



Privacy Policy

THIS PRIVACY POLICY (the “Privacy Policy”) is effective as of the date of the first access of Kadince, Inc.’s (“Kadince”) websites, including any website containing the domain of kadince.com, herein referred to herein as (the “Websites”).

Kadince is committed to protecting the privacy of individuals who use and access the Websites (“Visitors”). The Privacy Policy describes Kadince’s privacy practices in relation to the Websites.

1. WEBSITES COVERED

The Websites may contain links to other third-party websites. The information practices or the content of such other websites is governed by the privacy policy or policies of such other websites. Kadince encourages Visitors to review the privacy policy of such other websites to understand the information practices of those websites.

2. INFORMATION COLLECTED

When expressing an interest in obtaining additional information about the services Kadince offers for subscription (the “Services”), or registering to use the Services, Kadince will require Visitors to provide Kadince with personal contact information, including but not limited to first name, last name, email address, and phone number (“Required Contact Information”). When purchasing the Services, Kadince may require Visitors to provide financial qualification and billing information, including but not limited to billing names and addresses (“Billing Information”). Kadince may also ask Visitors to provide additional information, including but not limited to company asset size, number of employees, or industry specialty (“Optional Information”). Required Contact Information, Billing Information, and Optional Information about Visitors are referred to herein collectively as “Data About Kadince Visitors.”

As Visitors navigate the Websites, Kadince may also collect information through the use of commonly-used information-gathering tools, such as cookies, web beacons, and session recordings (the “Website Navigational Information”). Website Navigational Information includes standard information from Visitor’s web browser (including but not limited to operating system, browser type, and browser language), Visitor’s internet protocol address (“IP Address”) and the actions Visitors take on the Websites (such as the web pages viewed, mouse clicks, mouse movements and scrolling activity).

3. USE OF INFORMATION COLLECTED ---

Kadince uses Data About Kadince Visitors to perform actions as requested. For example, if a Visitor fills out a “Contact” or “Live Chat” web form, Kadince will use the information provided to contact the Visitor about the Visitor’s interest in or questions about the Services.

Kadince may also use Data About Kadince Visitors for marketing purposes. For example, Kadince may use information the Visitor provides to contact the Visitor to further discuss the Visitor’s interest in the Services and to send the Visitor information regarding Kadince, its affiliates, and its partners.

Kadince uses Website Navigational Information to operate and improve its Websites. Kadince may also use Website Navigational Information alone or in combination with Data About Kadince Visitors to provide personalized information about Kadince.

4. WEBSITE NAVIGATIONAL INFORMATION ---

This section describes the types of Website Navigational Information used on the Websites and how this information may be used.

Cookies: Kadince uses cookies to make interactions with the Websites easy and meaningful. When a Visitor visits one of the Websites, Kadince’s servers send a cookie to that Visitor’s computer. Standing alone, cookies do not personally identify the Visitor; they merely recognize the Visitor’s web browser, for example. Unless the Visitor chooses to identify itself to Kadince, including but not limited to responding to a promotional offer, registering for the Services, or filling out a web form such as a “Contact” or “Live Chat”, the Visitor will remain anonymous to Kadince.

Kadince uses cookies which are session-based and persistent-based. Session cookies exist only during one session. Session cookies disappear from the Visitor’s computer when the Visitor closes the browser or turns off the computer. Persistent cookies remain on the Visitor’s computer after the Visitor closes the browser or turns off the computer. If a Visitor disables its web browser’s ability to accept cookies, the Visitor will be able to navigate the Websites, but the Visitor will not be able to successfully use the Services.

IP Addresses: When the Visitor visits the Websites, Kadince collects IP Addresses to track and aggregate non-personal information. For example, Kadince uses IP Addresses to monitor the

regions from which Visitors navigate the Websites. Kadince also collects IP Addresses from Visitors when Visitors log in to the Services as part of its “Identity Confirmation” and “IP Range Restrictions” security features.

5. SHARING OF INFORMATION COLLECTED

Service Providers: Kadince may share Data About Kadince Visitors with its contracted service providers so that these service providers can provide services on Kadince’s behalf. Unless described in the Privacy Policy, Kadince does not share, sell, rent, or trade any information with third parties for promotional purposes.

Kadince Affiliates: Kadince may share Data About Kadince Visitors with other companies in order to work with them, including affiliates of Kadince. For example, Kadince may need to share Data About Kadince Visitors for customer relationship management purposes.

Compelled Disclosure: Kadince reserves the right to use or disclose information provided if required by law or if Kadince reasonably believes that use or disclosure is necessary to protect its rights and/or to comply with a judicial proceeding, court order, or legal process.

6. COMMUNICATION PREFERENCES

Visitors may manage Visitor's receipt of marketing and non-transactional communications by contacting Kadince at legal@kadince.com or by clicking on the “unsubscribe” link located on the bottom of Kadince’s marketing emails. Visitors cannot opt out of receiving all transactional emails related to the Visitor's account with the Services, but can manage some preferences within the Services.

7. CORRECTING AND UPDATING VISITOR INFORMATION

If subscribed to the Services, authorized administrators may update or change registration information by editing the Visitor or organization record within the Services. To update a Visitor profile or an organization’s information, Visitors should log in to login.kadince.com with Visitor's email address and password and click on the “Settings” menu. It is the Visitor's responsibility to keep contact and billing information current and up to date with Kadince.

8. CUSTOMER DATA

Visitors subscribed to Kadince may electronically submit data or information to the Services for hosting and processing purposes (“Customer Data”). Kadince will not review, share, distribute, or reference any such Customer Data except as provided herein or in the Subscription & Service Agreement by which Visitors subscribed to the Services of Kadince

("the Agreement"), or as may be required by law. In accordance with the Agreement, Kadince may access Customer Data only for the purpose of providing or enhancing the Services, or preventing or addressing service or technical problems, at a Customer's request in connection with customer support matters or as may be required by law. If Customer Data or Data About Kadince Visitors is disclosed, it will be disclosed in a manner such that the information is aggregated and anonymized and therefore does not contain personally-identifiable data.

9. SECURITY

Kadince uses industry standard security measures to protect Customer Data and Data About Kadince Visitors from unauthorized access, maintain data accuracy, and help ensure the appropriate use of such data. When the Services are accessed using a modern web browser, Transport Layer Security (TLS) technology protects Customer Data and Data About Kadince Visitors using both server authentication and data encryption. These technologies help ensure that Customer Data and Data About Kadince Visitors is safe and secure in transport and at rest. Kadince also implements a security method based on dynamic data and encoded session identifications, and Kadince hosts the Websites in a secure server environment that uses firewalls, intrusion detection systems, and other technology to prevent interference or access from outside intruders. Visitors are responsible for maintaining the security and confidentiality of the Visitor's username and password.

10. CHANGES TO THE PRIVACY POLICY

Changes to the Privacy Policy will be posted on www.kadince.com/privacy. Visitors should review this page regularly for updates.

11. CONTACTING US

Questions regarding the Privacy Policy or the information practices of the Websites should be directed to legal@kadince.com.