

11Sight Privacy Policy

Effective Date: July 1st, 2016

As a provider of one-to-one video interaction and collaboration solutions, we understand the importance of privacy to the individuals and organizations that shop for, purchase or deploy our products and services ("Members"), including organizations that provide video communications services to third parties using 11Sight products ("Partners"), and to the individuals who use them, including ("Anonymous Callers") who initiate calls.

The lifecycle of our relationship with our Members, Partners, and Anonymous Callers include Marketing (e.g. as you visit 11Sight.com), Sales, and once you become a Member, ongoing Customer Support which again requires that we maintain certain amount of information about you to deliver the best service.

For that reason, we have created this Privacy Policy to explain how 11sight LLC., its subsidiaries, and controlled affiliates ("11Sight", "we", or "us") collect, use, store, safeguard and share information from:

TERMINOLOGY

When describing our services, we use the terminology in our Service Description Document in 11sight.com/legal

WHAT INFORMATION DO WE COLLECT?

11Sight collects many kinds of information in order to continue to offer you quality products and services. We may collect information about you when you visit a 11Sight Website, subscribe for, purchase or use our products and services on the various available platforms, or in other situations such as Customer Support or Sales Activities. The information collected may range from simple business contact information you provide to us on a web form when establishing an account or requesting a demo or a free trial, to analytical and other information we collect through technological means such as cookies and web logging. We may also receive information from third parties, such as our Partners. The specific information we collect in any situation depends on the platform you use, the reason for the collection and the technology involved.

HOW DO WE USE THE INFORMATION YOU COLLECT?

We use the information we collect to provide you with our products and services and in connection with our on-going customer relationship, such as informing Members of software updates and providing Customer Support. We also use the collected information to evaluate and improve our products and services. Some information collected assists us in operating and evaluating 11Sight Websites as well as customizing

and improving our marketing activities. Finally, we may use collected information as we believe is necessary or desirable to comply with legal or governmental requirements or demands.

WHERE IS INFORMATION WE COLLECT STORED?

Electronic information collected by 11Sight is kept on servers that are owned and operated either by 11Sight or by 11Sight contracted suppliers or Partners. These servers are primarily located in the United States, Canada, and Turkey. Our server footprint will eventually include other countries as our service expands.

DO WE USE COOKIES OR OTHER MEANS TO TRACK USERS?

When you visit 11Sight Websites or use our Hosted Services we or our suppliers may send to your computer one or more cookies – small text files containing a string of alphanumeric characters – that uniquely identify your browser and lets us help you log in faster and enhance your navigation through 11Sight Websites and/or your experience. A cookie may also convey information to us about how you use the 11Sight Websites (e.g., the pages you view, the links you click and other actions you take), and allow us or our suppliers to track your usage over time and serve you appropriate advertising for our products and services. Cookies are used to reduce the need for you to re-enter information or choices and to personalize your experience while visiting 11Sight Websites and using our Hosted Services.

We also use web beacons to help deliver cookies and compile analytics, including web beacons our from third-party suppliers. By using 11Sight Websites or Hosted Services you are giving your consent to the use of cookies and web beacons.

WHAT INFORMATION IS SHARED DURING AN 11 CALL BETWEEN CALLER AND CALEE?

The purpose of an 11 Call is to visually connect Caller and Callee and allow them to interact.

As such,

- Both sides have audio and video access to each other; Either side can choose to disable video or audio.
- Both sides have the ability to take each other's photographs, and will eventually be able to record video. If the video is turned off, these actions are disabled.
- When you initiate a call with an 11-Button, the Callee may be able to see the web page address where the 11-Button was located.

WITH WHOM DO WE SHARE INFORMATION?

11Sight may share your information with:

- Its subsidiaries, controlled affiliates and Partners located in the U.S. or elsewhere, as we believe necessary for business purposes;
- Suppliers under appropriate non-disclosure and data security obligations for purposes of providing services to us;
- Government authorities or other third parties when 11Sight believes such action is necessary or desirable to respond to legal process or government demands; to protect our Customers or Users; to protect lives or property rights; or to maintain the security of our products or services.

We do not share your information with any 3rd parties who intend to use it in targeted advertising.

HOW DO WE PROTECT YOUR INFORMATION?

11Sight uses commercially reasonable physical, administrative, and technical safeguards to preserve the integrity and security of your information in our possession. We use similar safeguards in deleting or disposing of your information. However, since the internet is not a 100% secure environment, despite these efforts we cannot ensure or warrant the security of your information. Accordingly, there is no guarantee that information may not be accessed, copied, disclosed, altered, or destroyed by breach of any of our safeguards.

You are responsible for maintaining the secrecy of your unique password and account information and for controlling access to your email communications at all times.

WHAT ARE THE AVAILABLE CHOICES ABOUT YOUR INFORMATION?

You may have various choices with respect to our use of your information:

- With respect to 11Sight's email marketing program, we maintain a 11Sight Email Preference Center which allows you to select the types of emails you wish to receive and to suspend receipt on a temporary or permanent basis. At this time, you can contact us at support@11sight.com to modify your preferences. Eventually you will have the ability to directly control your preferences.
- You have a choice to decide if your Profile Page is displayed in our Directory. You can change this preference when editing your Profile Page.
- We aim to keep your information accurate, current, and complete. If you believe or suspect the information you have previously submitted to us is now inaccurate, please contact us as specified in the "How Do You Contact Us?" section below to update, correct or delete the information.

HOW LONG DO WE KEEP YOUR INFORMATION?

11Sight will retain your information, whether or not your account is active, for as long as it believes is necessary or desirable to fulfill 11Sight business purposes or to comply with applicable law, audit requirements, regulatory requests or orders from competent courts.

CAN CHILDREN USE THE WEBSITE?

The 11Sight Websites and their content are not directed at children under the age of 13. We do not knowingly collect or solicit information from anyone under the age of 13 or knowingly allow them to register for our products or services. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children never to provide information on Our Websites or otherwise without their permission.

If it comes to our attention that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under the age of 13, please contact us.

WHAT ABOUT LINKS TO OTHER WEB SITES AND SERVICES?

11Sight Websites and email messages you receive from us may link to websites, applications or other digital properties that have privacy provisions different than the provisions of this Privacy Policy. We recommend that you review such other privacy provisions carefully to assure your privacy is protected. 11Sight is not responsible for the practices employed by such linked third-party websites, applications or other digital properties, nor the information or content contained therein.

WHAT ARE CALIFORNIA PRIVACY RIGHTS?

Under California's "Shine the Light" law, California residents who provide "personal information" (as defined in the law) in obtaining products or services for personal, family or household use are entitled to request and obtain from us once a calendar year information about the personal information we shared, if any, with other businesses for their direct marketing uses. If applicable, this information would include the categories of personal information and the names and addresses of those businesses with which we shared such personal information for the immediately prior calendar year (e.g. requests made in 2015 will receive information about 2014). To obtain this information please write to us at the address listed below in the Contact Us section. Please include your full name and address.

ARE CHANGES EVER MADE TO THIS PRIVACY POLICY?

As 11Sight's business, products and services change from time to time, this Privacy Policy is expected to change as well. We reserve the right to amend the Privacy Policy at any time, for any reason. The date of the last revision to the Privacy Policy will be indicated by the "Effective Date" on the top of the first page of this Privacy Policy. Changes to this Privacy Policy are effective when they are posted on this page, so please check back often for updates.

HOW DO YOU CONTACT US?

If you have any questions about 11Sight's privacy practices, contact us by email to privacy@11Sight.com by mail at:

11Sight, Inc.,
Attn: Privacy Officer
2363 Carquinez Av #401
El Cerrito, CA 94530

MORE ABOUT INFORMATION 11SIGHT COLLECTS

11Sight may collect information from Members and Anonymous Callers when they are browsing 11Sight Websites, registering for or using any of our Services (whether they are accessed through a desktop computer, a smart phone or tablet, or some other device), using our Customer Support services, or with respect to anonymized technical analytical information only, using our Deployed Systems. 11Sight may also collect information in connection with our Sales Activities.

INFORMATION COLLECTED WHEN BROWSING 11SIGHT SITES

- When you fill out our online form requesting a demo, a free trial or additional information about 11Sight products and services, we collect basic information such as your name, email address, country of residence, company and telephone number. This information is required to communicate with you and to provide you with the information or services you requested.
- Through cookies, web beacons and similar technologies, we receive information that allows us to recognize you, customize your experience, and serve our advertisements both on and off 11Sight Websites.
- Log file information is automatically reported to us by your browser each time you access 11Sight Websites. For instance, our servers automatically record information such as your web request, referral URL, IP address, statistics on page views, usage statistics and crashes.
- If you browse 11Sight Websites from a smart phone, a tablet or other mobile device, the mobile services provider may transmit to us uniquely identifiable mobile device information which may include, or may allow us to determine, information such as your hardware model, operating system version, language and time zone, and router ID.

INFORMATION COLLECTED IN CONNECTION WITH SALES ACTIVITIES

- When you inquire about purchasing our products or services, or when you sign up for a 11Sight Hosted Service or purchase Deployed Products we will obtain business and contact information, which may include name, email address, country of residence, company and telephone number of the person subscribing for the service or inquiring about purchasing the products either directly or on behalf of an organization.

- We will need to get payment information from you.
- 11Sight may also receive business and contact information about Customers, potential Customers and Users through its Partners or through third party marketing companies.

INFORMATION COLLECTED IN CONNECTION WITH 11Sight SERVICES

- When you use our Web App as a Member, or place an 11 Call either as a Member or an Anonymous Caller, 11Sight may automatically collect and store certain information about your usage of and interaction with 11Sight's software and products such as server information (hardware settings and statistics, network information, system activity, server configuration, alerts, utilization, appliance version, browser details) and Call Logs which contain the time and duration of calls, pictures and videos recorded during the call, the types of participants on each call, and electronic identification data of the call participants such as Member Account (which may be the participant's email address), IP address, server details, endpoint type and version, device type and type and version of operating system, browser type, version and language, and circumstances of disconnecting from the call. In addition, 11Sight may collect certain endpoint information (such as hardware statistics, network information, application settings, log files, error reports and usage).
- Through cookies, web beacons and similar technologies, we receive information that allows us to recognize you and customize your experience.
- When you access 11Sight Services from a smart phone, a tablet or other mobile device, the mobile services provider may transmit to us uniquely identifiable mobile device information which may include, or may allow us to determine, information such as your hardware model, operating system version, language and time zone, system activity, usage activity, and network information.
- Call-Images and Call-Videos are only accessible to the Caller and Callee. As a Member you have access to the Call Logs after the call. We do not store any Call Logs for Anonymous Callers.

INFORMATION COLLECTED IN CONNECTION WITH DEPLOYED PRODUCTS

- 11Sight may collect, through third parties or by technical means, anonymized technical analytics information of the type described in [Information Collected in Connection with Hosted Services](#) about the way Users interact with and use our Deployed Products. No such information can be matched by 11Sight or aggregated with other information in our possession to identify or re-identify the User.
- Anyone with administrative access to a 11Sight system, such as your organization's or (if applicable) Service Provider's general administrator (each such person, an "Administrator"), will have access to the Member Account and activity information contained in such 11Sight system (including email address and other data to the extent included). The Administrator may be able to:

- View a Member's Call Logs
- Change the Members' account passwords or Suspend or terminate the Members' account access
- Access or retain information stored as part of the Members' account
- Receive the Members' account information in order to satisfy applicable law regulation, legal process or enforceable governmental requests
- As part of certain agreements with Partners, 11Sight may request and receive User Call Logs in order to monitor and verify usage.

INFORMATION COLLECTED IN CONNECTION WITH CUSTOMER SUPPORT ACTIVITIES

- All information provided in connection with accessing Customer Support may be captured and retained by 11Sight. For example:
 - When you call or initiate an online chat to receive Customer Support, we monitor and may record the various interactions that take place.
 - If you email us in connection with a request for Customer Support services we may retain that email.
 - When you provide information to our Customer Support personnel during the course of resolving a problem, that information may also be retained.
- In order to provide direct technical support, we may need to receive and analyze information such as Member Call Logs, User log files and system data bases which contain the information of the type described in
- In the course of providing online or direct technical support, with your permission, we may sometimes be granted access to data that is visible on your screen. The relevant Administrator may also grant us access to other data of your organization. This data may contain information about you, your organization's employees, customers, partners, or suppliers. Any such access to information not relevant to the problem being resolved is not recorded or retained by 11Sight.

MORE ABOUT THE USE OF INFORMATION 11SIGHT COLLECTS

11Sight uses the information it collects for the following purposes:

- **Communications**

11Sight uses the information we collect in order to communicate with you about 11Sight's products and services, to respond to your requests for information and to keep Members informed of important matters, such as software and security updates and changes to our terms and conditions. We also use it to process orders and administer the financial and other aspects of our relationship.

- **Providing Requested Products and Services**

Information is used to provide the desired products or services to Members and Anonymous Callers.

- **Sales Activities**

11Sight uses information it collects as part of its Sales Activities for processing orders, sending leads to our Partners, keeping you informed of special offers and changes in available products and services and general marketing activities.

- **Customer Support**

Information is also used to provide technical and other support to Members and Anonymous Callers of our products and services. Recording Customer Support sessions helps 11Sight to train its personnel and creates a record of the interaction for future use and product improvement purposes.

- **Data Analytics**

11Sight collects various kinds of statistical and analytical information in connection with the operation of the 11Sight Websites, the furnishing and operation of 11Sight products and services, and the operation of our Customer Support and Sales activities. Data we collect from these activities, such as log file and traffic information, are used to evaluate the performance of the 11Sight Websites and 11Sight's products and services, as well as to better understand usage patterns and the needs and interests of our current and potential Members and Anonymous Callers. This assists 11Sight in improving its product lines, fixing bugs and creating new and relevant features for its members and Anonymous Callers. We also sometimes contract with outside suppliers to conduct some data analytics, particularly on websites.

MORE ABOUT 11SIGHT'S SHARING OF INFORMATION

- Information may be shared among 11Sight and its subsidiaries and controlled affiliates as part of 11Sight's regular business operations. 11Sight may also share information with its Channel Partners for their use in Sales Activities, supporting Customers and Users, and for other business purposes.
- Like many businesses, 11Sight contracts with other companies to perform certain business-related functions, such as internet and telecommunications service providers, website hosting companies, data hosting companies, mail delivery companies, analytics companies, fulfilment companies, and other service providers. When we do, we may share with them information that they require to perform their specific functions. Suppliers to 11Sight that have access to your information are required to keep the information confidential, maintain appropriate security and are not permitted to use the information for any purpose other than to carry out the services they are performing for 11Sight.
- Member and Anonymous Caller information in 11Sight's files may be transferred in a corporate reorganization transaction such as a sale or divestiture of the company, or any combination of its products, services, or assets. We may also transfer or assign such information in the course of a bankruptcy, dissolution or similar transactions or proceedings.

- We will disclose information when 11Sight believes such action is necessary or desirable to respond to legal process or government demands or requests, to protect our Members and Anonymous Callers, to protect lives or property rights, to maintain the security of our products or services, or to help defend ourselves against any claims or allegations.

MORE ABOUT COOKIES AND OTHER TRACKING DEVICES

Cookies

11Sight may use both session and persistent cookies in connection with 11Sight Websites and Hosted Services. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to 11Sight Websites and can be removed by following your web browser's directions. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of 11Sight Websites or Hosted Services may not function properly if the ability to accept cookies is disabled. We set cookies which remain on your computer for differing times. Some expire at the end of each session and some remain for longer so that when you return to our website, you will have a better user experience. The table below explains the cookies we use, and the purposes for which they are used.