

## PRIVACY POLICY

Last Updated and Effective as of July 1, 2015

This Privacy Policy (this “*Privacy Policy*”) explains how Practecol, LLC, a Missouri limited liability company (“*Practecol*”) handles personal and other information you provide or is otherwise collected in connection with your use of Practecol’s Guardzilla® devices, the [www.Guardzilla.com](http://www.Guardzilla.com) website, any Guardzilla® apps, and any other services controlled by Practecol (including its subsidiaries and affiliates) which link to or expressly incorporate this Privacy Policy (referred to as the “*Services*”). This Privacy Policy does not apply to personal information collected from you offline, to services that do not link to this Privacy Policy, or to third-party services to which the Services may link. Your use of the Services is subject to this Privacy Policy and the applicable Terms of Use. This Privacy Policy is effective as of the date indicated above.

BY USING THE SERVICES, YOU AGREE TO BE BOUND BY THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, DO NOT USE THE SERVICES IN ANY MANNER.

Please read this Privacy Policy before using the Services or submitting personal information to us.

### Definition of “Personal Information”

“Personal information” means information that identifies any individual or could reasonably be used to identify such individual and which is submitted to and/or collected by the Services and maintained by Practecol in an accessible form. Examples of personal information include an individual’s name, phone number, postal address, telephone number, e-mail address, log-in credentials, credit card numbers, and any non-public personally identifiable information.

### Collection of Information Online

Personal Information You Submit: Practecol collects personal information that you enter into data fields or otherwise voluntarily provide via the Services. For example, you may submit your name, postal address, e-mail address, and/or other personal information in order to receive information about various subjects, subscribe for services, contact customer service, respond to surveys, or make purchases. To protect your privacy, you should not provide Practecol with any information that is not specifically requested. Likewise, you should not provide any information that you do not wish to share with us. In addition, certain personal information may be collected using various technologies, such as cookies, Internet tags, and web beacons. As detailed more particularly below, the Services do use cookies to track user preferences.

Passive Collection of Unidentifiable Information: The Services may also collect information about your visits to the Services without you actively submitting such information. Unidentifiable information may be collected using various technologies, such as cookies, Internet tags, web beacons, and log files. If enabled, your Internet browser automatically transmits to the Services some of this unidentifiable information, such as the URL of the Services you just visited, the browser version your device is operating, your Internet service provider (ISP), Internet protocol (IP) address, date/time stamp, referring/exit pages, and clickstream data, and other such information.. Passive information collection technologies can improve your overall user experience by helping Practecol to provide better service, customize sites based on consumer preferences, compile statistics, analyze trends, and otherwise administer and improve the Services. Certain features of the Services may not work properly or at all without use of passive information collection technologies. Information collected by these technologies cannot be used to identify you without additional identifiable information. We do not link this information with your personal information.

## **Use of Personal Information**

Personal information may be shared by Practecol with its affiliates and its vendors that help access and manage the information (collectively, “authorized recipients”), but in all instances the information will be used only for the purposes enunciated in this policy. Specifically, this information may be used: (1) to provide the Services to you; (2) to help Practecol better understand users’ use of the Services; (3) to respond to specific requests from users; (4) to provide notices to users; and (5) to protect the security or integrity of the Services. In addition, certain personal information may be submitted by you to online forms or otherwise through the Services. After you have supplied your personal information, we may use certain identifying technologies to allow the Services to “remember” you and your personal preferences. Practecol may also use this personal information for other business purposes, such as to provide you notices regarding software and other updates to the Services or information about other Practecol products or services, to invite you to participate in surveys about our products or services, or to notify you about special promotions.

## **Mobile Use**

If you use the Services on a mobile device, we may collect information from your device, including device ID, your mobile carrier, and your physical (GPS) location. We may store and use that information for security purposes (for example, for user verification). We may limit your ability to use a mobile device in connection with the Services to use within the same country as the associated Guardzilla® device, although, if legally permitted, we may also allow you to access Guardzilla® devices from another country if you choose to do so. We do not share your location information with third parties, unless required to do so by law or to protect public safety, your safety, or the safety of our employees and contractors. Depending on your device, you may turn off location services by going to your device settings.

Once you have established your account on your mobile device or computer, we collect information we receive from your mobile device or computer, such as your device’s type, number and the serial number of its chip.

Use of the Services on a mobile device may allow your mobile carrier or other access provider to view data that appears on the device as a result.

## **Consolidation of Personal Information**

Practecol may consolidate the personal information of individuals who use the Services. We use this information to help us better design the Services and our products, to communicate information to you, to enhance our marketing and research activities, and to facilitate other business functions.

## **Limitations on Collection of Personal Information**

You may always limit the amount and type of personal information that you provide to us by choosing not to enter any personal information into forms or data fields or use the Services. However, some of our Services can only be provided to you if you provide us with the necessary personal information. Other parts of the Services may ask whether you wish to opt out of or opt into our contact lists for offers, promotions, and additional services that may be of interest to you.

You may also be provided with preference questions or preference boxes allowing you to indicate that you do not want the Services to use tracking technologies, such as cookies, to “remember” your personal information, such as user IDs or mailing addresses, on return visits. However, if the Services use tracking technologies to collect unidentifiable information, it will not generally provide you with the ability to opt out of the tracking technologies. Some Internet browsers allow you to limit or disable the use of tracking technologies that collect

unidentifiable information. More detailed information about cookie management or other passive transmissions by specific web browsers can be found at the browser's respective websites.

### **Access to Personal Information**

Personal information can be accessed by a restricted number of Practecol employees, by certain companies with which Practecol may conduct joint programs, and by individuals and entities with whom Practecol contracts to carry out business activities for Practecol. We train our employees about the importance of privacy and how to handle and manage customer data appropriately and securely and require that any third parties with access to your personal information take reasonable steps to maintain the confidentiality and security of your personal information.

### **Transmission of Personal Information to Third Parties**

We occasionally hire other companies to provide limited services on our behalf, such as handling the processing and delivery of mailings, providing customer support, hosting websites, processing transactions, or performing statistical analysis of our Services and use of our Services by you and other users. Those service providers will be permitted to obtain only the personal information they need to deliver the service. They are required to maintain the confidentiality of the information and are prohibited from using it for any other purpose. However, some of our third-party vendors may use anonymized aggregate data to improve their services. For example, with regard to credit card processing services, our fraud detection vendors may use aggregate data to help them more accurately detect fraudulent uses of credit cards. We may also share your personal information with internet or telecommunications companies who we use to provide the Services, solely for the purpose of allowing you to enjoy the full functionality of the Services. As one example, you can use our Services to receive a mobile alert regarding certain activity dedicated by the Guardzilla<sup>®</sup> devices. We may access or disclose information about you, including the content of your communications, in order to: (a) comply with the law or respond to lawful requests or legal process; (b) protect the rights or property of Practecol or our customers, including the enforcement of our agreements or policies governing your use of the services; or (c) act on a good faith belief that such access or disclosure is necessary to protect the personal safety of Practecol's employees, customers, or the public. Where required by law, Practecol will not disclose personal information to third parties for those third parties' marketing purposes, unless you have been provided with an opportunity to opt into or opt out of this disclosure. However, if Practecol sells one of its product lines or divisions, personal information may be transferred to the buyer so that the buyer can continue to provide you with information and services. Practecol reserves the right to disclose personal information to respond to authorized information requests from government authorities, to address national security situations, or when otherwise required by law.

### **Security of Personal Information**

Practecol takes reasonable efforts to ensure that your personal information is protected while you use the Services. However, the confidentiality and security of personal information transmitted over the Internet cannot be guaranteed. We urge you to exercise caution when transmitting personal information over the Internet. Practecol cannot guarantee that unauthorized third parties will not gain access to personal information; therefore, when submitting personal information to the Services, you must weigh both the benefits and the risks.

### **Links to Other Sites and/or Service Provides**

Our sites and services may contain links to other websites or services that are not owned or controlled by Practecol. Please be aware that we are not responsible for the privacy policies or terms of use for such third-party websites. We encourage you to be aware when you leave our sites and to read the applicable privacy policies and terms of use for any third-party websites you may visit or services you may use.

## **Personal Information Related to Children**

Consistent with the Children's Online Privacy Protection Act, Practecol is committed to protecting children's privacy on the Internet. We do not intend to, or knowingly, collect, use, or disclose personal information (including online contact information) of children under the age of 18, and we encourage parents or guardians to monitor children's on-line activities. If we are aware of a child under the age of 18 attempting to register to use the Services, we will not accept the registration. Once we become aware of a child under the age of 18 providing personal information, we will attempt to delete that information. If your child has provided personal information to us, please contact us immediately so we can delete it. If you are under the age of 18, do not provide us with any personal information.

## **International Visitors**

Practecol's Services are hosted in the United States. If you are located outside of the United States please be aware that the laws in your location governing the collection and use of your personal information may differ from U.S. law. If you do share your personal information with us, please note that you are voluntarily transferring your information to the United States, that you consent to that transfer, that you agree to be bound by this Privacy Policy, and that you agree to waive, to the fullest extent permitted by law, any other rights or protections you may have under the laws of your location or any other jurisdiction outside of the United States.

## **Correction or Deletion of Personal Information**

You may request that your personal information be corrected or updated, or removed from our current customer records. Please notify us of your wishes by contacting us in one of the ways specified below. For our record keeping purposes, we may retain certain personal information you submit in conjunction with commercial transactions.

## **Data Storage**

Through your use of the Services, we may collect and store information (including personal information) on your device using mechanisms such as browser web storage and application data caches. Also, video, audio, and other information received or recorded by your Guardzilla® device may be stored on our servers or the servers of third parties. Subject to system capabilities, the technical capabilities of the Services, and the options you may select, video, audio, or other information received or recorded by your Guardzilla® device may be stored locally on your computer, tablet, or mobile device. Practecol assumes no liability whatsoever for the security, integrity, or guaranteed access to any video, audio, or other data received or recorded by your Guardzilla® device.

## **Contacting Practecol**

If you have questions about the use, amendment, or deletion of personal information that you have provided to us, or if you would like to opt out of future communications from a Practecol business or a particular Practecol program, please contact us by clicking on the "Contact Us" link on the [www.Guardzilla.com](http://www.Guardzilla.com) webpage or by e-mailing us at [info@guardzilla.com](mailto:info@guardzilla.com). Alternatively, you may send a letter to the following address:

Practecol, LLC  
Attn: Privacy Concerns  
3155 Sutton Blvd, Ste. 202  
Maplewood, MO 63143

In all communications to Practecol, please include the e-mail address used for registration (if applicable), the web site address or the specific program to which you provided personal information and a detailed explanation of your request. If you would like to delete or amend your personal information and are contacting us by e-mail, please put "Deletion Request" or "Amendment Request", as applicable, in the subject line of the e-mail. We will do our best to respond to all reasonable requests in a timely manner.

### **Policy Updates**

Practecol reserves the right to amend this Privacy Policy without prior notice to reflect technological advancements, legal and regulatory changes and good business practices, or for any other reason. If Practecol changes its privacy practices, a new Privacy Policy will reflect those changes and the effective date of the revised Privacy Policy will be indicated at the beginning of this Privacy Policy.