

# Hyperseed Privacy Policy

Last modified: January 31, 2022

## Introduction

Seed Technologies, Inc. ("**Hyperseed**" or "**We**") respects your privacy and is committed to protecting it through our compliance with this Privacy Policy (this "Policy"). This Policy describes our practices for collecting, using, maintaining, disclosing, and otherwise processing (collective, "processing") the information that we collect from you, as well as how we protect and secure your data. If you have additional questions regarding your rights under this Policy or any agreement you may have with Hyperseed regarding your data, please contact us. **Please read this Policy carefully to understand our processing of your information and how we will treat it. By accessing or using this website, you agree to this Policy.**

This Policy generally applies to the information that Hyperseed processes. However, this Policy is subordinate to any specific terms and conditions set forth in any contract for services or other agreement you may have with Hyperseed relating to a service or data.

Further, this Policy applies only to information Hyperseed processes. This Policy does not apply to information collected by Hyperseed's business partners, who may have their own privacy policies that apply to you. For example, Hyperseed works with companies to save and track server performance data for diagnostics and to deliver these diagnostics to our customers. The information you provide to such companies is subject to such company's policies. It is our policy, however, to treat all Personal Information received from our business partners with the same or greater care that they use.

## **1. Information We Collect About You and How We Collect It**

We collect several types of information from and about users of our website, including Personal Information and Non-Personal Information. We collect this information:

- Automatically when you visit and use our website and when you use our services through applications or software we make available to you;
- When you provide it to us on our website or through applications or software we make available to you;
- When you purchase or inquire of our services; and
- When you work with our business partners.

"Personal Information" is information that can be used to identify, locate, or contact you, a natural person, as well as any other information about you that we may connect with Personal Information. For example, Personal Information that we may collect includes:

- Contact information such as your name, email address, phone number, physical address, username, and password;

- Demographic information, such as your type of employment, job title, and place of employment;
- Relationship information such as your preferences or potential interest in Hyperseed services;
- Behavioral information such as purchases, services requested, customer service inquiries, session data, customer account activity, other customer account information, your IP Address, operating system, browser type, and information about your use of our website or use of our services; and
- Financial information such as credit card or banking information.

“Non-Personal Information,” on the other hand, is information that does not identify you as a natural person and is not identifiable to you as a natural person. For example, Non-Personal Information that we collect includes:

- Server usage and performance data which does not include Personal Information
- Cookies and other similar tracking technologies processed in a non-identifiable way;
- Information we anonymize by rendering it unidentifiable to a natural person;
- Information we aggregate by combining it with other data in such a way that no natural person can be identified or linked to any specific information; and
- The name, form, contact details, relationship information, transaction history, or financial information of business entities other than natural persons, such as corporations, limited liability companies, non-profit organizations, and other business entities.

## **2. Our Purpose for Collecting your Information**

Hyperseed collects and processes Personal Information for a variety of purposes depending on the information being processed. Hyperseed may use Personal Information for purposes such as the following:

- To operate, maintain, and provide our services to you through our website or through applications or software we make available to you.
- To provide you with information, products, services, or support that you request from us.
- To fulfill any other purpose for which you provide Personal Information.
- To improve our website and our services.
- To provide customer service and support to you.
- To improve our customer service and support.
- To enhance and personalize customer experience.
- To identify and market services that may be of interest to you.
- To enable you to purchase, renew, and appropriately use our services.

- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To send periodic emails including marketing emails about Hyperseed products and services.
- To notify you about changes to our website or any products or services we offer or provide through it.
- In any other way we may describe when you provide Personal Information to us.

We may also use your Personal Information where necessary for us to comply with a legal obligation, including to share information with government and regulatory authorities when required by law or in response to legal process, obligation, or request.

We will request your consent before we use or disclose your Personal information for a materially different purpose than those set forth in this Policy.

With respect to Non-Personal Information, because this information does not identify a natural person, Hyperseed may use and process it for any purpose. Hyperseed expressly reserves the right to use anonymized or aggregated information to improve or develop its goods and services, create and publish reports, conduct statistical analyses about customer interest, monitor industry trends, and otherwise engage in activities that do not result in the disclosure of identifiable information.

### **3. How Your Information is Shared**

We may disclose Non-Personal information and information that does not identify any individual without restriction. We may disclose Personal Information that you provide to us or that we collect in the following ways:

- To our contractors, services providers, and other third parties who provide goods or services to us, such as our service providers, vendors, or operators of software used in our services.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Hyperseed's assets.
- To enforce our rights, protect our property, or protect the rights, property, or safety of others, or as is needed to support external auditing, compliance, and governance functions.
- For any other purpose disclosed by us when you provide the information.
- For any other purpose with your consent.

We may also disclose Personal information to comply with our legal obligations, such as responding to lawful requests from government or judicial entities. In the event we are asked to disclose your Personal Information, we will attempt to validate the request and inform you of it prior to disclosure.

We will maintain controls and oversight appropriate to ensure that any third party who we engage to assist us in processing your Personal Information will only have access to the Personal Information necessary for it to perform specific, designated tasks on our behalf, will only use the information for this purpose, and will protect your Personal Information to at least the same extent that we do. Please note, however, that this Policy applies only to information that we process and share with others – it does not apply to Personal Information that you share with third parties.

#### **4. How Your Information is Stored and for How Long**

Hyperseed cares about the security of your Personal Information, and we make reasonable effort to ensure your Personal Information is secure. We use appropriate physical, technical, and administrative security measures based on the nature of Personal Information gathered and processed. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your personal information transmitted to our website. The safety and security of your information also depends on you. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your email communications from Hyperseed.

Hyperseed keeps different kinds of information for different lengths of time depending on the purpose for which it is processing the information and depending upon your specific situation. In any event, Hyperseed will retain your Personal Information as long as necessary to accomplish the relevant purpose. Hyperseed will retain Personal Information after ceasing to provide services to you to the extent necessary to comply with any legal obligations. Where we retain data, we do so in accordance with any limitation periods and records retention obligations that are imposed by applicable law.

#### **5. Your Choices with Respect to Personal Information**

Your first choice is always to limit the information you provide to us. You may also opt out of certain marketing information by visiting our website and communicating your choices to us, or by clicking “unsubscribe” at the bottom of marketing emails you might receive.

Regarding cookies and other tracking technologies, you can manage these by adjusting the settings on your browser, commonly referred to as the browser’s “Do Not Track” settings. All browsers are different, so you may need to visit the “Help” section of your browser to learn more about cookie preferences and other privacy settings that may be available. You can also manage how your mobile device and mobile browser share location information with Hyperseed, as well as how your mobile browser handles cookies and related technologies by adjusting your mobile device privacy and security settings. Please refer to instructions provided by your mobile service provider or the manufacturer of your device to learn more. In general, Hyperseed will comply with your browser’s “Do Not Track” settings.

Hyperseed complies with applicable law regarding your ability to access, correct, and delete your identifiable information. If you have an online account, you may be able to log into your account to access and update certain information provided. For identifiable information that is not linked to an online account, please contact us directly.

For assistance with exercising your choices, or if you have any questions about your choices, please contact us.

## **6. Personal Information of Children Under Age 16**

Hyperseed does not intend to collect Personal Information from children aged 16 and under. If you are a child under the age of 16, please do not attempt to register for or otherwise use the services or send us any Personal Information. If we learn we have collected Personal Information from a child under 16 years of age, we will delete that information as quickly as possible. If you believe a child is providing us Personal Information, please contact us directly so we may investigate and delete it.

## **7. For California Residents:**

The California Consumer Privacy Act (the “CCPA”) affords those who reside in the State of California certain rights as a data subject. If you are a resident of the State of California, we encourage you to read and learn about those rights on your own, but the following will help you to begin to understand them:

- **Access:** You have the right to request that we disclose certain information to you about our collection and use of your Personal Information.
- **Erasure:** In some cases, you may have the right to request that we erase your Personal Information in our possession.
- **Data Portability:** This allows you to request a copy of your Personal Information that we may have and transfer that information to someone else without any interference from us. In some cases, you may be able to request that we transfer your Personal Information directly to a third party on your behalf.
- The CCPA further provides California residents the right to direct us not to sell your personal information. **WE DO NOT SELL YOUR PERSONAL INFORMATION.**

We will not discriminate against you for exercising any of your CCPA rights.

The categories of Personal Information that Hyperseed collects from California residents are described in Section 1 above. The purposes for which Hyperseed collects this Personal Information is described in Section 2 above.

In addition, California’s “Shine the Light” law permits you to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes.

To make a request regarding any of these rights or to ask questions or provide comments about this Privacy Notice for California Residents, please contact us.

It is our policy to post any changes to this Privacy Notice on this page. We may or may not contact you directly concerning significant changes. We encourage you to visit this page periodically and check for changes. To the extent permitted by law, your continued use of our services after a change is deemed to be your consent to any such change.

#### **8. Changes to Our Privacy Policy**

Hyperseed may post changes to this Policy on this page. Please refer to the “last updated” date above. We may or may not contact you directly concerning specific changes, and therefore we encourage you to visit this page periodically and check. By using Hyperseed’s services or purchasing its goods after a change to this Policy, you are deemed to consent to any changes.

#### **9. Contact Information**

If you have any questions about this Policy or our information security and data privacy practices generally, or if you wish to provide comments or exercise any of your rights with respect to your personal information as identified above, please contact us at [privacy\[at\]hyperseed.com](mailto:privacy@hyperseed.com).