

# Cultiveit Privacy Policy

Effective:

This Privacy Policy (“Policy”) describes how **Cultiveit, Inc.** (“Cultiveit,” “we,” “our,” “us”) collects, uses, and discloses certain personal information obtained through our website and the services available on such website (collectively, the “Service”), which is located at Cultiveit.io. By visiting our Service and/or using the features made available to you on the Service, you are agreeing to the terms of this Policy.

This Policy applies only to information collected through the Service and therefore does not apply to data we collect in other contexts.

## **What information we collect and maintain about you**

We collect personal and other information from you directly when you provide it to us through the website. We may also automatically collect certain information about you and your computer, smartphone, or other device when you use, access, or interact with our Service.

***Personal Information.*** You can visit the Service without submitting any information that we can use to identify you personally. However, if you use certain features on the Service, such as the “Feedback Form” feature, or when you create an account or purchase products or services, you will be required to provide personal information. Such information could include, for example, your name, email, mailing address, zip code, or interests. Our online feedback form also contains fields through which you may submit additional personal information. We also may receive certain personal information from your employer for use in connection with the Service, which will be managed in accordance with this Policy.

***Web log data.*** When you use the Service, we automatically receive and record certain information from your computer (or other device) and your browser. This may include such data as your IP address and domain name, the pages you visit on the Service, the date and time of your visit, the files that you download, the URLs from the websites you visit before and after navigating to the Service, your software and hardware attributes (including device IDs), your general geographic location (e.g., your city, state, or metropolitan region), and certain cookie information (see below). To obtain such information, we may use web logs or applications that recognize your computer and gather information about its online activity.

***Cookies.*** We also use cookies on the Service. Cookies are small files that are stored on your computer by your web browser. A cookie allows the Service to recognize whether you have visited before and may store user preferences and other information. For example, cookies can be used to collect or store information about your use of the Service during your current session and over time (including the pages you view and the files you download), your computer’s operating system and browser type, your Internet service provider, your domain name and IP address, your general geographic location, the website that you visited before the Service, and the link you used to leave the Service. If you are concerned about having cookies on your computer, you can set your browser to refuse all cookies or to indicate when a cookie is being

set, allowing you to decide whether to accept it. You can also delete cookies from your computer. However, if you choose to block or delete cookies, certain features of the Service may not operate correctly.

**Web beacons.** The Service or the emails that you receive from Cultiveit may use an application known as a “web beacon” (also known as a “clear gif” or “web bug”). A web beacon is an electronic file that usually consists of a single-pixel image. It can be embedded in a web page or in an email to transmit information, which could include personal information. For example, it can allow an email sender to determine whether a user has opened a particular email.

**Third-party online tracking and behavioral advertising.** We also may partner with certain third parties to collect, analyze, and use some of the personal and other information described in this section. For example, we may allow third parties to set cookies or use web beacons on the Service or in email communications from us. This information may be used for a variety of purposes, including online interest-based advertising, as discussed below (see the section entitled “With whom we share your information”).

## **How we use your information**

Cultiveit uses the information that we collect for a variety of purposes. These purposes include, for example:

- To respond to your questions or requests concerning the Service or other services offered by us; to fulfill the terms of any agreement you have with us;
- To fulfill your requests for our services or otherwise complete a transaction that you initiate (including processing purchases);
- To send you information about our services and other topics that are likely to be of interest to you, including newsletters, updates, or other communications, including promotional emails and advertising;
- General marketing purposes;
- To deliver confirmations, account information, notifications, and similar operational communications;
- To improve your user experience and the quality of our products and services;
- To comply with legal and/or regulatory requirements; and
- To manage our business.

In addition to the purposes above, we use the information that we collect automatically through the Service for such purposes as:

- Counting and recognizing visitors to the Service;
- Analyzing how visitors use the Service and various Service features;
- Improving the Service and enhancing users’ experiences with the Service;
- Creating new products and services or improving our existing products and services;
- Enabling additional website analytics and research concerning the Service;
- Engaging in interest-based advertising (as described below); and

- Managing our business.

Cultiveit may link information gathered through the Service with information that we collect in other contexts. But in that event, we will handle the combined information in a manner consistent with this Policy.

### **With whom and why we share your information**

We share your information with other parties for a variety of purposes, as described below.

***Analytics.*** We partner with certain third parties to obtain the automatically collected information discussed above and to engage in analysis, auditing, research, and reporting. These third parties may use web logs or web beacons, and they may set and access cookies on your computer or other device. In particular, the Service may use [Google Analytics](#) to help collect and analyze certain information for the purposes discussed above. You may opt out of the use of cookies by Google Analytics [here](#).

***Interest-based Advertising.*** The Service also enables third-party tracking mechanisms to collect information about you and your computing devices for use in online interest-based advertising. For example, third parties may use the fact that you visited our Service to target online ads to you. In addition, our third-party advertising networks might use information about your use of our Service to help target advertisements based on your online activity in general. For information about interest-based advertising practices, including privacy and confidentiality, visit the [Network Advertising Initiative](#) website or the [Digital Advertising Alliance](#) website.

The use of online tracking mechanisms by third parties is subject to those third parties' own privacy policies, and not this Policy. If you prefer to prevent third parties from setting and accessing cookies on your computer or other device, you may set your browser to block cookies. Additionally, you may remove yourself from the targeted advertising of companies within the Network Advertising Initiative by opting out [here](#), or of companies participating in the Digital Advertising Alliance by opting out [here](#). Although our Service currently does not respond to "do not track" browser headers, you can limit tracking through these third-party programs and by taking the other steps discussed above.

***Third-party service providers.*** Cultiveit uses third-party service providers that perform services on our behalf, including web-hosting companies, mailing vendors, and analytics providers. These service providers may collect and/or use your information, including information that identifies you personally, to assist us in achieving the purposes discussed above.

We may share your information with other third parties when necessary to fulfill your requests for services; to complete a transaction that you initiate; to meet the terms of any agreement that you have with us or our partners; or to manage our business.

**Legal purposes.** We also may use or share your information with third parties when we believe, in our sole discretion, that doing so is necessary:

- to comply with applicable law or a court order, subpoena, or other legal process;
- to investigate, prevent, or take action regarding illegal activities, suspected fraud, violations of our terms and conditions, or situations involving threats to our property or the property or physical safety of any person or third party;
- to establish, protect, or exercise our legal rights or defend against legal claims; or
- to facilitate the financing, securitization, insuring, sale, assignment, bankruptcy, or other disposal of all or part of our business or assets.

**Aggregated information.** From time to time, Cultiveit may also share aggregated information about Service users, such as by publishing a report on trends in the usage of the Service. Such aggregated information will not identify you personally.

## **Choice**

You may opt out of receiving marketing emails from us by following the instructions in those emails or by emailing us at [hello@cultiveit.io](mailto:hello@cultiveit.io).

## **How you can access or correct your information**

If you want to learn more about the personal information that Cultiveit has about you, or you would like to update or change that information, please contact us by email at [hello@cultiveit.io](mailto:hello@cultiveit.io).

## **External links**

This Service may contain links to third-party websites. If you use these links, you will leave the Service. We have not reviewed these third-party sites and do not control and are not responsible for any of these sites, their content, or their privacy policy. Thus, we do not endorse or make any representations about them, or any information, software, or other products or materials found there, or any results that may be obtained from using them. If you decide to access any of the third-party sites listed on our website, you do so at your own risk.

## **Data Security**

We employ physical, technical, and administrative procedures to safeguard the personal information we collect online. However, no website is 100% secure, and we cannot ensure or warrant the security of any information you transmit to the Service or to us, and you transmit such information at your own risk.

## **International Users**

The information that we collect through or in connection with the Service is transferred to and processed in the United States for the purposes described above. Cultiveit also may subcontract the processing of your data to, or otherwise share your data with, affiliates or third parties in the United States or countries other than your country of residence. The data-protection laws in

these countries may be different from, and less stringent than, those in your country of residence. By using the Service or by providing any personal or other information to us, you expressly consent to such transfer and processing.

### **Children**

Content on this Service is directed at individuals over the age of 18 and is not directed at children under the age of 13. We do not knowingly collect personally identifiable information from children under the age of 13.

### **Changes to this Policy**

Cultiveit may make changes to the Service in the future and as a consequence will need to revise this Policy to reflect those changes. Cultiveit will post all such changes on the Service, so you should review this page periodically. If we make a material change to the Policy, you will be provided with appropriate notice.

### **How to contact us**

Should you have any questions or concerns about this Policy, you can contact us at [hello@cultiveit.io](mailto:hello@cultiveit.io) or 2423 Webster Street, Berkeley, CA 94705.