

# PRIVACY POLICY

## 1. Introduction

Buildertrend Solutions, Inc. (“Buildertrend”, “We”, “Our”, “Us”) are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, that you provide to us, or that is provided to us by a subscriber to our services (under the brand name Buildertrend), will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.buildertrend.com](http://www.buildertrend.com), [www.buildertrend.net](http://www.buildertrend.net), or any other website owned or operated by Buildertrend (collectively “Buildertrend Websites”) you are accepting and consenting to the practices described in this policy.

## 2. Information We May Collect From You

We may collect and process the following data about you:

- Information you give us. You may give us information about you by filling in forms on our Buildertrend Websites or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our site, subscribe to our service, participate in any discussion boards, forums or other social media functions on our site or enter a competition, promotion or survey and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information, personal description and photograph. We also store the Content that you upload or provide to the Service in order to provide you with the features and functionality of the Service.
- Information we receive from other sources. We may receive information about you from individuals or corporate entities which are subscribers to our service (“Subscribers”) where you are to be designated a user of our service. We may receive information about you if you use any of the other websites we operate or the other services we provide. We are also working closely with third parties (including, for example, subcontractors in technical, payment and delivery services, advertising networks, insurers, insurance brokers, analytics providers, search information providers,) and may receive information about you from them, subject to your agreements with them.

Please note that our service requires you to provide us with certain personal data. If you choose to withhold any personal data requested us, it may not be possible for you to gain access to certain parts of the site and for us to respond to your queries.

## 3. Cookies

We use cookies for content personalization, analytics/performance, functional purposes, as well as the ability to access secure areas of our site. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our site, but your ability to use some features or areas of our site may be limited.

## 4. Tracking Technologies

Technologies such as: cookies, beacons, tags and scripts are used by Buildertrend and our marketing partners, affiliates, or analytics or online customer support service providers.

These technologies are used in analyzing trends, administering the site, tracking users’ movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

## 5. Analytics/Log Files

Log Files – As is true of most websites, we gather certain information automatically and store it in log files. This information may include internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exist pages, operating system, date/time stamp, and or clickstream data.

We may combine this automatically collected log information with other information we collect about you. We do this to improve services we offer you, to improve marketing, analytics, or site functionality.

## 6. Uses Made of the Information

We use information held about you in the following ways:

- Information you give to us. We will use this information:
  - to carry out our obligations arising from any contracts entered into between you and us or between a Subscriber and us and to provide you with the information, products and services that you or a Subscriber request from us;
  - to provide you with information about other goods and services we or our third party affiliates or business partners offer;
  - to provide you with information about goods or services we feel may interest you, including providing you with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer we may contact you by electronic means;
  - to notify you about changes to our service; and
  - to ensure that content from our site is presented in the most effective manner for you and for your computer.
- Information we collect about you. We will use this information:
  - to carry out our obligations arising from any contracts entered into between a Subscriber and us;
  - to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
  - to improve our site to ensure that content is presented in the most effective manner for you and for your computer;

- to allow you to participate in interactive features of our services, when you choose to do so;
  - as part of our efforts to keep our site safe and secure;
  - to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
  - to provide you with information about other goods and services we or our third party affiliates or business partners offer;
  - to make suggestions and recommendations to you, Subscribers and other users of our site about goods or services that may interest you or them.
- Information we receive from other sources. We may combine this information with information you give us and information we collect from you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

### 7. Disclosure of Your Information

We may share your personal information with any member of our group, which includes our subsidiaries, affiliates, business partners, agents, and other designated third parties.

We will not share personal information about you or any Content with any third parties

except as described in this Private Policy or in connection with the Services. Data we share with third parties may be in aggregate form or maybe personally identifiable. We may share your information with selected third parties, including:

- Business partners, vendors, suppliers and subcontractors for the performance of any contract we enter into with you or a corporate entity which is a subscriber.
- For sales and marketing purposes related to the Service or selected third party affiliates and business partners.
- Analytics and search engine providers that assist us in the improvement and optimization of our site.
- Aggregated demographic information from our user base with or without personally identifiable data.

In certain situations, Buildertrend may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Buildertrend or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions of service and other agreements; or to protect the rights, property, or safety of Buildertrend, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

- If Buildertrend 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 your personal information, as well as any choices you may have regarding your personal information.

Some of our pages utilize framing techniques to serve content to/from our partners while preserving the look and feel of our site. Please be aware that you are providing your personal information to third parties and not to Buildertrend.

### 8. User Access and Choice

Buildertrend will make commercially reasonable efforts to provide you reasonable access to any of your personally identifying information we maintain at your request. If your personally identifiable information changes, or if you no longer desire our service, you may request to amend your personally identifiable information by postal mail at the contact information listed below, or at [privacy@buildertrend.com](mailto:privacy@buildertrend.com).

Buildertrend Solutions, Inc.  
11818 I Street  
Omaha, NE 68137

We will retain your information for as long as your account is active or as needed to provide you services. We will retain and use your information as described in this Policy, and as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

### 9. Opt-out Preferences

Out of respect for your privacy, you may choose to stop receiving our marketing information emails by following the unsubscribe instructions included in these emails, accessing the email preferences in your account settings page or you can contact us at [privacy@buildertrend.com](mailto:privacy@buildertrend.com).

### 10. Where We Store Your Personal Data

The data that we collect from you will be stored at a destination within the United States. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on secure servers in a controlled environment with limited access. Any payment transactions will be made using encrypted technology.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

While no transmission of information via the internet is completely secure, we take reasonable measures to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access.

### 11. Your Rights

You have the right to ask us not to process your personal data for marketing purposes. You can also exercise the right at any time by contacting us at [privacy@buildertrend.com](mailto:privacy@buildertrend.com).

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers or affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## 12. Your California Privacy Rights

Under California law, California residents are entitled to ask us for a notice describing what categories of personal information we share with third parties for their direct marketing purposes. The notice will identify the categories of personal information shared with third parties, as well as the name and address of the third parties that receive such personal information. If you want a copy of this notice, please submit a written request to the following address:

Buildertrend Solutions, Inc.  
11818 I Street  
Omaha, NE 68137

California residents are also advised that Buildertrend (and certain third parties authorized by Buildertrend) does track user's behavior on our site and across websites for the purpose of serving targeted ads, for instance, or as further described in the Policy above.

## 13. Social Media

Our website includes social media features. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are hosted on our site or by a third party, and your interactions with those features are governed by the privacy policy of the company providing it.

Our website includes publicly accessible blogs or forums. Any information you provide in these areas may be read, collected and used by others who access them. This includes information posted on our public social media accounts. To request removal of your personal information from our blog or community forum, contact us at [privacy@buildertrend.com](mailto:privacy@buildertrend.com). In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

## 14. Testimonials

We may display personal testimonials of satisfied customers on our site, along with other endorsements. If you wish to update or delete your testimonial, you can contact us at [privacy@buildertrend.com](mailto:privacy@buildertrend.com).

## 15. Import Contacts

You can import contacts from your Outlook or other email account address book to invite them to become members of our site. We collect the username and password for the email account you wish to import your contacts from and will only use it for that purpose.

## 16. Our Policy Toward Children

This Service is not directed at individuals under the age of 13. We do not knowingly collect personal information from children under 13. If you become aware that a child has provided us with personal information, please contact us at [privacy@buildertrend.com](mailto:privacy@buildertrend.com). If we become aware that a child under 13 has provided us with personal information, we will take steps to delete such information.

## 17. GDPR Rights and Preferences

The European Union's General Data Protection Regulation or "GDPR" gives certain rights to European residents in relation to their personal data. We have implemented transparency and organizational changes to allow and help users take advantage of those rights.

If you believe that the information we have about you is incorrect, you are welcome to contact us so we can update it and keep your data accurate. Any data that is no longer needed for the purposes specified in Uses Made of the Information will be deleted. If at any point you wish for us to delete information about you, you can simply contact us at [privacy@buildertrend.com](mailto:privacy@buildertrend.com)

You have the right to request access to the information we have on you. You can do this by contacting us at [privacy@buildertrend.com](mailto:privacy@buildertrend.com). We will make sure to provide you with a copy of the data we process about you. In order to comply with your request, we may ask you to verify your identity. We will fulfill your request by sending your copy electronically, unless the request expressly specifies a different method. For any subsequent access request, we may charge you with an administrative fee.

## 18. Changes to Our Privacy Policy

Buildertrend reserves the right to make any material changes to our privacy policy in the future. Changes to Buildertrend's Privacy Policy will be posted on this page and, where appropriate, Buildertrend will notify you through an in-application alert or by other appropriate means. Please check back frequently to see any updates or changes to our privacy policy. Continued use by any Authorized User, Subscriber or Originating Subscriber is express approval that you agree to any changes to this policy.

## 19. Contact

Questions, comments, and requests regarding this privacy policy are welcomed and should be addressed to [privacy@buildertrend.com](mailto:privacy@buildertrend.com).