

PRIVACY POLICY

Last updated May 1, 2023

PURPOSE

This privacy policy (“**Policy**”) for Hypehound Inc. (“**Company**,” “**we**,” “**us**,” or “**our**”), describes how and why we might collect, store, use, and/or share (“**process**”) personal information related to you (“**Personal Information**”) when you use any of our cloud-based product solutions or services (“**Services**”), such as when you:

Visit our website at hypehound.io, or any website of ours that links to this Policy
Engage with us in other related ways, including any sales, marketing, or events

Questions or concerns? Reading this Policy will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at support@hypehound.io.

HYPEHOUND AS A SERVICE PROVIDER

We provide cloud-based services to our customers pursuant to Terms of Service. Our customers and their authorized users upload and store information on our Service (“**Customer Information**”). We process any Personal Information contained in the Customer Information in our Services on behalf of our customers and only in accordance with their written instructions. We are acting as a “processor” or as a “service provider” with regard to Customer Information. Therefore, this Policy does not apply to Customer Information.

SUMMARY OF KEY POINTS

This summary provides key points from our Policy, but you can find out more details about any of these topics by clicking the link following each key point or by using our table of contents below to find the section you are looking for. You can also click [here](#) to go directly to our table of contents.

What Personal Information do we process? When you visit, use, or navigate our Services, we may process Personal Information depending on how you interact with

Hypehound Inc. and the Services, the choices you make, and the products and features you use.

Do we process any sensitive Personal Information? We do not process sensitive Personal Information.

How do we process your information? We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so. Click [here](#) to learn more.

In what situations and with which parties do we share Personal Information? We may share information in specific situations and with specific third parties to fulfill the purposes mentioned above. Click [here](#) to learn more.

How do we keep your information safe? We have organizational and technical processes and procedures in place to protect your Personal Information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Click [here](#) to learn more.

What are your rights? Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your Personal Information. Click [here](#) to learn more.

How do you exercise your rights? The easiest way to exercise your rights is by filling out our data subject request form available here: hypehound.io/datarequest, or by contacting us. We will consider and act upon any request in accordance with applicable data protection laws.

Want to learn more about what Hypehound Inc. does with any information we collect? Click [here](#) to review the notice in full.

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1. WHAT PERSONAL INFORMATION DO WE COLLECT?

Personal Information you disclose to us

In Short: We collect Personal Information that you provide to us.

We collect Personal Information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Personal Information Provided by You. The Personal Information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The Personal Information we collect may include the following:

names

phone numbers
email addresses
job titles
mailing addresses
contact preferences

Sensitive Information. We do not process sensitive information.

Federated Login Data. We may provide you with the option to register with us using your existing account details, like your Shopify platform account. If you choose to register in this way, we will collect the information described in the section called "[HOW DO WE HANDLE YOUR FEDERATED LOGINS?](#)" below.

All Personal Information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such Personal Information.

Information automatically collected

***In Short:** Some information – such as your Internet Protocol (IP) address and/or browser and device characteristics – is collected automatically when you visit our Services.*

We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services, and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

2. HOW DO WE PROCESS YOUR PERSONAL INFORMATION?

***In Short:** We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.*

We use legitimate interest as a legal basis for processing your Personal Information.

We may process your Personal Information for a variety of reasons, depending on how you interact with our Services, including:

To facilitate account creation and authentication and otherwise manage user accounts. We may process your information so you can create and log in to your account, as well as keep your account in working order.

To deliver and facilitate delivery of Services to the user. We may process your information to provide you with the requested service. We may process your Personal Information to detect and prevent fraud or bugs on our website and Services to the extent necessary.

To respond to user inquiries/offer support to users. We may process your information to respond to your inquiries and solve any potential issues you might have with the requested service. If you have contacted us for information regarding our Services, for assistance, for partnerships or for any other information, we will process your Personal Information based on our legitimate interests to the extent necessary to fulfill your request.

To send administrative information to you. We may process your information to send you details about our products and Services, changes to our terms and policies, and other similar information.

To fulfill and manage your orders. We may process your information to fulfill and manage your orders, payments, returns, and exchanges made through the Services.

To save or protect an individual's vital interest. We may process your information when necessary to save or protect an individual's vital interest, such as to prevent harm.

- **To operate and maintain our websites and Services.** For instance, we may use your browsing information for this purpose.
- **To provide you with personalized recommendations when you are visiting our websites.** By using Personal Information for this purpose, you may expect to be presented with more engaging and relevant content than without the use of personalization.
- **To improve our websites.** We process your information, including device and usage information, to track your browsing behavior for analytics purposes. This eventually allows us, based on our legitimate interests or on your consent, to improve our websites as well as the overall user experience.
- **To provide and improve training on Hypehound Services.**
- **To send you communications.** We may inform you about Hypehound's latest product announcements, software updates, security and technical notices, and upcoming events or provide tailored advertising about us to the extent that you have provided us with your consent while interacting with our websites or

related services, based on our legitimate interests or otherwise as permitted by applicable privacy laws;

- **To assess new customer opportunities.** We process your Personal Information, in particular, contact information collected via different means to identify new customer opportunities as permitted by laws.
- **To assess new partner opportunities.** We collect and process your Personal Information, specifically contact information and Hypehound content you have interacted with as permitted by laws;
- **To gather insight on the effectiveness of our marketing campaigns and advertisements and improve/optimize our conversion rates.**
- **To manage events participation.** If you have registered to participate in an event, a contest, a webinar or other marketing event, we will process your Personal Information (mainly business contact information) to manage your participation in the event.
- **To request your feedback.** We might process your Personal Information to collect your feedback on your use of our Services, based on our legitimate interests or on your consent;
- **To manage payments.** We may process your Personal Information to collect and perform payments; and
- **To comply with legal obligations.** We process your Personal Information to cooperate with government authorities or competent courts, to respond to lawful requests, to communicate with you where required by privacy laws or for auditing purposes.

3. WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR PERSONAL INFORMATION?

***In Short:** We only process your Personal Information when we believe it is necessary and we have a valid legal reason (i.e., legal basis) to do so under applicable law, like with your consent, to comply with laws, to provide you with services to enter into or fulfill our contractual obligations, to protect your rights, or to fulfill our legitimate business interests.*

If you are located in the EU or UK, this section applies to you.

The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your Personal Information. As such, we may rely on the following legal bases to process your Personal Information:

Consent. We may process your information if you have given us permission (i.e., consent) to use your Personal Information for a specific purpose. You can withdraw your consent at any time. Click [here](#) to learn more.

Performance of a Contract. We may process your Personal Information when we believe it is necessary to fulfill our contractual obligations to you, including providing our Services or at your request prior to entering into a contract with you.

Legal Obligations. We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.

Vital Interests. We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party, such as situations involving potential threats to the safety of any person.

If you are located in Canada, this section applies to you.

We may process your information if you have given us specific permission (i.e., express consent) to use your Personal Information for a specific purpose, or in situations where your permission can be inferred (i.e., implied consent). You can withdraw your consent at any time. Click [here](#) to learn more.

If you are located in California, please review the section: “[DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?](#)”

4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

In Short: We may share information in specific situations described in this section and/or with the following third parties.

We may only disclose and share your Personal Information as follows:

With affiliates. Hypehound may share Personal Information about you with its affiliates. For example, Hypehound shares your business contact information as well as the communications you have with Hypehound for customer relationship management purposes. In such case your Personal Information will be processed in accordance with this Policy.

With service providers. Hypehound discloses your Personal Information with service providers with whom it has contracted in order to provide services on behalf of

Hypehound. These providers will access and process your Personal Information only as instructed by Hypehound. This may include customer relationship management, marketing purposes, billing purposes, data analysis, information security, technical support or customer services.

With business partners. From time to time, Hypehound may partner with other companies to support its business. This may include resellers, referral partners or social networks. In such instances, your Personal Information will be processed separately by those partners and will be subject to the respective partner's or sponsor's privacy policy. For instance, if you purchase or specifically express interest in a jointly-offered product, promotion or service from Hypehound, Hypehound may share Personal Information about you collected in connection with your purchase or expression of interest with our joint partner(s). Hypehound does not control its business partners' use of your Personal Information, and their use of the information will be in accordance with their own privacy policies. If you do not wish for your information to be shared in this manner, you may choose not to purchase or specifically express interest in a jointly offered product or services.

Where required by laws. Hypehound may share your Personal Information where it believes in good faith that it is necessary to respond to lawful requests, to protect its rights and property, to protect the interests of its customers or to enforce the terms of its terms of use.

Where necessary for business transaction purposes. If Hypehound goes through a merger, an acquisition, a sale of all or a portion of its assets, your Personal Information may be included in the assets involved in the transfer.

5. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

In Short: *We may use cookies and other tracking technologies to collect and store your information.*

We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store information. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our Cookie Notice.

Cookies and similar technologies: Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could

affect certain features or services of our Services. To opt out of interest-based advertising by advertisers on our Services visit <http://www.aboutads.info/choices/>.

The information we collect in this manner includes:

Log and Usage Data. Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Services and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity in the Services (such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called "crash dumps"), and hardware settings).

Device Data. We collect device data such as information about your computer, phone, tablet, or other device you use to access the Services. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system, and system configuration information.

6. HOW DO WE HANDLE YOUR FEDERATED LOGINS?

In Short: *If you register or log in to our Services using your Shopify platform account, we may have access to certain information about you.*

Our Services offer you the ability to register and log in using your third-party account details. Where you choose to do this, we will receive certain profile information about you from your account provider. The profile information we receive may vary depending on the provider concerned, but will often include your name, email address, and profile picture, as well as other information associated with that account profile.

We will use the information we receive only for the purposes that are described in this Policy or that are otherwise made clear to you on the relevant Services. Please note that we do not control, and are not responsible for, other uses of your Personal Information by your third-party federated account provider. We recommend that you review their Policy to understand how they collect, use, and share your Personal Information, and how you can set your privacy preferences on their sites and apps.

7. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: We keep your information for as long as necessary to fulfill the purposes outlined in this Policy unless otherwise required by law.

We will only keep your Personal Information for as long as it is necessary for the purposes set out in this Policy, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No purpose in this Policy will require us keeping your Personal Information for longer than three (3) months past the termination of the user's account.

When we have no ongoing legitimate business need to process your Personal Information, we will either delete or anonymize such information, or, if this is not possible (for example, because your Personal Information has been stored in backup archives), then we will securely store your Personal Information and isolate it from any further processing until deletion is possible.

8. HOW DO WE KEEP YOUR INFORMATION SAFE?

In Short: We aim to protect your Personal Information through a system of organizational and technical security measures.

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any Personal Information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your Personal Information, transmission of Personal Information to and from our Services is at your own risk. You should only access the Services within a secure environment.

9. DO WE COLLECT INFORMATION FROM MINORS?

In Short: We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly solicit data from or market to children under 18 years of age. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If

we learn that Personal Information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at support@hypehound.io.

10. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: *In some regions, you have rights that allow you greater access to and control over your Personal Information. You may review, change, or terminate your account at any time.*

In some regions, you have certain rights under applicable data protection laws. These may include :

- the right to access and receive a copy of your Personal Information, or specific pieces of Personal Information, in a readable format;
- the right to know the categories of sources from which your Personal Information was collected;
- the right to know the categories of third-parties with whom your Personal Information was shared;
- the right to rectify inaccurate or outdated Personal Information we hold about you and to ensure that it is complete;
- the right to erase your Personal Information, under specific circumstances;
- the right to restrict the processing of your Personal Information;
- the right to ask us to transfer your Personal Information to another controller, when technically feasible, in a format commonly used;
- the right to object to the processing of your Personal Information, when the processing of your Personal Information is based on our legitimate interests or when used for direct marketing purposes. In particular, if you do not want to be on our mailing list, you can opt out anytime here.
- the right not to be subject to a decision based solely an automated decision-making, including profiling, which produces legal effects or otherwise significantly affects you (“**Automated Decision Making**”); and
- the right to lodge a complaint before a regulator or a supervisory authority about our processing of your Personal Information.

Hypehound does not currently perform Automated Decision Making on our websites nor on related services.

Hypehound will not discriminate against you for exercising your rights described above or offer you financial incentives related to the use of your Personal Information.

Withdrawing your consent: If we are relying on your consent to process your Personal Information, which may be express and/or implied consent depending on the applicable law, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us by using the contact details provided in the section "[HOW CAN YOU CONTACT US ABOUT THIS POLICY?](#)" below.

However, please note that this will not affect the lawfulness of the processing before its withdrawal nor, when applicable law allows, will it affect the processing of your Personal Information conducted in reliance on lawful processing grounds other than consent.

Opting out of marketing and promotional communications: You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails that we send, or by contacting us using the details provided in the section "[HOW CAN YOU CONTACT US ABOUT THIS POLICY?](#)" below. You will then be removed from the marketing lists. However, we may still communicate with you – for example, to send you service-related messages that are necessary for the administration and use of your account, to respond to service requests, or for other non-marketing purposes.

Account Information

If you would at any time like to review or change the information in your account or terminate your account, you can:

Log in to your account settings and update your user account.

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our legal terms and/or comply with applicable legal requirements.

How can you review, update, or delete the data we collect from you?

Based on the applicable laws of your country, you may have the right to request access to the Personal Information we collect from you, change that information, or delete it. To request to review, update, or delete your Personal Information, or in order to

exercise your rights with regard to your Personal Information in our possession, please contact support@hypehound.io. Hypehound will treat your request in accordance with applicable domestic laws. You may also visit: hypehound.io/datarequest.

11. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Policy.

12. DO CALIFORNIA RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In Short: Yes, if you are a resident of California, you are granted specific rights regarding access to your Personal Information.

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of Personal Information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared Personal Information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to us using the contact information provided below.

If you are under 18 years of age, reside in California, and have a registered account with Services, you have the right to request removal of unwanted data that you publicly post on the Services. To request removal of such data, please contact us using the contact information provided below and include the email address associated with your account and a statement that you reside in California. We will make sure the data is not publicly displayed on the Services, but please be aware that the data may not be completely or comprehensively removed from all our systems (e.g., backups, etc.).

CCPA Policy

The California Code of Regulations defines a "resident" as:

(1) every individual who is in the State of California for other than a temporary or transitory purpose and

(2) every individual who is domiciled in the State of California who is outside the State of California for a temporary or transitory purpose

All other individuals are defined as "non-residents."

If this definition of "resident" applies to you, we must adhere to certain rights and obligations regarding your Personal Information.

What categories of Personal Information do we collect?

We have collected the following categories of Personal Information in the past twelve (12) months:

Categories and Examples Collected:

Identifiers, such as contact details, such as real name, alias, postal address, telephone or mobile contact number, unique personal identifier, online identifier, Internet Protocol address, email address, and account name

Commercial information such as transaction amounts

Categories and Examples Not Collected:

Personal Information categories listed in the California Customer Records statute, such as education, employment, employment history, and financial information.

Protected classification characteristics under California or federal law, such as, gender and date of birth.

Commercial information such as purchase history, financial details, and payment information.

Biometric information such as fingerprints and voiceprints.

Internet or other similar network activity such as browsing history, search history, online behavior, interest data, and interactions with our and other websites, applications, systems, and advertisements.

Geolocation data such as service location.

Audio, electronic, visual, thermal, olfactory, or similar information such as images and audio, video or call recordings created in connection with our business activities.

Professional or employment-related information such as business contact details in order to provide you our Services at a business level or job title, work history, and professional qualifications if you apply for a job with us.

Education Information, such as student records and directory information.

Inferences drawn from other Personal Information, such as inferences drawn from any of the collected Personal Information listed above to create a profile or summary about, for example, an individual's preferences and characteristics.

We may also collect other Personal Information outside of these categories through instances where you interact with us in person, online, or by phone or mail in the context of:

- Receiving help through our customer support channels;
- Participation in customer surveys or contests; and
- Facilitation in the delivery of our Services and to respond to your inquiries.

How do we use and share your Personal Information?

More information about our data collection and sharing practices can be found in this Policy.

You may contact us by email at support@hypehound.io, or by referring to the contact details at the bottom of this document.

If you are using an authorized agent to exercise your right to opt out we may deny a request if the authorized agent does not submit proof that they have been validly authorized to act on your behalf.

Will your information be shared with anyone else?

We may disclose your Personal Information with our service providers pursuant to a written contract between us and each service provider. Each service provider is a for-profit entity that processes the information on our behalf.

We may use your Personal Information for our own business purposes, such as for undertaking internal research for technological development and demonstration. This is not considered to be "selling" of your Personal Information.

Hypehound Inc. has not disclosed or sold any Personal Information to third parties for a business or commercial purpose in the preceding twelve (12) months. We may share personal information with service providers to perform functions on our behalf, such as processing payments and providing customer support. Hypehound Inc. will not sell Personal Information in the future belonging to website visitors, users, and other consumers.

Your rights with respect to your personal data

For information regarding the exercise of your rights, you can refer to the [WHAT ARE YOUR PRIVACY RIGHTS?](#) section of this Policy. You may use an authorized agent to submit a consumer request on your behalf in which case we will require a copy of your written authorization to submit the request on your behalf.

As a California resident, you also have a right to opt-out of the sharing of your Personal Information. You may opt-out of the sharing of Personal Information by:

- selecting the option to opt-out of the use of cookies in the cookie settings banner;
- turning on a Global Privacy Control in your web browser or browser extension. For more information on valid Global Privacy Controls, please refer to this website: <https://oag.ca.gov/privacy/ccpa>
- clicking on the "unsubscribe" link at the bottom of a Hypehound commercial message;
- opt-out of the use of your email address by visiting: hypehound.io/datarequest

13. DO WE MAKE UPDATES TO THIS POLICY?

In Short: Yes, we will update this Policy as necessary to stay compliant with relevant laws.

We may update this Policy from time to time. The updated version will be indicated by an updated "Revised" date and the updated version will be effective as soon as it is accessible. If we make material changes to this Policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this Policy frequently to be informed of how we are protecting your information.

14. HOW CAN YOU CONTACT US ABOUT THIS POLICY?

If you have questions or comments about this Policy, you may email us at support@hypehound.io or by post to:

Hypehound Inc.

250 Fountain Place

Unit 124D

Ottawa, Ontario K1N 9N7

Canada