

Effective from June 01, 2023

1. Privacy Policy

Usermost cares deeply about the privacy of its visitors and users. To that end, this Privacy Policy (“Privacy Policy”) describes how Usermost (“we”, “our”, or “us”), collect, use, and share your Personal Information, as well as an explanation of the data rights you may have in that Personal Information. This Privacy Policy applies to all Usermost users, including unregistered visitors, registered users, paid users, and vendors of paid users (collectively, “Users”, “you”, or “your”), and to all Usermost services, including our websites (including www.Usermost.com and any of its subdomains, the “Website”) and related services (collectively, the “Services”).

Prior to accessing or using our Services, please read this policy and make sure you fully understand our practices in relation to your Personal Information. If you read and fully understand this Privacy Policy, and remain opposed to our practices, you must immediately leave and discontinue all use of any of our Services. If you have any questions or concerns regarding this policy, please contact us at <https://usermost.com/>. By accessing or using any of our Services, you acknowledge that you have read and consent to this Privacy Policy.

2. Which Personal Information We Collect

User Information:

To provide you the Services, we must collect Personal Information relating to an identified or identifiable natural person (“Personal Information”). We collect Personal Information you provide us, from your use of the Services, and from other sources. Here are the types of Personal Information we collect about you:

1. Information you provide us. When you register for our Services, use any of our Services; provide feedback, and/or when you contact us directly by any communication channel (emails, etc.) you may provide us Personal Information, such as name, email address, phone number, payment information (for Users with Paid Services), information you include in your communications with us that may include Personal Information.
2. Information we collect when you use the Services. When you visit, download, and/or use any of our Services, we may collect aggregated usage Personal Information, such as Visitors’ and Users’ browsing and ‘click-stream’ activity on the Services, session heatmaps and scrolls, non-identifying Personal Information regarding the Visitor’s or User’s device, operating system, internet browser, screen resolution, language and keyboard settings, internet service provider, referring/exit pages, date/time stamps, etc.
3. Information we collect from other sources. We may receive Personal Information about you from third-party sources, such as:
 - information necessary to create login credentials, verify your identity or determine your access level from your employer if associated with a paid business account;
 - security providers, fraud detection and prevention providers for example to help us screen out users associated with fraud;
 - advertising and marketing partners in order to monitor, manage and measure our ad campaigns.

We also collect, use, and share Aggregated Data that may be derived from your Personal Information but is not considered Personal Information under data privacy laws as this data cannot be used directly or indirectly to reveal your identity. For example, we may aggregate your Platform Usage Data to calculate the percentage of users accessing a specific website feature.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data).

3. Why We Collect Personal Information

- We use your Personal Information for the following purposes:
 1. To provide and operate the Services;
 2. To further develop, customize, expand, and improve our Services, based on Users' common or personal preferences, experiences, and difficulties;
 3. To provide our Users with ongoing customer assistance and technical support;
 4. To be able to contact our Users with general or personalized service-related notices and promotional messages;
 5. To help us to update, expand and analyze our records to identify new customers;
 6. To facilitate, sponsor, and offer certain contests, events, and promotions, determine participants' eligibility, monitor performance;
 7. To create aggregated statistical data and other aggregated and/or inferred information, which we or our business partners may use to provide and improve our respective services;
 8. To provide you with professional assistance, only upon your request;
 9. To enhance our data security and fraud prevention capabilities; and
 10. To comply with any applicable laws and regulations.
- We use your Personal Information for the purposes set out in this section where:
 1. Our use of your Personal Information is necessary to perform a contract or to take steps to enter into a contract with you (e.g. to provide you with a platform access, to provide you with our customer assistance and technical support);
 2. Our use of your Personal Information is necessary to comply with a relevant legal or regulatory obligation that we have; or
 3. Our use of your Personal Information is necessary to support legitimate interests and business purposes (for example, to maintain and improve our Services and the effectiveness of Usermost by identifying technical issues), provided it is conducted in a way that is proportionate and that respects your privacy rights.

4. How We Share Personal Information

We may share your Personal Information with service providers and others (or otherwise allow them access to it) in the following manners and instances:

1. Third Party Service Providers: Usermost has partnered with a number of selected service providers, whose services and solutions complement, facilitate, and enhance our own. These include hosting and server co-location services,

communications and content delivery networks (CDNs), data and cyber security services, billing and payment processing services, domain name registrars, fraud detection and prevention services, web analytics, e-mail distribution and monitoring services, session recording and remote access services, performance measurement, data optimization and marketing services, content providers, and our legal and financial advisors (collectively, “Third Party Service Provider(s)”).

Usermost may share the following categories of Personal Information with Third Party Service Providers for a business purpose:

- identifiers, including name, alias, postal address, unique personal identifier, online identifier, internet protocol address, email address, account name, or other similar identifiers;
- commercial information, for example information regarding products or services purchased, obtained, or considered; or
- commercial information that pertains to the business account to which the User has access.

2. The Personal Information may be shared solely in accordance with this policy.

Law Enforcement, Legal Requests and Duties: Usermost may disclose or otherwise allow access to your Personal Information pursuant to a legal request, such as a subpoena, legal proceedings, search warrant or court order, or in compliance with applicable laws, if we have a good faith belief that the law requires us to do so, with or without notice to you.

3. Protecting Rights and Safety: Usermost may share your Personal Information if we believe in good faith that this will help protect the rights, property or personal safety of Usermost, any of our Users, any Vendors-of-Users, or any member of the general public, with or without notice to you.

4. Connection With a Change in Corporate Control: In addition, should Usermost undergo any change in control, including by means of merger, acquisition or purchase of substantially all of its assets, your Personal Information may be shared with the parties involved in such event.

5. Upon Your Further Direction: Usermost may also share your Personal Information with third parties for other purposes upon your further direction or with your explicit approval.

5. How We Store Personal Information

1. Users' and Vendors-of-Users' Personal Information may be stored in our data centers. Usermost and Third-Party Service Providers that store or process your Personal Information on Usermost's behalf are contractually committed to keep it protected and secured, in accordance with industry standards and regardless of any lesser legal requirements which may apply in their jurisdiction.

6. Use of Cookies and Other Third-Party Technologies

We and our Third Party Service Providers use cookies and other similar technologies ("Cookies") in order for us to provide our Service and ensure that it performs properly, to analyze our performance and marketing activities, and to personalize your experience.

You can learn more about how we use cookies and similar technologies and how you can exercise control over them in our [Cookie Policy](#). These technologies are used mostly for stability, security, functionality, performance, and advertising purposes.

7. Your Rights in Relation to your Personal Information

1. Usermost agrees that it is imperative that you have control over your Personal Information. Pursuant to privacy regulations worldwide, Usermost enables you to request access to, receive a copy of, update, amend, delete, or limit processing of your Personal Information.
2. To fulfill our data security commitments to you, we may ask you for additional information in order to confirm your identity and for security purposes before fulfilling your request. We reserve the right to reject a request where permitted or required by law

8. Questions and Complaints

1. If you have any questions or concerns about this Privacy Policy, use or disclosure of Personal Information, or if you believe that we have not complied with this Privacy Policy or applicable data protection laws, please contact us – our details are set out at the end of this Privacy Policy.
2. Our Data Protection team will investigate the complaint and determine whether a breach has occurred and what action, if any, to take. We take every privacy complaint seriously and will make all reasonable efforts to resolve your complaint promptly and in accordance with applicable law.

9. Data Retention

1. We may retain your Personal Information (as well as your Vendors' Personal Information) for as long as your User Account is active, as indicated in this Privacy Policy, or as otherwise needed to provide you with our Services.
2. We may continue to retain your Personal Information after you deactivate your User Account and/or cease to use any particular Services, as reasonably necessary to comply with our legal obligations, to resolve disputes regarding our Users or their Vendors, prevent fraud and abuse, enforce our agreements and/or protect our legitimate interests.
3. We maintain a data retention policy which we apply to Personal Information in our care.

10. Updates and Interpretation

We may update this Privacy Policy as required by applicable law, and to reflect changes to our Personal Information collection, usage, and storage practices. If we make any changes that we deem as "material" (in our sole good faith discretion), we will notify you prior to the change becoming effective. In relation to any updated Privacy Policy, we will, as required by applicable law, notify you, seek your consent and/or take any other measures. We encourage you to periodically review this page for the latest Information on our privacy practices. Unless stated otherwise, our most current Privacy Policy applies to all information that we have about you and your vendors, with respect to our website and other services.

11. Contact us

If you have any questions or need further information about our Privacy Policy practices, please contact us at info@usermost.com