

Mudstack Privacy Statement

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Protecting your privacy is important to Mudstack. This Privacy Statement explains how Mudstack processes Personal Information collected through our website and Services. References to “Mudstack,” “we,” or “our” means Mudstack, Inc.

This Privacy Statement describes how we process Personal Information for our own purposes. We may also process Personal Information on behalf of our customers subject to a written contract. We do not control the data processing or protection practices of our customers, which may differ from those set out in this Privacy Statement.

“**Personal Information**” is information that identifies, or can reasonably be linked directly or indirectly to, an identifiable person. Personal Information does not include information that is anonymous, de-identified, or aggregated, as those terms may be defined under applicable law. Terms that are capitalized but not defined in this Privacy Statement have the meanings assigned to them in our [Customer Terms of Service](#).

1. **Information We Collect.** We obtain Personal Information in different ways. Some Personal Information is collected directly from you. Other data is automatically collected or generated about how, when, and why you interact with us through our Services and other offerings, including data obtained through the use of cookies and other tracking technologies. We also obtain data about you from third parties including Account Administrators for Accounts owned or accessed by you.

2. **Information You Provide Us.** We collect information directly from you, such as when you sign up to use or access an Account or otherwise use our Services, use our Site or interact with one of our surveys, activities or with social media or otherwise contact us. The types of information we may collect from you include:

- a. Identifiers, such as your name, email addresses, IP address, account username, and account password.
- b. Professional information, such as your occupation and industry and other qualifications.
- c. Commercial information, such as details about your subscription plans and the Services and/or Accounts that you have purchased, used and/or expressed interest in.
- d. Financial account information, such as payment information you provide when purchasing our Services (a third party processes these transfers on our behalf as described below).
- e. Records of our interactions, such as correspondence, details of complaints and their resolutions, service records and the frequency at which you wish to receive marketing communications.

When you make purchases through our Site, we use third-party payment processor Stripe and do not store credit card or other financial information (other than confirmation that payment in a certain amount has been made). We collect contact and account information from you that we pass through to the payment processor to facilitate the transaction. For more information you can contact our providers as set forth in their privacy notices.

3. Information We Obtain or Generate. We automatically collect or generate certain Personal Information about you based on your interactions with us, such as when you use our Services and Site, and we may associate that information with the Account through which you access the Services. The information we collect includes:

- a. Identifiers, such as unique user identifiers, unique device identifiers, IP addresses, cookie identifiers, information about Service subscriptions, and Account usernames.
- b. Internet or other electronic network activity information, such as the website domain visited; which activities and Service offerings are used, how, and for how long; posts, discussions, and other types of engagement with us, including on our blogs, discussion forums, or chat rooms; the use of any hyperlinks or downloadable content available through the offerings.
- c. Geolocation information.
- d. Electronic information, such as information about operating systems, device types, information about browsers, information relating to automatic updates and technical errors, information about your use of our Services and Site, including your preferred tools and experiences, and your engagement with Account(s).
- e. Commercial information, such as records about interest in our Services or completed purchases.
- f. Inferences drawn from any of the personal and Service usage information available to us.
- g. We also use cookies (small text files stored by your web browser when you use websites) and related technologies, such as pixels and beacons (collectively "**Cookies**"), to collect and store information when you use our Services and Sites. To learn more, see our Cookie Statement.

Except as described in our Privacy Statement and our Cookie Statement, whether we collect data through the use of Cookies is up to you. You can change your mind at any time by going into your application settings or by clicking a link in the footer of our websites. The relevant link may be titled "Cookie preferences," "Privacy settings," or something similar.

In addition, we gather certain information automatically as part of your use of our Services and Site including third-party analytics tools, such as Google Analytics.

4. How We Use Your Personal Information. We use your Personal Information mindfully, and in useful ways, including:

- a. To validate your identity as necessary to perform our contract with you and/or the Owner of an Account accessed by you.
- b. To deliver Services and other offerings, including information such as insights and recommendations, as necessary to perform our contract with you and/or the Owner of an Account accessed by you.
- c. To send you important information, such as about your Account or Account(s) accessed by you within the scope of our contract with you and/or the Owner of an Account accessed by you.

- d. To send you information you requested to the extent necessary to perform our contract with you or, when not necessary to perform a contract, in furtherance of our legitimate interest, for example in responding to customer inquiries.
- e. To maintain and improve the security of, and to troubleshoot any issues relating to, our Services as necessary to perform our contract with you and/or the Owner of an Account accessed by you or, when not necessary to perform a contract, in furtherance of our legitimate interest in protecting our business.
- f. To anonymize, aggregate, or de-identify your Personal Information so it can no longer identify you in furtherance of our legitimate interest in conducting research and analysis.
- g. To develop and improve our current and future offerings and your experience, including through the use of automated systems that analyze data using machine learning and other analytic techniques, in furtherance of our legitimate interests.
- h. To understand the ways our Services are used and who is using them in furtherance of our legitimate interest in improving our offerings and the overall User experience.
- i. To analyze information about how you interact or may interact with us or our Services in furtherance of our legitimate interest in improving our offerings and your experience with us or, where needed, with consent.
- j. To make strategic decisions concerning our business operations, including reporting on the performance of our business, in furtherance of our legitimate interest in making those decisions.
- k. To send you learning content, tutorials, suggestions, newsletters, surveys, or other information, including information that may be relevant to your interests or preferences, in furtherance of our legitimate interest in improving your customer experience.
- l. To send you promotional offers, advertising, or other marketing content in furtherance of our legitimate interest to engage in direct marketing.
- m. To detect, prevent, or otherwise address non-valid use of our Services such as through fraud and to protect you, Mudstack, and/or third parties in furtherance of our legitimate interests.
- n. To enforce, and review compliance with, the legal terms that govern our Services in furtherance of our legitimate interest in ensuring adherence to the relevant terms.
- o. To comply with our legal obligations under applicable laws.
- p. To protect the rights, safety, and property of Mudstack, you, the Owner(s) of Account(s) accessed by you, or any third party in furtherance of our legitimate interest in protecting us, our customers, our Users, and third parties.
- q. For other purposes for which we obtain your consent.
- r. As further described in our Services, such as in our [Customer Terms of Service](#).

Where we rely on your consent to process Personal Information, you may withdraw your consent at any time by contacting us at the contact details below or as otherwise indicated to you in writing. Please note that your withdrawal of consent will not affect our processing activities based on your consent that occurred before your withdrawal.

When we process Personal Information about you to comply with legal requirements or to perform our obligations under a contract with you and/or the Owner of an Account accessed by you, failure to provide such data may prevent or delay our fulfillment of these obligations.

5. How We Disclose your Personal Information. We disclose the categories of information described above to the following categories of persons:

a. Our service providers, including vendors, consultants, and other service providers who perform services or functions on our behalf, for business purposes. For example, our service providers include companies who support us with marketing, sales, consulting, communications, software maintenance and support, analytics, social media, market research, auditing for valid use, license compliance, security, user verification, localization, and payment processing. Our service providers process your information subject to contractual terms that restrict their ability to use your information.

b. Our business partners with whom you interact to facilitate your use of our Services or Site.

c. Social networking services and platforms to connect with or share information publicly, with service providers, or with your contacts on such services or platforms.

d. Persons to whom we are required by law to provide information, such as pursuant to a subpoena or a court order.

e. Law enforcement, legal counsel, or other reasonably necessary parties when we have a good faith belief that the disclosure is necessary to prevent or respond to fraud, defend ourselves against attacks, or protect the rights, property, and safety of Mudstack, you or Owner(s) of Account(s) accessed by you and the public.

f. Persons involved in the consideration, negotiation, completion of a business transaction, including the sale, merger, consolidation, acquisition, change in control, transfer of substantial assets, bankruptcy, or reorganization, and any subsequent integration.

We may also disclose your Personal Information to other parties when we have your consent to do so or when you direct us to, for any purposes requested or permitted by you.

We may share aggregate, anonymous, or de-identified demographic, statistical, and other information regarding use of our Services with third parties for marketing, analytics, planning, and other purposes. Such information will not specifically identify any particular User.

6. How We Protect Your Data. We maintain a combination of reasonable and appropriate physical, administrative, and technological controls to protect your data from unauthorized access or malicious actions. We take reasonable steps to limit the access our employees, contractors, and agents have to your Personal Information to those who need to know this data to perform their assigned functions.

7. Your Rights and Choices. You have the right to access, update, delete, receive a copy of, or restrict our use of your Personal Information. When we process Personal Information based on your

consent, you have the right to withdraw consent any time. You may submit a deletion request by contacting privacy@mudstack.com. We may retain certain data about you for legal and internal business purposes, such as fraud prevention, in accordance with applicable laws. To request a copy of the Personal Information in your account, please contact privacy@mudstack.com. Consistent with applicable law, we may ask for proof of your identity before fulfilling your request, and we may ask for additional forms of verification depending on the nature of the personal information requested. Certain jurisdictions grant individuals additional rights with respect to their Personal Information. Depending on where you live or applicable law, you may also have the right to:

- a. Object to our processing of your Personal Information.
- b. Have us block or anonymize your Personal Information, as appropriate.
- c. Receive a copy of your Personal Information to transfer it to a third party.
- d. Opt-out of certain direct marketing communications.
- e. Opt-out of certain disclosures of your Personal Information to third parties.
- f. Lodge a complaint with the relevant data protection authority in the jurisdiction in which you are located.

These rights may be limited in some circumstances by local law. For example, even if you ask us to delete your Personal Information, we may need to retain it to complete transactions you have requested, to comply with our legal obligations, or for other limited business purposes as required or permitted by law. To exercise applicable rights, please contact Mudstack at privacy@mudstack.com. Where we process Personal Information on behalf of the Owner of an Account accessed by you, we may refer the request to the relevant Owner or Account Administrator and cooperate with their handling of the request, subject to any special contractual arrangement with that Owner or Account Administrator. California residents, please read the “Your California Privacy Rights” section for additional disclosures and information regarding your rights under California law.

8. Mudstack’s Data Storage and Retention Practices. We store your Personal Information and content on our servers and the servers of our service providers. Because we and our service providers maintain servers in global locations, your Personal Information may be transferred across national borders and stored on the servers outside of your country or region. We will retain your Personal Information for as long as necessary to provide you with the Services that you are using or have requested, for the establishment, exercise or defense of legal claims, and as needed to comply with our legal obligations. Data may persist in copies made for backup and business continuity purposes for additional time.

9. Transfer your Personal Information Across National Borders. Because we are a global company, we transfer Personal Information across national borders to other countries, in compliance with the laws that apply to that data. Where required by law, we have put in place measures to adequately protect Personal Information that we transfer across borders. If you wish to obtain a copy of the safeguards that we use to protect Personal Information transferred across borders, please contact us using the information in the “Contacting Us” section below.

10. Mudstack’s Marketing and Advertising Practices. We use analytics tools that use Cookies or other technologies to collect information about visitors to our Site and Services. Through these means, we may be able to collect information from visitors to our Site and Services, including websites visited, how and when applications are used, IP addresses, device IDs, and browser information.

11. How We Protect Children. Our Services are not directed to individuals under the age of 18 and we do not knowingly collect information from anyone under 18. If you become aware that a child has provided us with Personal Information, please contact us at privacy@mudstack.com. If we become aware that a child under 18 has provided us with Personal Information, we will take steps to delete such information as soon as possible.

12. Public Display of Personal Information You Give Us. As always, we urge you to be mindful when deciding to disclose Personal Information, including through our Services. Our Services will allow you to post information that may be viewed and downloaded by all Users of the Account in which such information is posted and may allow you to post content, including comments and “likes,” that can be visible to the public. In some cases, your Account Administrator can limit who can view or access the information and content you post. In other cases, the information and content will be available to all Users of the Account through which the information is posted, or even to the general public. Your name, username, profile image, or email address (particularly if this is your username) may be posted along with any message or other content you post through the Services. ***It is your responsibility to understand the settings of the Account through which you post information or content. If you are posting information or content you do not want to be disclosed publicly, make sure you are using an Account that allows you to understand and/or control who sees information or content you have posted. We will have no responsibility or liability to any User for any Personal Information, Data, or other information or content posted by anyone through use of the Services, including Users.***

13. Changes to this Privacy Statement. We may change this Privacy Statement to reflect changes in the law, our data handling practices, or the features of our business. The updated Privacy Statement will be available at www.mudstack.com/privacy. We will show the date the Privacy Statement was last updated to help you know when we change it. If we make material changes to our Privacy Statement, we will endeavor to provide you with notice before such changes take effect, such as through prominent notice on our website or services or by email.

14. Contacting Us. To contact us, please use the following contact information. When you do so, please tell us the name of the Owner of the Account about which you are contacting us:

By email at: privacy@mudstack.com

By postal mail:

Mudstack, Inc.
Privacy Questions
6000 Foxberry Ln
Roswell, GA 30075

15. Your California Privacy Rights. If you reside in California, you have rights to access the specific pieces of your information, the right to know details about our processing of your information, the right to request deletion of your Personal Information, and the right to not be denied goods or services for exercising these rights. You can exercise these rights, request deletion of your Personal Information and/or request a copy of the Personal Information in your account by emailing us at privacy@mudstack.com.