

**MEASURABL
PRIVACY POLICY
Last Updated: March 5, 2015**

Measurabl, Inc. (“**Measurabl**,” “**us**,” and “**we**”) is committed to respecting your privacy. This privacy policy (“**Privacy Policy**”) describes how Measurabl collects, uses and shares personal information of users of our website located at www.measurabl.com (the “**Site**”) and the Services (as defined below). Measurabl provides an online sustainability management service (the “**Services**”).

WHAT WE COLLECT

Information You Give Us.

- We may collect personal information from you, such as your first and last name, email address, password, and company name when you create an account to log in to our network (“**Account**”).
- When you post, upload, or import information and/or data to your Account, such information will be stored in our servers and your authorized users will be able to see it, along with any other information that you make available through your profile (“**Profile**”).
- We retain information on your behalf, such as files and messages that you store using your Account.
- When you link a third party service to your Account (as described below), we collect your login credentials for such third party service.
- When you order products or services on our Site, we will collect all information necessary to complete the transaction, including your name, credit card information, billing information and shipping information.
- If you provide us feedback or contact us via e-mail, we will collect your name and e-mail address, as well as any other content included in the e-mail, in order to send you a reply.
- When you participate in one of our surveys, we may collect additional personal information.
- We also collect other types of personal information that you provide to us voluntarily.
- If you participate in a contest, sweepstakes or other promotion, we will collect any data you provide in connection with that promotion.
- We may also collect personal information at other points in our Site that state that personal information is being collected.

Information Collected via Third Party Services. The Services may allow users to link their Account with various third party services, including (i) third party services from which we import information and/or data, such as U.S. EPA’s Energy Star Portfolio Manager service, Hertz Rental Cars, AMEX Travel, Waste Management (each a “**Provider**”), and (ii) third party services with which we share reports (a “**Report**”) created via the Services, such as Global Real Estate Sustainability Benchmark, CDP, and The Global Reporting Initiative (as described below (each a “**Standards Organization**”). By linking with a Provider, you are allowing the Services to access your information and perform certain operations through the Provider on your behalf, and you are agreeing to the Provider’s terms of use in your use of the Services. We may receive information from a Provider and that information may be imported to the Site. Any information that we collect from a Provider may depend on the Provider’s privacy settings, so please consult the Provider’s privacy and data practices. You can edit privacy settings through the Provider, or disable the connection with the Provider by emailing support@measurabl.com.

Information We Get From Others. We may get information about you from other sources. We may add this to information we get from this Site.

Information Collected via Technology.

Generally. When you use our Services, some information is automatically collected. For example, when you use our Services, your browser type, operating system, Internet Protocol (“IP”) address, domain name, and/or a date/time stamp for your visit are all collected. This information is generally used to help us deliver the most relevant information to you and administer and improve the Site.

Log Files. We gather certain information automatically and store it in log files, including IP addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information to improve the content of the Site, market research purposes, to communicate information to visitors and to better tailor our Services to our users’ needs.

Cookies. We may log information using “Cookies.” Cookies are small data files stored on your hard drive by a website. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our Site. This type of information is collected to make the Site more useful to you and to tailor the experience with us to meet your special interests and needs.

Analytics. We use analytics services (including, but not limited to, Google Analytics and MailChimp) to help analyze how users use the Site. Analytics services use Cookies to collect information such as how often users visit the Site and we use the information to improve our Site and Services. The analytics services’ ability to use and share information collected by them is restricted by their terms of use and privacy policy, which you should refer to for more information about how these entities use this information, and how you can opt-out of their use of such information.

Authorized Users. You can invite users (up to the number permitted in your subscription) to access your Account by sending each invitee a URL. Such invitee will then be invited to create a sub-account under your Account (a “**Sub-Account**”) and we will collect information from such invitee necessary for the creation of the Sub Account, such as his or her first and last name, email address, password, and company name.

USE OF PERSONAL INFORMATION

We use your personal information:

- to operate, maintain, and improve our Site and Services;
- to process and deliver contest entries and rewards;
- to respond to comments and questions and provide customer service;
- to send information including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages;
- to communicate about promotions, upcoming events, and other news about products and services offered by us and our selected partners;
- to link or combine user information with other personal information we get from third parties, to help understand your needs and provide you with better service;
- to analyze information imported to your Account and compare it against benchmarks;
- to create and submit Reports on your behalf;
- to provide you with recommendations to improve sustainability;
- to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity;
- to provide and deliver products and services customers request;
- to identify you as a user in our system;
- to facilitate the creation of and secure your Account on our network;

- to process and deliver orders; and
- to develop and improve marketing and advertising for the Services.

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

We may also create anonymous and/or deidentified data records from your personal information by excluding information (such as your name) that makes the data personally identifiable to you. We use this anonymous data to enhance the content of our Services and improve the Site. We reserve the right to use anonymous data for any purpose and disclose anonymous data to third parties in our sole discretion.

User Testimonials and Feedback. We may receive testimonials and feedback from users who have had positive experiences with our Services. We may publish such content. When we publish this content, we may identify our users by company, job title and name.

SHARING OF PERSONAL INFORMATION

Information You Share. Our Site and Services allow you to connect and share content, data and other information, including the Reports created via the Services. In addition, information contained in your Account may be shared with your authorized users. Please be mindful of your own privacy needs as you choose to make an authorized user and what to share. We cannot control the privacy or security of information you choose to share.

Information We Share. We may disclose aggregated information about our users and information that does not identify any individual without restriction. In addition, we may disclose personal information that we collect or you provide:

- to fulfill the purpose for which you provide it, for any other purpose disclosed by us when you provide the information, or with your consent;
- to third parties designated by you;
- with our subsidiaries and affiliates;
- with contractors, service providers and other third parties we use to support the Site, Services or our business;
- with our employees in order to provide the Services;
- with a Third Party Service if you choose to link a Third Party Service to your Account;
- to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, in which personal information held by us about users is among the assets transferred; and
- to comply with any court order, law or legal process, including responding to any government or regulatory request; to enforce our rights arising from any contracts entered into between you and us; and/or if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Measurabl, our customers or others.

Information Shared with Third Party Services. By linking with a Standards Organization, you are allowing the Services to access your information and perform certain operations through the Standards Organization on your behalf, and you are agreeing to the Standards Organization's terms of use in your use of the Services. By submitting a Report to a Standards Organization via the Services, you authorize Measurabl to submit the Report to the Standards Organization on your behalf.

INFORMATION CHOICES AND CHANGES

Our marketing emails tell you how to “opt-out.” If you opt out, we may still send you non-marketing emails. Non-marketing emails include emails about your accounts and our business dealings with you.

You may send requests about personal information to our Contact Information below. You can request to change contact choices, opt-out of our sharing with others, and review, update, correct, or delete your personal information. We will use commercially reasonable efforts to honor your request. We may retain an archived copy of your records as required by law or for legitimate business purposes.

You can typically remove and reject Cookies from our Site with your browser settings. Many browsers are set to accept Cookies until you change your settings. If you remove or reject our Cookies, it could affect how our Site works for you.

THIRD PARTY WEBSITES. Our Site may contain links to third party websites. When you click on a link to any other website or location, you will leave our Site and go to another site and another entity may collect information from you. We have no control over, do not review, and cannot be responsible for, these outside websites or their content. Please be aware that the terms of this Privacy Policy do not apply to these outside websites or content, or to any collection of data after you click on links to such outside websites. We encourage you to read the privacy policies of every website you visit. The links to third party websites or locations are for your convenience and do not signify our endorsement of such third parties or their products, content, or websites.

INFORMATION SECURITY. We are committed to protecting the security of your personal information. We use a variety of industry-standard security technologies and procedures to help protect your personal information from loss, misuse and unauthorized access, use, disclosure, alteration, and destruction. While we use reasonable efforts to protect your personal information, we cannot guarantee its absolute security.

HOW WE RESPOND TO DO NOT TRACK SIGNALS. We do not currently respond to “do not track” signals or other mechanisms that might enable consumers to opt out of tracking on our Site.

A NOTE ABOUT CHILDREN. We do not intentionally gather personal information from users who are under the age of 13. If a child under 13 submits personal information to Measurabl and we learn that the personal information is the information of a child under 13, we will attempt to delete the information as soon as possible. If you believe that we might have any personal information from a child under 13, please contact us at info@measurabl.com.

USERS OUTSIDE OF THE UNITED STATES. If you are a non U.S. user of the Services, by using our Services, you acknowledge and agree that your personal information may be processed for the purposes identified in the Privacy Policy. In addition, your personal information may be processed in the country in which it was collected and in other countries, including the United States, where laws regarding processing of personal information may be less stringent than the laws in your country. By providing your data, you consent to such transfer.

CONTACT INFORMATION. To ask a question or comment about this Privacy Policy or our privacy practices, contact us at info@measurabl.com.

CHANGES TO THIS PRIVACY POLICY. We may change this Privacy Policy from time to time for any reason. If we make any changes, we will change the Last Updated date above and post

the new Privacy Policy here: www.measurabl.com/privacy. You should consult this Privacy Policy regularly for any changes.