PII for a variety of reasons, depending on how you interact with our Services, including:

- To facilitate account creation and authentication and otherwise manage user accounts, we may process your PII so you can create and log in to your account, as well as keep your account in working order;

- To deliver and facilitate delivery of Services to the user, we may process your PII to provide you with the requested Service;
- To respond to user inquiries/offer support to users, we may process your PII to respond to your inquiries and solve any potential issues you might have with the requested Service;
- To evaluate and improve our Services, products, marketing, and your experience, we may process your PII including identifying usage trends to determine the effectiveness of our promotional campaigns and otherwise improve our Services; and
- To comply with our legal obligations, we may process your PII to comply with our legal obligations, respond to legal requests, and exercise, establish, or defend our legal rights.

WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR INFORMATION?

In Short: We process your PII:

- when we believe it's necessary to provide the Services;
- when we otherwise have a valid legal reason to do so under applicable law (e.g. with your consent);
- to comply with laws;
- to enter into or fulfill our contractual obligations;
- to protect your rights; or
- to fulfill our legitimate business interests.

If you are located in Canada, this section applies to you.

We may process your PII if you have given us specific permission (i.e., express consent) to use your PII for a specific purpose, or in situations where your permission can be inferred (i.e., implied consent). You can withdraw your consent at any time by contacting us at info@brilldog.com.

In some exceptional cases, we may be legally permitted under applicable law to process your PII without your consent, including, for example:

- If collection is clearly in the interests of an individual and consent cannot be obtained in a timely way;
- For investigations and fraud detection and prevention;
- For business transactions;
- If it is contained in a witness statement and the collection is necessary to assess, process, or settle an insurance claim;
- For identifying injured, ill, or deceased persons and communicating with next of kin;
- If we have reasonable grounds to believe an individual has been, is, or may be victim or financial and/or online abuse;
- If it is reasonable to expect collection and use with consent would compromise the availability or the accuracy of the information and the collection is reasonable for purposes related to investigating a breach or an agreement or a contravention or applicable laws;
- If disclosure is required to comply with a subpoena, warrant, court order, or rules of the court relating to the production or records;
- If it was produced by an individual in the course of their employment, business, or profession and the collection is consistent with the purposes for which the information was produced;

- If the collection is solely for journalistic, artistic, or literary purposes; and
- If the Information is publicly available and is specified by the regulations.

WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

In Short: We may share PII in specific situations described in this section and/or with the following third parties.

We may need to share your PII in in the following situations.

- If you have consented to such disclosures;
- We may share or transfer your PII in connection with or during negotiations of, any merger, sale of company assets, bankruptcy, financing, or acquisition of all or a portion of our business to another company;
- If the third party is our service provider who provides services to us in connection with our Services including, but not limited to, carriers, freight brokers, freight forwarders, website and/or mobile application hosting, data analysis, payment processing, order fulfillment, infrastructure provision, IT services, customer services, email and direct mail delivery services, credit card processing, auditing services and other services; and/or
- If the party is our affiliate, in which case we are the party responsible (or data controller) for the management of the jointly-used PII.

We also may disclose PII about you upon request by the government (including, but not limited to, the investigatory and enforcement powers of the Federal Trade Commission, Department of Transportation and other statutory bodies); as permitted by applicable law (including laws outside your country of residence); in response to a court order or other legal process; when required by law or when we believe in good faith is required by law; to respond to requests from public and government authorities; to enforce our Privacy Notice, Terms and Conditions or other agreements and policies applicable to our Services; to protect our operation, rights, privacy, safety and/or property; upon your request; or to contact, identify or bring legal action against someone who may be causing injury to or interference with our or others' rights or property including, but not limited to, claims for infringement of intellectual property, invasions of privacy or situations involving threats or alleged threats to the physical safety of a person and/or a person's property. We may also share PII with companies assisting in fraud protection or investigation.

We also may provide aggregated, non-personally identifiable information to third parties for any legal purposes whatsoever.

HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: We keep your PII for as long as necessary to fulfill the purposes outlined in this privacy notice unless otherwise required by law.

We will only keep your PII for as long as it is necessary:

- for the purposes set out in this privacy notice;

- unless a longer retention period is required or permitted by law (such as tax, accounting, or another legal requirement).

When we have no ongoing legitimate business and legal need to process your PII, we will either delete or anonymize such information, or, if this is not possible (for example, because your PII has been stored in backup archives), then we will use commercially reasonable efforts and reasonable industry standards to securely store your PII and isolate it from any further processing until deletion is possible.

HOW DO WE KEEP YOUR INFORMATION SAFE?

In Short: We use commercially reasonable efforts and reasonable industry standards to protect your PII through a system of organizational and technical security measures.

We use commercially reasonable efforts and reasonable industry standards to implement appropriate and reasonable technical and organizational security measures designed to protect the security of any PII we process. However, despite our safeguards and efforts to secure your PII, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized parties will not be able to defeat our security and improperly collect, access, steal, use or modify your PII. Although we will use commercially reasonable efforts to protect your PII, transmission of PII to and from our Services is at your own risk. You should only access the Services within a secure environment.

DO WE COLLECT INFORMATION FROM MINORS?

In Short: We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly solicit data from or market to children under 18 years of age. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that PII from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at info@brilldog.com.

WHAT ARE YOUR PRIVACY RIGHTS?

In Short: In some regions, such as Canada, California and the European Economic Area, you have rights that allow you greater access to and control over your PII. You may review, change, or terminate your account at anytime.

In some regions, you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your PII, (ii) to request rectification or erasure; (iii) to restrict the processing of your PII; and (iv) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your PII. You can make such a request by contacting us by using the contact details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" below.

We will consider and act upon any request in accordance with applicable data protection laws.

If you are located in any of these jurisdictions and you believe we are unlawfully processing your PII, you also have the right to complain to your local data protection supervisory authority. You can find their contact details online.

If you are located in Switzerland, the contact details for the data protection authorities are available online as well.

Withdrawing your consent: If we are relying on your consent to process your PII, which may be express and/or implied consent, depending on the applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us by using the contact details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" below.

However, please note that this will not affect the lawfulness of the processing before its withdrawal nor when applicable law allows, will it affect the processing of your PII conducted in reliance on lawful processing grounds other than consent.

Opting out of promotional communications: You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails that we send, or by contacting us using the details provided in the section "HOW CAN YOU CONTACT US ABOUT THIS NOTICE" below. You will then be removed from the marketing lists. However, we may still communicate with you - for example, to send you Service-related messages that are necessary for the administration and use of your account, to respond to Service requests, or for other related purposes.

GDPR Privacy Rights.

If you are a resident of the European Economic Area, you may exercise the rights described below.

Right to Access	The right to be provided with a copy of your PII (the right of access)
Right to Rectification	The right to require us to correct any mistakes in your PII
Right to be Forgotten	The right to require us to delete your PII—in certain situations
Right to Restriction of Processing	The right to require us to restrict processing of your PII—in certain circumstances, e.g. if you contest the accuracy of the data
Right to Data Portability	The right to receive the PII you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations
Right to Object	The right to object: — at any time to your PII being processed for direct marketing (including profiling);

	— in certain other situations to our continued processing of your PII, e.g. processing carried out for the purpose of our legitimate interests.
Right Not to be Subject to Automated Individual Decision-Making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you

Account Information.

If you would at any time like to review or change the information in your account or terminate your account, you can

- Log in to your account settings and update your user account; or
- Email us at info@brilldog.com.

Upon your request to terminate your account, we will deactivate or delete your account and PII from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our terms and conditions and/or comply with applicable legal requirements.

CONTROLS FOR DO-NOT-TRACK FEATURES.

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preferences not to have data about your online browsing activities monitored and collected. We do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online.

DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In Short: Yes, if you are a resident of California, you are granted specific rights regarding access to your PII.

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

CCPA Privacy Notice.

The California Code or Regulations defines a “resident” as

- (1) every individual who is in the State of California for other than a temporary or transitory purpose and

(2) every individual who is domiciled in the State of California who is outside the State of California for a temporary or transitory purpose.

All other individuals are defined as "non-residents".

If this definition of "resident" applies to you, we must adhere to certain rights and obligations regarding your PII.

How do we use and share your PII?

More information about our data collection and sharing practices can be found in this privacy notice.

You may contact us by email at info@brilldog.com, or by referring to the contact details at the bottom of this Notice.

If you are using an authorized agent to exercise your right to opt out, we may deny a request if the authorized agent does not submit proof that they have been validly authorized to act on your behalf.

Except as otherwise provided herein, we do not sell PII in a standalone manner.

Your rights with respect to your PII/data.

Right to request deletion of the data – Request to delete:

You can ask for the deletion of your PII. If you ask us to delete your PII, we will respect your request and delete your PII, subject to certain exceptions provided by law.

Right to be informed – Request to know:

Depending on the circumstances, you have a right to know:

- whether we collect and use your PII;
- the categories of PII that we collect;
- the purposes for which the collected PII is used;
- whether we sell your PII to third parties;
- the categories of PII that we sold or disclosed for a business purpose;
- the categories of third parties to whom the PII was sold or disclosed for a business purpose; and
- the business or commercial purpose for collecting or selling PII.

Additional rights:

- You may object to the processing of your PII;
- You may request correction of your PII if it is incorrect or no longer relevant, or ask to restrict the processing of the PII;
- You can designate an authorized agent to make a request under the CCPA on your behalf. We may deny a request from an authorized agent that does not submit proof that they have been validly authorized to act on your behalf in accordance with the CCPA;
- You may request to opt out from future selling of your PII to third parties. Upon receiving an opt-out request, we will act upon the request as soon as feasibly possible, but no later than fifteen (15) days from the date of the request submission.

To exercise these rights, you can contact us by email at info@brilldog.com , or by referring to the contact details at the bottom of this Notice. If you have a complaint about how we handle your data, we would like to hear from you.

Verification Process.

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the PII in our system. These verification efforts require us to ask you to provide information so that we can match it with PII you have previously provided us. For instance, depending on the type of request you submit, we may ask for you to provide certain information so that we can match the information you provide with the PII we already have on file, or we may contact you through a communication method (e.g., phone or email) that you have previously provided to us. We may also use other verification methods as the circumstances dictate.

We will only use PII provided in your request to verify your identity or authority to make the request. To the extent possible, we will avoid requesting additional PII from you for the purposes of verification. However, if we cannot verify your identity from the PII already maintained by us, we may request that you provide additional PII for the purposes of verifying your identity and for security or fraud-prevention purposes. We will delete such additionally provided PII as soon as we finish verifying you.

DO WE MAKE UPDATES TO THIS NOTICE?

In Short: Yes, we will update this notice as necessary to stay compliant with relevant laws.

We may update this privacy notice from time to time. The updated version will be indicated by an updated "Revised" date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy notice frequently to be informed of how we are processing your PII.

HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may contact our Privacy Officer (DPO) by emailing to privacyofficer@brilldog.com or info@brilldog.com, by phone at 717-227-5000, or

By mail to:

BrillDog, Inc
c/o Privacy Officer
802 Far Hills Drive
New Freedom, PA 17349 United States

Alternatively, you can reach us by completing the online form located at: <https://brilldog.com/data-request/>.

TERMS AND CONDITIONS

We have a Terms and Conditions Agreement that sets forth the terms and conditions under which we provide products, services (including the Services) and information to you. Please review the [terms and](#)

[conditions](#) governing your use of, and access to, the Services. It is your responsibility to read, understand and comply with the terms and conditions set forth therein.

THIRD PARTY WEBSITES

When using our Services, you may be directed to other websites that are beyond our control. These other websites and services may use cookies and pixel tags, collect data, or solicit PII. Even though we may be affiliated with these websites and services, we have no control over them or how they collect, distribute or otherwise use your PII or how they safeguard and secure your PII. We are not responsible or liable for the conduct, policies or actions of the owners of such websites, services or the content displayed on these websites. These websites and services are linked to our Services only for your convenience and you access them at your own risk.