



Privacy Policy

This Application collects some Personal Data from its Users.

POLICY SUMMARY

Personal Data collected for the following purposes and using the following services:

- **Contacting the User**
- **Contact form**
Personal Data: address, country, email address, fax number, first name, last name, profession and ZIP/Postal code
- **Mailing List**
Personal Data: email address, first name and last name
- **Phone contact**
Personal Data: phone number
- **Content performance and features testing (A/B testing)**
- **Visual Website Optimizer, Optimizely and Google Website Optimizer**
Personal Data: Cookies and Usage data
- **Displaying content from external platforms**
- **YouTube video widget**
Personal Data: Cookies and Usage data

- **Handling payments**

- **PayPal**

Personal Data: various types of Data as specified in the privacy policy of the service

- **Geolocation**

Personal Data: geographic position

- **Managing contacts and sending messages**

- **Amazon Simple Email Service**

Personal Data: email address

- **Managing support and contact requests**

- **Registration and authentication**

- **Direct registration**

Personal Data: address, city, company name, country, date of birth, email address, fax number, first name, last name, password, phone number, profession, Social Security number (SSN), state, Tax ID, username, various types of Data as specified in the privacy policy of the service and ZIP/Postal code

- **Remarketing and Behavioral Targeting**

- **Remarketing through Google Analytics for Display Advertising and AdWords Remarketing**

Personal Data: Cookies and Usage data

- **RSS feed management**

- **Feedburner**

Personal Data: Cookies and Usage data

- **Social features**

- **Inviting and suggesting friends**

Personal Data: Various types of Data

- **Public profile**

Personal Data: address, company name, country, first name, last name, phone number, picture and state

- **User database management**

- **Intercom**

Personal Data: email address and various types of Data as specified in the privacy policy of the service

Further information about Personal Data

- **Access the address book**

This Application may request access to your address book.

- **The Service is not directed to children under the age of 13**

Users declare themselves to be adult according to their applicable legislation. Minors may use this Application only with the assistance of a parent or guardian. Under no circumstance persons under the age of 13 may use this Application.

- **Push notifications**

This Application may send push notifications to the User.

- **Selling goods and services online**

The Personal Data collected are used to provide the User with services or to sell goods, including payment and possible delivery.

The Personal Data collected to complete the payment may include the credit card, the bank account used for the transfer, or any other means of payment envisaged. The kind of Data collected by this Application depends on the payment system used.

- **Unique device identification**

This Application may track Users by storing a unique identifier of their device, for analytics purposes or for storing Users' preferences.

FULL POLICY

Data Controller and Owner

Plutus Systems LLC

690 South US Highway 89, Suite 200 Jackson, WY

WY/ 83002

Phone: 773-678-1048

Types of Data collected

Among the types of Personal Data that this Application collects, by itself or through third parties, there are: first name, last name, profession, address, fax number, country, email address, ZIP/Postal code, phone number, Cookies, Usage data, geographic position, date of birth, username, password, company name, Tax ID, state, Social Security number (SSN), city, Various types of Data and picture.

Other Personal Data collected may be described in other sections of this privacy policy or by dedicated explanation text contextually with the Data collection.

The Personal Data may be freely provided by the User, or collected automatically when using this Application.

Any use of Cookies - or of other tracking tools - by this Application or by the owners of third party services used by this Application, unless stated otherwise, serves to identify Users and remember their preferences, for the sole purpose of providing the service required by the User.

Failure to provide certain Personal Data may make it impossible for this Application to provide its services.

Users are responsible for any Personal Data of third parties obtained, published or shared through this Application and confirm that they have the third party's consent to provide the Data to the Owner.

Mode and place of processing the Data

Methods of processing

The Data Controller processes the Data of Users in a proper manner and shall take appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Data Controller, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of the site (administration, sales, marketing, legal, system administration) or external parties (such as third party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Data Controller at any time.

Place

The Data is processed at the Data Controller's operating offices and in any other places where the parties involved with the processing are located. For further information, please contact the Data Controller.

Retention time

The Data is kept for the time necessary to provide the service requested by the User, or stated by the purposes outlined in this document, and the User can always request that the Data Controller

suspend or remove the data.

The use of the collected Data

The Data concerning the User is collected to allow the Owner to provide its services, as well as for the following purposes: Contacting the User, Content performance and features testing (A/B testing), Displaying content from external platforms, Handling payments, Heat mapping, Infrastructure monitoring, Interaction with live chat platforms, Interaction with online survey platforms, Interaction with support and feedback platforms, Location-based interactions, Managing contacts and sending messages, Managing support and contact requests, Registration and authentication, Remarketing and Behavioral Targeting, RSS feed management, Social features and User database management.

The Personal Data used for each purpose is outlined in the specific sections of this document.

Detailed information on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

- **Contacting the User**

Contact form (This Application)

By filling in the contact form with their Data, the User authorizes this Application to use these details to reply to requests for information, quotes or any other kind of request as indicated by the form's header.

Personal Data collected: address, country, email address, fax number, first name, last name, profession and ZIP/Postal code.

Mailing List (This Application)

By registering on the mailing list, the User's email address will be added to the contact list of those who may receive email messages containing information of commercial or promotional nature concerning this Application. Your email address might also be added to this list as a result of signing up to this Application or after making a purchase.

Personal Data collected: email address, first name and last name.

Phone contact (This Application)

Users that provided their phone number might be contacted for commercial or promotional purposes related to this Application, as well as for fulfilling support requests.

Personal Data collected: phone number.

- **Content performance and features testing (A/B testing)**

The services contained in this section allow the Owner to track and analyze the User response concerning web traffic or behavior regarding changes to the structure, text or any other component of this Application.

- **Displaying content from external platforms**

This type of services allows you to view content hosted on external platforms directly from the pages of this Application and interact with them.

This type of service might still collect web traffic data for the pages where the service is installed, even when Users do not use it.

- **Handling payments**

Payment processing services enable this Application to process payments by credit card, bank transfer or other means. To ensure greater security, this Application shares only the information necessary to execute the transaction with the financial intermediaries handling the transaction.

Some of these services may also enable the sending of timed messages to the User, such as emails containing invoices or notifications concerning the payment.

PayPal (PayPal Inc.)

PayPal is a payment service provided by PayPal Inc., which allows Users to make online payments using their PayPal credentials.

Personal Data collected: various types of Data as specified in the privacy policy of the service.

- **Heat mapping**

Heat Mapping services are used to display the areas of a page where Users most frequently move the mouse or click. This shows where the points of interest are. These services make it possible to monitor and analyze web traffic and keep track of User behavior.

- **Infrastructure monitoring**

This type of services allows this Application to monitor the use and behavior of its components so its performance, operation, maintenance and troubleshooting can be improved.

Which Personal Data are processed depends on the characteristics and mode of implementation of these services, whose function is to filter the activities of this Application.

- **Interaction with online survey platforms**

This type of services allows Users to interact with third party online survey platforms directly from the pages of this Application.

If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service.

- **Interaction with support and feedback platforms**

This type of services allows Users to interact with third party support and feedback platforms directly from the pages of this Application.

If one of these services is installed, it may collect browsing and Usage Data in the pages where it is installed, even if the Users do not actively use the service.

- **Location-based interactions**

 - **Geolocation (This Application)**

This Application may collect, use, and share User location Data in order to provide location-based services.

Most browsers and devices provide tools to opt out from this feature by default. If explicit authorization has been provided, the User's location data may be tracked by this Application.

Personal Data collected: geographic position.

- **Managing contacts and sending messages**

This type of services makes it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User.

These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message.

- **Managing support and contact requests**

This type of services allows this Application to manage support and contact requests received via email or by other means, such as the contact form.

The Personal Data processed depend on the information provided by the User in the messages and the means used for communication (e.g. email address).

- **Registration and authentication**

By registering or authenticating, Users allow this Application to identify them and give them access to dedicated services.

Depending on what is described below, third parties may provide registration and authentication services. In this case, this Application will be able to access some Data, stored by these third party services, for registration or identification purposes.

Direct registration (This Application)

The User registers by filling out the registration form and providing the Personal Data directly to this Application.

Personal Data collected: address, city, company name, country, date of birth, email address, fax number, first name, last name, password, phone number, profession, Social Security number (SSN), state, Tax ID, username, various types of Data as specified in the privacy policy of the service and ZIP/Postal code.

- **Remarketing and Behavioral Targeting**

This type of services allows this Application and its partners to inform, optimize and serve advertising based on past use of this Application by the User.

This activity is performed by tracking Usage Data and by using Cookies, information that is transferred to the partners that manage the remarketing and behavioral targeting activity.

Remarketing through Google Analytics for Display Advertising (Google Inc.)

Google Analytics for Display Advertising is a Remarketing and Behavioral Targeting service provided by Google Inc. that connects the tracking activity performed by Google Analytics and its Cookies with the Adwords advertising network and the Doubleclick Cookie.

Personal Data collected: Cookies and Usage data.

Place of processing: US –

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- **RSS feed management**

This type of services allows this Application to manage RSS feeds and the distribution of their content. Depending on the characteristics of the service used, these services may be used to insert ads within the content and to gather statistics data from them.

- **Social features**

Inviting and suggesting friends (This Application)

This Application may use the Personal Data provided to allow Users to invite their friends - for example through the address book, if access has been provided - and to suggest friends or connections inside it.

Personal Data collected: Various types of Data.

Public profile (This Application)

Users may have public profiles that other Users can display. In addition to the Personal Data provided, this profile may contain Users' interactions with this Application.

Personal Data collected: address, company name, country, first name, last name, phone number, picture and state.

- **User database management**

This type of services allows the Owner to build user profiles by starting from an email

address, a personal name, or other information that the User provides to this Application, as well as to track User activities through analytics features. This Personal Data may also be matched with publicly available information about the User (such as social networks' profiles) and used to build private profiles that the Owner can display and use for improving this Application.

Some of these services may also enable the sending of timed messages to the User, such as emails based on specific actions performed on this Application.

Further information about Personal Data

- **Access the address book**

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- **Unique device identification**

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Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Data Controller, in Court or in the stages leading to possible legal action arising from improper use of this Application or the related services.

The User declares to be aware that the Data Controller may be required to reveal personal data upon request of public authorities.

Additional information about User's Personal Data

In addition to the information contained in this privacy policy, this Application may provide the User with additional and contextual information concerning particular services or the collection and processing of Personal Data upon request.

System Logs and Maintenance

For operation and maintenance purposes, this Application and any third party services may collect files that record interaction with this Application (System Logs) or use for this purpose other Personal Data (such as IP Address).

Information not contained in this policy

More details concerning the collection or processing of Personal Data may be requested from the Data Controller at any time. Please see the contact information at the beginning of this document.

The rights of Users

Users have the right, at any time, to know whether their Personal Data has been stored and can consult the Data Controller to learn about their contents and origin, to verify their accuracy or to ask for them to be supplemented, cancelled, updated or corrected, or for their transformation into anonymous format or to block any data held in violation of the law, as well as to oppose their treatment for any and all legitimate reasons. Requests should be sent to the Data Controller at the contact information set out above.

This Application does not support “Do Not Track” requests.

To determine whether any of the third party services it uses honor the “Do Not Track” requests, please read their privacy policies.

Changes to this privacy policy

The Data Controller reserves the right to make changes to this privacy policy at any time by giving notice to its Users on this page. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom. If a User objects to any of the changes to the Policy, the User must cease using this Application and can request that the Data Controller removes the Personal Data. Unless stated otherwise, the then-current privacy policy applies to all Personal Data the Data Controller has about Users.

Information about this privacy policy

The Data Controller is responsible for this privacy policy, prepared starting from the modules provided by Iubenda and hosted on Iubenda's servers.

Definitions and legal references

Personal Data (or Data)

Any information regarding a natural person, a legal person, an institution or an association, which is, or can be, identified, even indirectly, by reference to any other information, including a personal identification number.

Usage Data

Information collected automatically from this Application (or third party services employed in this Application), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Application, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using this Application, which must coincide with or be authorized by the Data Subject, to whom the Personal Data refers.

Data Subject

The legal or natural person to whom the Personal Data refers.

Data Processor (or Data Supervisor)

The natural person, legal person, public administration or any other body, association or organization authorized by the Data Controller to process the Personal Data in compliance with this privacy policy.

Data Controller (or Owner)

The natural person, legal person, public administration or any other body, association or organization with the right, also jointly with another Data Controller, to make decisions regarding the purposes, and the methods of processing of Personal Data and the means used, including the security measures concerning the operation and use of this Application. The Data Controller, unless otherwise specified, is the Owner of this Application.

This Application

The hardware or software tool by which the Personal Data of the User is collected.

Cookies

Small piece of data stored in the User's device.

Legal information

Notice to European Users: this privacy statement has been prepared in fulfillment of the obligations under Art. 10 of EC Directive n. 95/46/EC, and under the provisions of Directive 2002/58/EC, as revised by Directive 2009/136/EC, on the subject of Cookies.

This privacy policy relates solely to this Application.

Latest update: September 08, 2016

Your consent to the terms of this Privacy Policy

By using our website and any of our services, you signify your assent to all of the terms of this Privacy Policy.

If you do not agree with any term of this Privacy Policy please do not use this Site or submit any information.

How to contact us

If you have any questions or concerns about this Privacy Policy or about our collection or use of information, please call **773-678-1048**