

# Privacy Policy

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This Privacy Policy describes how we at BizXchange, Inc. handle your information in connection with your use and operation of our website at <https://bizx.com> (our “Website”), including the kind of information we gather and how it is used, and how you can review and request changes to any of your personal information. This Privacy Policy applies only to information collected through our Website and not to information collected offline.

## INFORMATION YOU PROVIDE

Some of our services require you to provide personal information or sign up for a user account. The amount and type of personal information we gather depends on the nature of your interaction with our Website, but the types of personal information we collect generally are names, home addresses and/or other postal addresses, email addresses, telephone numbers, fax numbers, usernames, passwords, credit card information, social security numbers, and federal tax ID numbers. In each case, we collect such information to fulfill the purpose of your interaction with us. You may always review and make changes to your personal information by emailing your review request to [memberservices@bizx.com](mailto:memberservices@bizx.com). And you can always refuse to supply personal information, with the caveat that it may prevent you from engaging in certain Website activities or features.

We also may request information from users through surveys or contests. Participation in these surveys or contests is completely voluntary and you therefore have a choice whether or not to disclose this information. Survey information will be used for purposes of monitoring or improving the use and satisfaction of the BizXchange community. The users’ personally identifiable information obtained from surveys is not shared with any third parties.

## INFORMATION WE RECEIVE ABOUT YOU

Like most online service operators, we may collect information about your use of our Website. This information may include your internet protocol (IP) address, unique device identifier, browser type, language preference, time zone setting, operating system, platform, access date and time,

time spent on our Website or a Website page, URL clickstream (e.g., website(s) visited before our Website) and cookie data (see below).

## COOKIES

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. We use cookies to help us identify and track visitors, their usage of our websites, and their website access preferences. Website visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using our websites, with the drawback that certain features of our Website may not function properly without the aid of cookies.

## HOW WE USE INFORMATION WE COLLECT

We use the information we collect, including personal information and non-personal information, to (i) operate, maintain, and improve our Website, our products, or our services, (ii) deliver products or services that users request or ask for; (iii) provide customer support; (iv) respond to comments and questions or contact users at their request; (v) send users transaction information, including confirmations, invoices, notices, and alerts; (vi) inform users about promotions, events, and news related to products, services, and features; (vii) process and deliver contest entries and rewards; (ix) keep internal records; (x) combine user information with other personal information about user from other sources; (xi) investigate, deter, and protect against fraudulent, unauthorized, or illegal activity; (xii) analyze your use of our Website, our products, and our services; (xiii) offer personalized marketing or suggestions to you, including via plug-ins or third party sites; and (xiv) contact you for market research purposes. We may store or process your information on servers located outside of your home country; by using our Website, you consent to the transfer of such information to them.

You may opt out of receiving promotional, event, news, and/or marketing communications at any time by emailing your opt-out request to [memberservices@bizx.com](mailto:memberservices@bizx.com).

## INFORMATION WE SHARE

Generally, we disclose your personal information only to (i) our employees, affiliates and agents that need to know such information to process it on our behalf or to provide services available on our Website, and that have agreed not to disclose it to others, and (ii) to the IRS or other

governmental authority to the extent required by law. However, we may also disclose your information, including personal information and non-personal information, in certain other circumstances, as described below.

From time to time, we may provide non-personally identifying information (e.g., non-personal information or personal information with your name and any other personally identifying information removed) with third party analytic services, to assist us in operating, maintaining, and improving our Website, our products, or our services. We may also share aggregated non-personally identifying information with our investors and partners or publicly, e.g., by publishing a report on trends in the usage of our Website.

If we believe in good faith that disclosure of your information is (i) legally required in response to a subpoena, court order, or other governmental request, and/or (ii) legally required or reasonably necessary to protect our property or rights, or those of third parties or the public at large, we will disclose the information.

If BizXchange, Inc. is involved in a merger, acquisition, or asset sale, or in the unlikely event that BizXchange, Inc. goes out of business or enters bankruptcy, user information may be one of the assets that is transferred or acquired by a third party. By using our Website, you acknowledge and agree that such transfers may occur, and that any acquirer of BizXchange, Inc. may continue to use your personal information as set forth in this policy.

## PROTECTING YOUR INFORMATION

We take reasonable measures to protect against the unauthorized access, use, alteration, or destruction of personal information (e.g. encryption, passwords, physical security), however, it remains possible that third parties may unlawfully intercept or access transmissions or private communications and may abuse or misuse your personal information that they collect from our Website. Although we work hard to protect your privacy, we cannot guarantee that your personal information or private communications will always remain private.

## ADS

Ads appearing on our Website may be delivered to users by advertising partners who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they

believe will be of most interest to you. This Privacy Policy covers the use of cookies by us and does not cover the use of cookies by any advertisers.

## PRIVACY POLICY CHANGES

Although most changes are likely to be minor, we may change our Privacy Policy from time to time, and in our sole discretion. We encourage visitors to regularly check this page for any changes to our Privacy Policy. If the changes are significant, we will provide a more prominent notice (including, for certain services, email notification).