



Privacy and Security Policy

Welcome to www.playermap.com, owned and operated by PLAYER MAP, Inc. ("PM"). PM values the privacy of each person who accesses our website, and we have adopted this Privacy and Security Policy ("Policy") to disclose our data collection and disclosure policies and practices for this website and all related web pages (the "Site"). Please contact us should you have questions regarding this Policy at pmx@playermap.com

Consent

By using the Site, you consent to this Policy. If you do not consent to this Policy, please refrain from using the Site. All information gathered from the Site, including any information specifically relating to you, will be stored and processed in the United States. If you access the Site from a location other than the United States, your use of the Site constitutes consent to the transfer of your information to the United States.

Security of Your Information

PLAYER MAP saves your personal information in a secure environment so that you can easily use our services upon return visits. PLAYER MAP may retain information we gather about you indefinitely.

Collection and Use of Information

Personal Information. PM collects personal information from users only on a voluntary basis. When contacting us using your e-mail, you may provide your name, title, e-mail address, phone number and company name, and additional comments. You may view your personal information in the e-mail platform you e-mailed us on or request a copy of it at pmx@playermap.com. We use your personal information only to provide you services through the Site. From time-to-time, PM may use your e-mail or phone to contact you regarding (i) your inquiry, or (ii) new products or services; however you may opt-out of such communications if you prefer not to receive them. To opt-out of any such e-mail communications from PM, please e-mail your request to opt-out to pmx@playermap.com. PM will use your telephone number only to contact you regarding (i) your inquiry, or (ii) PMX subscription. Payment for PMX is processed by invoice to your company or via PayPal, and as such, PM does not collect any personal financial information.

Non-Personal & Anonymous Information. Regardless of whether you register with the Site, PM collects non-personal and anonymous information from all our users to be used in an aggregate fashion. This information helps us to determine how we can create a better experience for our users. Accordingly, PM collects system-related information (e.g. IP address, browser type, operating system type, and pages accessed) to be used for system administration purposes, to help diagnose problems with our servers, to monitor traffic patterns, to determine which services are used most frequently, and to assess site usage.

Disclosure of Your Information

PM does not sell or rent your personal information to third parties. PM may share your personal information with third parties in an effort to satisfy your inquiry. PM may share your personal information with third parties (e.g. PayPal) so that your PMX subscription can be processed. PM may disclose your personal information to entities employed to perform functions on our behalf. If one of PM's business lines or the entire business is acquired or transferred, whether by merger, consolidation or purchase of a substantial portion of assets, PM may disclose and transfer your personal information to such third party. In addition, if PM becomes the subject of a bankruptcy or insolvency proceeding, whether voluntary or involuntary, PM or its trustee in bankruptcy may sell, assign, license or otherwise transfer your personal information in a transaction approved by the appropriate court.

PM may disclose your personal information to third parties when we believe, in good faith and in our sole discretion, that such disclosure is reasonably necessary to: (a) enforce or apply the terms of this Policy; (b) comply with law enforcement, legal, national security or regulatory requirements; (c) protect the rights, property or safety of PM, our users or other third parties; or (d) prevent a crime or protect national security. PM may disclose de-identified aggregate information to its clients, business partners, merchants, advertisers, potential advertisers, investors, potential buyers and other third parties if PM deems such disclosure, in its own discretion, to have sound business reasons or justification.

Third Party Sites

The Site may contain links to other websites over which we have no control (e.g. www.linkedin.com and www.salesforce.com as subscribed to by you or your company). PM is not responsible for the privacy practices or policies of other websites and entities, even if another website is accessed or linked to or from the Site. We encourage you to review the privacy policies and terms and conditions of such websites so that you can understand how those entities collect, use, and share your information. This Policy applies only to the Site and information that PM collects on this Site. In cases of onward transfer to third parties of data of EU or Swiss citizens pursuant to the EU-US Privacy Shield Framework or the US-Swiss Safe Harbor Framework, PM is potentially liable.

EU-US Privacy Shield Framework

PM complies with the EU-US Privacy Shield Framework as set forth by the US Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries. PM has certified that it adheres to the Privacy Shield Principles of notice, choice, accountability for onward transfer, security, data integrity and purpose limitation, access, recourse,

enforcement and liability. If there is any conflict between the policies in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification page, please visit <https://www.privacyshield.gov/>

In compliance with the EU-US Privacy Shield Principles, PM commits to resolve complaints about your privacy and our collection or use of your personal information. European Union with inquiries or complaints regarding this privacy policy should first contact PM at pmx@playermap.com. PM has further committed to refer unresolved privacy complaints under the EU-US Privacy Shield Principles to the BBB EU Privacy Shield, a non-profit alternative dispute resolution provider located in the United States and operated by the Council of Better Business Bureaus. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed by PM, please visit the BBB EU Privacy Shield web site at <http://www.bbb.org/EU-privacy-shield/for-eu-consumers/> for more information and to file a complaint. If your complaint is not resolved through these channels, under limited circumstances, a binding arbitration may be available before a Privacy Shield panel.

US-Swiss Safe Harbor Framework

PM complies with the US-Swiss Harbor Framework as set forth by the US Department of Commerce regarding the collection, use, and retention of personal information from Switzerland. PM has certified that it adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access and enforcement. If there is any conflict between the policies in this privacy policy and the Safe Harbor Privacy Principles, the Safe Harbor Privacy Principles shall govern. To learn more about the US-Swiss Safe Harbor Frame program, and to view our certification page, please visit <http://www.export.gov/safeharbor/>

In compliance with the US-Swiss Harbor Principles, PM commits to resolve complaints about your privacy and our collection or use of your personal information. Swiss citizens with inquiries or complaints regarding this privacy policy should first contact PM at pmx@playermap.com. PM has further committed to refer unresolved privacy complaints under the US-Swiss Harbor Framework to an independent dispute resolution mechanism operated by the Council of Better Business Bureaus. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed by PM, please visit <http://www.bbb.org/EU-privacy-shield/bbb-eu-safe-harbor-dispute-resolution/> for more information and to file a complaint. If your complaint is not resolved through these channels, under limited circumstances, a binding arbitration may be available before a Safe Harbor panel.

Cookies

The Site uses cookies, a small text file that is recorded on your hard drive by a web page server. It is not used to deliver viruses or other harmful programs to your computer. Cookies allow PM to monitor traffic patterns and site usage, which help make the Site more useful. Please note that you can set your browser to notify you each time a cookie is created and permit you to accept or decline cookies on an individual basis or to accept cookies from Site. However, please be advised that declining cookies may hinder performance of the Site and thereby negatively impact your experience using the Site if cookies are ever used on the Site. Anonymous aggregate information collected on the Site may be used to provide advertisements of products or services that may interest you. When you click on any of these advertisements, a cookie may be placed on your computer by a third party. Use of this cookie would be subject to the third party's privacy policies; however, please note that these third parties and third party advertisers would not have access to PM cookies placed on your computer.

Unauthorized Access

Although PM has implemented extensive physical and technical measures to help protect your information, no technical measures are guaranteed to completely prevent unauthorized access, use, or disclosure, and PM makes no such guarantees.

Children

The Site is not intended for children. PM does not knowingly or specifically collect personal information from users under 18 years of age or authorize such users to use the Site or PM services. However, adults with custodial care of a minor may use the Site for entering a purchase order on behalf of the minor. If PM becomes aware that it has collected personal information from a user under 18 years of age, it retains the right to take steps to delete such information from its database.

Policy Changes

We reserve the right to change this Policy at any time and for any reason. In particular, PM may modify this Policy from time-to-time to reflect changes in the way we collect, use or disclose information or to reflect changes in privacy laws, regulations and/or industry standards. We reserve the right to make the revised policy effective for information we already have about you as well as information received in the future. Accordingly, we encourage you to review this Policy from time to time in the future. Your continued use of the Site following changes to this Policy indicates your acceptance of those changes.

Applicable Law and Website Terms and Conditions of Use

This Policy is governed by the laws of the State of Wisconsin, without regard to conflicts of law principles. This Policy is further incorporated into by reference and made an integral part of the PM [Website Terms and Conditions of Use](#) ("Terms") that you have accepted in accessing this Site. All disputes arising hereunder shall be resolved in accordance with the dispute resolution procedures set forth in the Terms. PM is subject to the investigatory and enforcement powers of the Federal Trade Commission.