

## ATLATL PRIVACY POLICY

*Effective and last revised November 21, 2017*

This Privacy Policy ("Privacy Policy") specifies how information about you is collected, used and disclosed by ATLATL SOFTWARE, INC ("Atlatl") when you use QuoteBooks, QuoteBooks 2D, QuoteBooks 3D or Atlatl AR ("App(s)") or [www.atlatlsoftware.com](http://www.atlatlsoftware.com), [www.quotebooks.com](http://www.quotebooks.com), [www.salesresourceplanning.com](http://www.salesresourceplanning.com), or [app.pricebookscloud.com](http://app.pricebookscloud.com) ("Site(s)" or "Website(s)") or any tools and services provided in connection with the Apps or the Sites or other Atlatl software (Collectively "Service(s)"). In this Privacy Policy the words "you" and "your" refer to each Site visitor or User, "we", "us" and "our" refer to Atlatl. Notwithstanding the prior definition the term "Atlatl" shall also include its affiliates and subsidiaries and its and their investors, officers, directors, employees, agents, representatives and assigns; "User" shall include each person who accesses or uses the Service, whether or not such User personally registered on the Site or installed the App.

By registering for, accessing, visiting, browsing, using or attempting to interact with or use any part of this Website, or by downloading the App, you agree that you have read, understand and agree to be legally bound and to abide by this Privacy Policy and that you read, understand, and agree to the Terms of Use found at [www.atlatlsoftware.com/terms-and-conditions](http://www.atlatlsoftware.com/terms-and-conditions).

### **1. Information Collected**

- I. **Personal Information.** When accessing the Services generally, you are not required to provide any Personal Information. Personal Information is information that can be used to contact or identify you, such as your full name, phone number and email address. When becoming a user and/or creating an account to the Services, you may be required to provide through registration, or confirm through third-party authentication, certain Personal Information. The collection and types of Personal Information may vary depending on how it is provided to us, and it may include, but is not limited to, the following categories: name, physical address, zip code, email address, phone number, and demographic data (such as age or gender) together with all other information you provide to, integrate, upload, allow access to, or permit interaction with the Service. We may collect other Personal Information that we receive from you through your communication with us (such as subscribing to electronic newsletters). Atlatl may also collect Personal Information about your use of the App and the device you use to access the App, such as geo-location, name, e-mail address and may connect to your device's contact or address book. By using the Services and/or by providing Atlatl Personal Information, you consent to Atlatl's collection, use, storage, disclosure, sharing, and processing of Personal Information in accordance with this Privacy Policy.
- II. **Non Personal Information.** In addition to any information that you choose to provide us, we and our third party service providers reserve the right to collect Non-Personal Information when you use our Services. "Non Personal Information" is information that cannot be used to contact or identify you and is not linked to information that can be used to contact or identify you; this includes passively collected information about your activities using our Services, such as usage data, URL tracking information, your IP address, and information about your web browser to the extent that information is not considered Personal Information. Non Personal

Information further includes aggregate non-identifiable information that may relate to you but cannot specifically identify you.

- III. **Information collected by Cookies.** We use various technologies to collect information about you, and this may include sending cookies to your computer or mobile device, among others. Cookies are small data files stored on your hard drive or in device memory that help us to improve the Service and your experience, see which areas and features of the Service are popular, count visits and track user activity among other things.
- IV. **Information collected by Web Beacons.** We may use other industry standard technologies like web beacons or tracking pixels to count the number of users that visit a page on the Site that includes these web beacons. Web beacons are used to report on site traffic and are used to analyze the effectiveness of advertising campaigns and how Users interact with the Site. We may also rely upon third parties to assist with the use and implementation of web beacons.
- V. **Information we collect from other services.** We may also obtain information from other sources and combine that with information we collect through the Service; this information may include, but is not limited to, analytics, identity verification services, credit bureaus, mailing list providers, publicly available sources. If you log into your account through sign-in services such as Google, you provide Atlatl with permission to access certain information about your profile with that sign-in service.

## **2. Use of Information**

We may use your Personal Information and Non Personal Information to do any of the following:

- a. Provide, troubleshoot, maintain and improve the Service;
- b. Provide and deliver the products and services you request, process payments and other transactions and send you related information, including without limitation confirmations and invoices;
- c. Send you technical notices, updates, security alerts and support and administrative messages;
- d. Respond to your comments, questions and requests, and provide customer service;
- e. Communicate with you about products, services, offers, promotions, rewards, and events offered by Atlatl and others, and provide news and information we think will be of interest to you;
- f. Authenticate your identity and pre-populate forms;
- g. Monitor and analyze data, trends, usage and activities in connection with the Service; measure the effectiveness of advertising, content, features and activities, and perform other data analytics;
- h. Personalize and improve the Service and deliver and display targeted advertisements, content or features in the Service and on other sites or apps; and
- i. Carry out any other purpose for which the information was collected or as otherwise described in this Privacy Policy.

## **3. Sharing of Information**

In addition to using the information collected by Atlatl for the purposes described in this document, we may also share your information with various third parties, as described below.

- I. **Personal Information.** If you are a User of Atlatl your Personal Information posted in the Service may be available to other Users of the Services. This information may include, but is not limited

to: event posting, profile information such as name, city, state, contact information such as phone number or e-mail, and a picture of you. In addition, your Personal Information may be shared with companies that perform services for us, such as analyzing customer data, providing marketing assistance, and processing credit card payments. They have access to Personal Information as needed to perform their functions, but may not disclose your Personal Information for other purposes.

- II. **Non Personal Information.** This Privacy Policy does not limit our use or disclosure of your Non Personal Information, such as information passively collected from your computer via cookies, web beacons, or standard logging of website activity. If you do not wish to share this information with Atlatl, then you should take steps to limit the passive collection of data about your activities on our site, for example, by changing your browser settings to disable cookies. We reserve the right to use and disclose such Non Personal Information, as well as any other Non Personal Information we collect, with other third parties at our discretion.
- III. **Business Transactions.** In the event we go through a business transition such as a merger, acquisition by another company or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that an acquirer or that acquirer's affiliates may continue to process your Personal Information as set forth in the Privacy Policy.
- IV. **Disclosure By Law.** We may disclose any information, both Personal Information and/or Non Personal Information, you provide if required to do so by law, at the request of a third party, or if we, in our sole discretion, believe that disclosure is reasonable to comply with the law, requests or orders from law enforcement, or any legal process or to protect or defend Atlatl's or a third party's rights or property, or protect someone's health or safety.

#### **4. Your Choices**

Atlatl provides you with the ability to opt-out of receiving promotional emails or text messages from us. If you wish to discontinue receiving promotion emails, you can opt-out by following the instructions in those emails or text messages or through your account settings. If you opt out, we may still send you non-promotional communications, such as those about your account or ongoing business relations.

You may review, correct and update certain Personal Information displayed on your profile or within your account by logging in to your account on the Website or through the App and accessing your account settings or personal information and updating the applicable fields, or by contacting Atlatl through the Contact section below.

#### **5. Security of Information**

Atlatl takes reasonable measures in an attempt to help protect your Personal Information from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction. To accomplish this, we encrypt certain sensitive information using Secure Socket Layer (SSL) technology, and implement other commercially reasonable procedures to protect your Personal Information. However, no data transmitted over or accessible through the Internet can be guaranteed to be 100% secure, and Atlatl does not represent or warrant that your information will be completely secure, including without

limitation from misappropriation by hackers or from other nefarious or criminal activities, or in the event of a failure of computer hardware, software, or telecommunications network.

## **6. Links to Third-Party Sites**

The Services may contain links to other websites. Any information you provide on those sites is provided directly to the owner of that website and is subject to that website's terms of use, privacy policy, and other conditions. Our Privacy Policy does not apply to any linked websites. We are not responsible for the content, privacy, or security practices of the linked websites.

## **7. Changes to Our Privacy Policy**

We reserve the right to change, modify, or update this Privacy Policy from time to time. The most current version of the Privacy Policy will govern our use of your information and will always be available at [www.atlatlsoftware.com/privacypolicy](http://www.atlatlsoftware.com/privacypolicy) If we change this Privacy Policy in ways that materially affect how we use your Personal Information, we will provide you with notice thereof and advise you of choices you may have as a result of those changes. Your continued use of the Services after any changes become effective, indicates your agreement to the changes.

## **8. Release**

By using the Services, you consent and agree to the terms set forth in this Privacy Policy and acknowledge the following:

- a. We have clearly, conspicuously and completely informed you of any and all potential uses of your information by us, our authorized third parties;
- b. We will not access, use or distribute your information if you take any action to indicate that you no longer want your information to be used or accessed for any reason, including revoking your consent in writing to [support@atlatlsoftware.com](mailto:support@atlatlsoftware.com);
- c. We will not modify, manipulate or change your information; and
- d. We will not use your information in furtherance of criminal, fraudulent, or other unlawful activity.

## **9. Contact**

If you have any questions on our Privacy Policy, you can contact us at:

Phone Number: 855-462-8528

Email address: [privacy@atlatlsoftware.com](mailto:privacy@atlatlsoftware.com)

By mail: 658 King Street

Charleston, SC 29403