

# Mobile Application Privacy Policy

This privacy policy governs your use of a software application (“Application”) on a mobile device that was created by IndustrySmarts Inc. The Application includes catalog, video, and product content from specific vertical industries.

## **What information does the Application obtain and how is it used?**

User Provided Information – The Application obtains the information you provide when you download and register the Application. Registration with us is mandatory after an introductory period in order to be able to use the basic features of the Application.

When you register with us and use the Application, you generally provide your name, email address, user name, password and other registration information. We may also use the information you provided us to contact you from time to time to provide you with important information, required notices and marketing promotions.

Automatically Collected Information - In addition, the Application may collect certain information automatically, such as the type of mobile device you use, your mobile operating system, and information about the way you use the Application.

## **Does the Application collect precise real time location information of the device?**

This Application does not store precise information about the location of your mobile device. We use your location information to provide requested location services. You may at any time opt-out from further allowing us to have access to your location data by denying location access when prompted by your device.

## **Do third parties see and/or have access to information obtained by the Application?**

Yes. We will share your information with third parties only in the ways that are described in this privacy statement. We may disclose User Provided and Automatically Collected Information:

- As required by law, such as to comply with a subpoena, or similar legal process;
- When we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- With our trusted services providers who work on our behalf, do not have an independent use of the information we disclose to them, and have agreed to adhere to the rules set forth in this privacy statement;
- if IndustrySmarts Inc. is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our web site of any change in ownership or uses of this information, as well as any choices you may have regarding this information

## **Data Retention Policy, Managing Your Information**

We will retain User Provided data for as long as you use the Application and for a reasonable time thereafter. If you'd like us to delete User Provided Data that you have provided via the Application, please contact us at [privacy@electricSMARTS.com](mailto:privacy@electricSMARTS.com) and we will respond in a reasonable time. Please note that some or all of the User Provided Data may be required in order for the Application to function properly, and we may be required to retain certain information by law.

## **Security**

We are concerned about safeguarding the confidentiality of your information. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve our Application. Please be aware that, although we endeavor to provide reasonable security for information we process and maintain no security system can prevent all potential security breaches.

## **Changes**

This Privacy Policy may be updated from time to time for any reason. We will notify you of any changes to our policy by posting the new Privacy Policy here:

[http://apps.electricsmarts.com/docs/app\\_privacy.pdf](http://apps.electricsmarts.com/docs/app_privacy.pdf). You are advised to consult this Privacy Policy regularly for any changes.

*Last updated 08/28/2013*

## **Your Consent**

By using the Services, you are consenting to our processing of User Provided and Automatic Collection information as set forth in this Privacy Policy now and as amended by us. "Processing," means using cookies on a computer/hand held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information, all of which activities will take place in the United States. If you reside outside the U.S. your information will be transferred to the U.S., and processed and stored there under U.S. privacy standards. By using the Application and providing information to us, you consent to such transfer to, and processing in, the US.

**Contact us** – If you have any questions regarding privacy while using the Application, or have questions about our practices, please contact us via email at [Privacy@ElectricSmarts.com](mailto:Privacy@ElectricSmarts.com).