

Privacy Policy

Please read this Privacy Policy to understand what information we collect, how we use it, and under what circumstances we may disclose collected information to third parties.

DAR Data Services, Inc. provides this privacy policy to explain what information may be collected on our Website, how we use this information, and under what circumstances we may disclose the information to third parties.

This privacy policy, together with any posted terms of use posted on our website, set forth the general rules and policies governing your use of our website. Depending on your activities when visiting our website, you may be required to agree to additional terms and conditions.

This privacy policy is posted on the website and you may review it any time if you have any questions. It may change from time to time without notice. Any changes will be effective immediately upon the posting of the revised privacy policy.

WHEN YOU ACCESS OUR WEBSITE, YOU AGREE TO THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, OR TO ANY CHANGES WE MAY SUBSEQUENTLY MAKE, IMMEDIATELY STOP ACCESSING OUR WEBSITE.

1. Types of Information We Collect and How we Collect it

DAR Data Services collects two kinds of information about users: (a) information that you provide which personally identifies you; and (b) information that does not personally identify you which we automatically collect when you visit our website or mobile app.

Personally Identifiable Information: Personally identifiable information (“PII”) includes any information that may be used to specifically identify or contact you, such as your name, address, e-mail address, phone number, etc. To facilitate the use of certain parts of the website may choose to provide personally identifiable information. We do not collect any PII unless you voluntarily provide it to us.

Non-Personal Information: This refers to information that does not by itself identify a specific individual. We gather certain information about you based upon where you visit on our Site and what other sites may have directed you to us. This information, which is collected in a variety of different ways, is compiled and analyzed on both a personal and an aggregated basis. This information may include the Website’s Uniform Resource Locator (“URL”) that points to the site you just came from, which URL you go to after visiting our Site, what browser you are using, and your Internet Protocol (“IP”) address.

2. How We Use Your Information

We will primarily use your personal and non-personal information to provide product or service offerings to you. We will also use certain forms of personal and non-personal information to enhance the operation of our website or perform certain business functions such as internal marketing and promotional efforts, statistically analyze use of the website, improve our product or service offerings, and customize our website content, layout and services. We may use PII to deliver information to you and contact you regarding administrative notices. If you send us an email with questions or comments, we may use your PII to respond to your questions or comments, and we may save your questions or comments for future reference. For security reasons, we do not recommend that you send non-public personal information, such as passwords, social security

numbers, or bank account information, to us by email. Finally, we may use your PII to resolve disputes, troubleshoot problems and enforce our agreements with you, including any posted Terms of Use and this Privacy Policy.

3. Sharing Information with Others

In certain instances we may also share your PII with our third party vendors performing functions on our behalf and other companies who provide us marketing or promotional assistance, analyze our data, assist us with customer service, etc. Our vendors agree to use this information, and we share information with them, only to carry out our requests.

For example, in order to provide certain services to you, we use Hubspot, a third-party company, for marketing automation. Entering information on our website (for example by filling out a form), downloading images in any of our newsletter or marketing emails, or clicking on a link in any of our newsletter or marketing emails, will cause you to be personally identified. For more information on see Hubspot's Privacy policy here <https://legal.hubspot.com/privacy-policy> .

Except as provided in this privacy policy or the terms of use, your personally identifiable information will not be shared or sold to any third parties without your prior approval.

4. Cookies

Depending on how you use our service, we may store cookies on your computer in order to collect certain aggregate data about our users and to customize certain aspects of your specific user experience. A cookie is a small data text file which is stored on your computer that uniquely identifies your browser. Cookies may also include more personalized information, such as your IP address, browser type, the server your computer is logged onto, the area code and zip code associated with your server, and your first name to welcome you back to our Site. We may use cookies to perform tasks such as: monitoring aggregate site usage metrics, storing and remembering your passwords (if you allow us to do so), storing account and advertising preferences that you have set, and personalizing the Services we make available to you. However, we do not use cookies to track your browsing behaviors.

We may analyze the information derived from cookies and match this information with data provided by you or another party. If you are concerned about the storage and use of cookies, direct your internet browser to notify you and seek approval whenever a cookie is being sent to your hard drive. You may also delete a cookie manually from your hard drive through your internet browser or other programs.

5. Unsubscribe Requests

We will send you solicitations and mailings only if you have previously indicated that you wish to receive them. If you do not wish to receive solicitations from us, you can "opt-out" by accessing your account online and editing your account information to no longer receive such mailings.

6. Transfer of Assets

DAR Data Services may sell or purchase assets. Collected information is an asset. If another entity acquires DAR Data Services or all (or substantially all) of our assets, the personally identifiable

information and non-personal information we have about you will be transferred to and used by this acquiring entity.

7. Use in Legal Proceedings

Notwithstanding anything herein to the contrary, we reserve the right to disclose any personally identifiable information or non-personal information about you if we are required to do so by law, with respect to copyright or other intellectual property infringement claims, or if we believe that such action is necessary to: (a) fulfill a government request; (b) conform with the requirements of the law or legal process; (c) protect or defend our legal rights or property, our website, mobile app, or other users; or (d) in an emergency to protect the health and safety of our website or mobile app users or the general public.

8. Keeping Your Information Secure

We have implemented security measures we consider reasonable and appropriate to protect against the loss, misuse and alteration of the information under our control. Our security measures are consistent with current industry standards. Please be advised, however, that while we strive to protect your personally identifiable information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and are not responsible for the theft, destruction, or inadvertent disclosure of your personally identifiable information. By agreeing to the terms of use you accept this privacy policy and release and hold harmless DAR Data Services from any and all liability related to collected information or the use or dissemination thereof.

9. Other Sites

Our Website may link to or contain links to other third-party websites that we do not control or maintain. We are not responsible for the privacy practices employed by any third-party website. We encourage you to note when you leave our Website and to read the privacy statements of all third-party websites before submitting any personally identifiable information.

10. How to Correct or Update your information

You can make corrections to any personally identifiable information you have provided, review any of the information we have retained, how we have used it or to whom we have disclosed it to at any time by contacting as indicated below:

79 Madison Avenue
5th Floor
New York, NY 10016

Attn: Privacy Compliance Lead | DAR Data Services

Email: legal@dardataservices.com