

# Privacy Policy

## BarterPlace Privacy Statement

Your privacy is important to BarterPlace – (“BarterPlace”), so we’ve developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarize yourself with our privacy practices and contact us if you have any questions.

## Effective Date Of And Changes To Privacy Policy

This privacy policy is effective as of 8/1/2021 and will remain in effect except with respect to any of its provisions that are changed in the future, in which case the changes will become effective on the date they are posted on the websites or we otherwise notify you of the changes. We reserve the right to change this privacy policy at any time. Changes, modifications, additions, or deletions will be effective immediately on their posting to this site. You should check this policy periodically as its terms may change from time to time. Your continued use of the site after we post any such modifications will constitute your acknowledgment of the modified policy and your agreement to abide and be bound by the modified policy. We will also revise the “last updated” date found at the beginning of this privacy policy when we post changes to it.

## Policy Applicable To Online Activities Only

The privacy policy does not extend to anything that is inherent in the operation of the Internet, and therefore BarterPlace’ control, and is not to be applied in any manner contrary to applicable law or governmental regulation. This online privacy policy only applies to information collected through our websites, applications, products, and services. This privacy policy does not apply to any information we may collect from you in any other place.

## Collection and Use of Personal Information

Personal information is data that can be used to uniquely identify or contact a single person. You may be asked to provide your personal information anytime you are in contact with BarterPlace or an affiliated company.

BarterPlace may share this personal information with its affiliates and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising.

Here are some examples of the types of personal information BarterPlace may collect and how we may use it.

## What Personal Information We Collect

- You may be asked to create a User ID, purchase a product, download software, or participate in an online survey. Towards this purpose, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information.
- If you share content on our website with friends and family, we may collect information you provide about those people such as name, mailing address, email address, and phone number.

## How We Use Your Personal Information

- The personal information we collect allows us to keep you posted on BarterPlace’ latest product announcements, software updates, and upcoming events. It also helps us to improve our services, content, and advertising. If you do not want to be our mailing list, you can opt out anytime by contacting us.
- We also use personal information to help us develop, deliver, and improve our products, services, content, and advertising.

- From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies.
- We may also use personal information for internal purposes such as auditing, data analysis, and research to improve BarterPlace' products, services, and customer communications.
- If you enter into a sweepstake, contest, or similar promotion we may use the information you provide to administer those programs.

### **Collection and Use of Non-Personal Information**

We also collect non-personal information – data in a form that does not permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

- We may collect information such as occupation, language, zip code, area code, unique device identifier, location, and the time zone where a BarterPlace is used so that we can better understand customer behavior and improve our products, services, and advertising.
- We also may collect information regarding customer activities on our website. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregate data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

### **Cookies and Other Technologies**

BarterPlace' website, online services, interactive applications, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our website people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

BarterPlace and its partners may use cookies and other technologies in mobile advertising services to control the number of times you see a given ad, deliver ads that relate to your interests, and measure the effectiveness of ad campaigns.

BarterPlace and its partners may also use cookies and other technologies to remember personal information when you use our website, online services, and applications. Our goal in these cases is to make your experience with BarterPlace more convenient and personal. For example, knowing your first name lets us welcome you the next time you visit the BarterPlace website. Knowing someone using your computer or device has shopped for a certain product or used a particular service helps us make our advertising and email communications more relevant to your interests. And knowing your contact information, product serial numbers, and information about your computer or device helps us register your products, personalize your operating system, and provide you with better service.

If you want to disable cookies and you are using Internet Explorer, you may disable cookies under the Control Panel setting. If you are using Safari web browser, go to Safari preferences and then to the Security pane to disable cookies. Please note that certain features may not be available once cookies are disabled.

As is true for most website, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet Service Provider (ISP), referring and exit pages, operating system, date/time stamp, and clickstream data. We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, and to gather demographic information about our user base as a whole. BarterPlace may use this information in our marketing and advertising services.

In some of our email message, we use a "click-through URL" linked to content on the BarterPlace website. When customers click one of these URL's, they pass through a separate web server before arriving at the destination page on our website. We may track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.

Pixel tags enable us to send email message in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

### **Disclosure to Third Parties**

At times, BarterPlace may make certain personal information available to strategic partners that work with BarterPlace to provide products and services, or that help BarterPlace market to customers. Personal information will only be shared by BarterPlace to provide or improve our products, services and advertising. It will not be shared with third parties for their marketing purposes.

### **Disclosure to Service Providers**

BarterPlace shares personal information with companies who provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever BarterPlace operates.

### **Disclosure to Others**

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for BarterPlace to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

### **Protection of Personal Information**

BarterPlace takes precautions – including administrative, technical, and physical measures – to safeguard your personal information against loss, theft, and misuse, as well as against unauthorized access, disclosure, alteration, and destruction.

BarterPlace may use encryption services on all web pages where personal information is collected. To make purchases from these services, you must use an SSL enabled browser such as Internet Explorer, Firefox, or Safari. Doing so protects the confidentiality of your personal information while it is transmitted over the Internet.

### **Integrity and Retention of Personal Information**

BarterPlace makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

### **Access to Personal Information**

For personal information, we make good faith efforts to provide you with access so you can request that we correct the data if it is inaccurate or delete the data if BarterPlace is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law.

### **Children**

We do not knowingly collect personal information from minors under the age of eighteen (18). If we learn that we have collected the personal information of a minor under the age of eighteen (18), we will take steps to delete the information as soon as possible.

### **Third Party Sites and Services**

BarterPlace websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties. Information collected by third parties, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

### **International Users**

Information you provide may be transferred or accessed by entities around the world as described in this Privacy Policy. BarterPlace abides by the "safe harbor" frameworks set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information collected by organizations in the European Economic Area and Switzerland.

### **User-Generated Content**

BarterPlace does not screen, filter or monitor user submissions to our websites, products, applications, or services. We do not gather personal information from any submissions. However, if any video, comment or other user submission contains personal information (whether name, likeness, address, telephone number or otherwise related to the submitter or another party), such personal information may be visible to other users of our websites, products, applications, or services.

### **Privacy Questions**

If you have any questions or concerns about BarterPlace' Privacy Policy or data processing, please contact us [barterplaceind@gmail.com](mailto:barterplaceind@gmail.com)