

Photonic Sentry and Photonic Fence Monitoring Device Web App Privacy Policy

Last Updated: September 21, 2020

Protecting your private information is important to Photonic Sentry. This privacy policy (referred to in this document as the “Privacy Policy”) applies to Photonic Sentry’s businesses and websites, including the photonicssentry.com and PFMD.net sites, and governs data collection and usage in the course of visiting the websites, email communications and other electronic messages between you and the websites and Photonic Sentry, and using the services provided on the Photonic Sentry websites (the “Services”). By using the Photonic Sentry websites, including PFMD.net, you consent to the data practices described in this statement. References to “the site” or “our site” in this privacy policy refer to all Photonic Sentry websites. If you do not agree with our policies and practices, you may choose not to use the websites. This Privacy Policy is incorporated into our Terms of Use.

1. Collection and Use of your Personal Information

Photonic Sentry may collect personally identifiable information, such as your name, address, e-mail address, phone number and other information we require when you sign up for or utilize the Services. Photonic Sentry collects and uses your personal information to operate its websites and deliver the Services. We may also collect information that you don’t explicitly know you’re providing when you visit our site, such as IP addresses, browser type and settings, internet service provider information, dates and times of visits and activities on the site, referring pages, departure destinations, operating system information, upload and download data and statistics regarding such data, and other data available as a result of the connection of your computer to the internet and to our site (“Visitor Data”). The data we collect may be used to compile traffic data about the types of visitors to our site and the Services that they make use of or are interested in using (the “Traffic Data”). We may use Visitor Data and Traffic Data to administer our site or to help to improve or better provide the Services. We may also share Visitor and/or Traffic Data with business partners, affiliates, or advertisers on an aggregated and anonymous basis.

If you purchase Photonic Sentry’s products and services, we (or third parties contracted by us) collect billing and credit card information. This information is used to complete the purchase transaction and may be provided to partners or affiliates in order to assist us in billing or completing the transactions.

Photonic Sentry encourages you to review the privacy statements of websites you choose to visit so that you can understand how those websites collect, use and share your information. Photonic Sentry is not responsible for the privacy statements or other content on websites outside of the Photonic Sentry websites.

We use information that we collect about you or that you provide to us, including any personal information:

- To present the Photonic Sentry websites and content to you.
- To provide you with information, products, or services that you request from us, including the data computation and analysis services for data collected by the Photonic Fence Monitoring Device (“PFMD”)

- To analyze the performance of and improve the Services, for example by determining which content is most visited on the websites or which Services are most popular.
- To fulfill any other purpose for which you provide it.
- To provide you with notices about your account or subscription, including expiration and renewal notices.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to the Photonic Sentry websites or any products or services we offer or provide through those sites.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

Photonic Sentry may use your personally identifiable information to inform you of other products or services available from Photonic Sentry and its affiliates. Photonic Sentry may also contact you via surveys to conduct research about your opinion of current Services or of potential new services that may be offered.

Photonic Sentry does not sell, rent or lease its customer lists to third parties.

Photonic Sentry may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is transferred to the third party. Photonic Sentry may share data with trusted partners to help perform billing services, statistical analysis, send you email or postal mail, or provide customer support. All such third parties are prohibited from using your personal information except to provide these services to or on behalf of Photonic Sentry.

Photonic Sentry may keep track of the websites and pages our users visit within the Photonic Sentry websites, in order to determine what Photonic Sentry services are the most popular and to decide when and how the websites and Services might be altered or enhanced. This tracking data may also be used to deliver customized content and advertising within Photonic Sentry's websites and Services to customers whose behavior indicates that they are interested in a particular subject area.

As we also mention in our *Terms of Use* (available on the websites), You grant permission for Photonic Sentry to use your private information including information provided in the course of accessing and using the Services and information you provide in the account setup and management processes in connection with providing Services to you. You acknowledge and agree that Photonic Sentry may preserve this information as well as disclose it (including your identity) if required to do so by law or in the good faith belief that such preservation or disclosure is reasonably necessary to accomplish any of the following: (1) to comply with legal process, applicable laws or government requests; (2) to enforce our Terms of Use; (3) to respond to claims that any content violates the rights of third parties, is offensive or intended to accomplish an illegal purpose; (4) to protect the rights, property, or personal safety of Photonic Sentry, its users, other individuals, or the public; (5) in connection with any investigation or complaint regarding your use of the Services; (6) to identify, contact or bring legal action against someone who may be causing injury to or interference (either intentionally or unintentionally) with Photonic Sentry's rights or property, or the rights or property of visitors to or users of the Services, including Photonic Sentry's customers.

2. Use of Cookies

Photonic Sentry's websites may use "cookies" to help you personalize your online experience. A cookie is a file that is placed by a website on your computer or other access device such as a smartphone. One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize Photonic Sentry pages, or register with the Photonic Sentry site to use the Services, a cookie helps Photonic Sentry recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses and so on. When you return to the same Photonic Sentry website, the information you previously provided can be retrieved, so you can easily use the Photonic Sentry Services.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Photonic Sentry Services or other websites you visit.

3. Security of your Personal Information

Photonic Sentry uses reasonable commercial efforts to secure your personal information from unauthorized access, use, or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of the websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. You are responsible for any activity using your account, whether or not you authorized that activity. Please immediately notify Photonic Sentry of any unauthorized use of your account.

While we attempt to incorporate the latest encryption and security techniques in our provision of the Services, no website or data transmission is guaranteed to be 100% secure and we therefore cannot guarantee the security of information stored or transmitted in the course of using the Services, and you provide this information at your own risk. We disclaim liability for the theft, loss, or interception of, or unauthorized access or damage to, your data or communications in the course of using the Services or having created an account with Photonic Sentry. You assume these risks.

4. Children Under Thirteen

The Photonic Sentry websites and Services are not intended for children under the age of thirteen. Services that you sign up to use on a paid basis from Photonic Sentry are only intended to be used by those over the age of 18. Photonic Sentry does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you should not be using the Photonic Sentry websites or Services. You would need to be of an age legally able to contract for use of the Photonic Sentry paid Services to be appropriate. If we learn we have collected or received personal information from a child under

13, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us using the below contact information.

5. Opt-Out, Correct Information, Unsubscribe and Voluntary Termination

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information from Photonic Sentry. We use information we collect from the Services to communicate with you, facilitate your transactions with others through the Services, and inform you of offers and discounts. For example, you may receive a welcome email that confirms your account details, subsequent e-mail informing you of the status of requests through the Services or otherwise generated as part of our providing Services. We occasionally send service-related announcements, for example, to alert you if we must temporarily suspend access to the website for maintenance.

You can review and change your account information by logging into the Photonic Sentry websites and visiting your account profile page. You may also send us an email at the below email address to request access to, correct or delete any personal information that you have provided to us. We may not be able to delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

You may voluntarily terminate your account on any Photonic Sentry site and cease to have access to the Services in accordance with the Terms of Use. Such termination of your account may prevent you from accessing information stored in the Services, such as copies of data collected with the PFMD. You accept the risk of a loss of access to such data and information stored in the services when you voluntarily terminate your Photonic Sentry account or when it is otherwise terminated in accordance with the Photonic Sentry Terms of Use. You further acknowledge that after termination of your account for use of the services, Photonic Sentry has no obligation to retain any data related to or arising from your use of the services, including copies of any data you may have collected with the PFMD and uploaded to the websites, and Photonic Sentry, in its sole discretion, may delete your data.

We do not use profiling on our site to target the Services or any advertising to you.

Users of the Photonic Sentry websites and Services may reside in various states and countries. If your state or country provides you with additional rights to obtain information about the information we've collected about you, or the right to opt out of sale of your personal information and you wish to contact us regarding those matters, please e-mail us at customers@photonicssentry.com. International transfers of information may occur in the course of signing up for or using the Services. This type of data would include billing information that is sent to our billing service provider, and data uploaded or downloaded by the user in the course of use of the PFMD data analysis tools in the Services. We work with our providers to try to be sure that data is stored in an appropriate location as required by applicable law, but we are not always able to control the activities of those that provide services to us in the course of operating our Services.

6. Change of Control and Bankruptcy

It is possible that in the future Photonic Sentry will be sold to or merged with other companies or businesses. In such cases we may share your information with prospective purchasers or

merger partners in the course of activities related to exploration, consummation or integration of such a sale or merger. After such a transaction is completed, it's possible that your information will be subject to a different privacy policy, which may be the privacy policy of the acquirer, or a new policy designed to govern the privacy practices of the merged entity. Also, in the event of a bankruptcy, insolvency, reorganization, receivership, or assignment for the benefit of creditors, or the application of laws or equitable principles affecting creditors' rights generally, we may not be able to control how your personal information is treated, transferred, or used. If such an event occurs, your personally identifiable information may be treated like any other Photonic Sentry asset and may be sold, transferred, or shared with third parties, or used in ways not contemplated or permitted under this Privacy Policy. In this case, we will attempt to notify you via email and/or a prominent notice on our site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

7. Changes to this Statement

Photonic Sentry may update this Privacy Policy from time to time, including updates to reflect customer feedback. Your continued use of this websites after we make changes to the sites or to this policy is deemed to be acceptance of those changes. Photonic Sentry encourages you to periodically review this Privacy Policy to be informed of how Photonic Sentry is protecting your information. If we make material changes to how we treat our users' personal information, we will attempt to notify you by email to the email address specified in your account and/or through a notice on the Website home page.

8. Contact Information

Photonic Sentry welcomes your questions or comments regarding this Privacy Policy. If you have concerns about how Photonic Sentry has adhered to or applied this Privacy Policy, please contact Photonic Sentry by e-mail at: customers@photonicssentry.com. Our data privacy officer can also be reached through this address. Photonic Sentry is a trade name and service mark of Photonic Sentry, LLC, which operates this site.