

# PRIVACY POLICY & TERMS OF USE

**Last updated December 31, 2023**

Thank you for choosing to be part of our community at Addition Technologies, Inc., (“**Addition**”, “**we**”, “**us**”, or “**our**”). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at **support@addition.works**.

This Privacy Policy applies to all information collected through our website (at <https://www.insightly.co>) (the “**Site**”), any related services, applications, software, content, marketing, events, hardware, and technologies offered through or in connection with the Site (the “**Services**”), and third-party websites.

When you visit the Site or use our Services, you trust us with your personal information. We take your privacy very seriously. In this Privacy Policy, we seek to explain to you in the clearest way possible what information we collect, how we use it, and what rights you have in relation to it. We hope you take some time to read through it carefully, as it is important. If there are any terms in this Privacy Policy that you do not consent to, please discontinue use of our Site and Services. By accessing or using the Site or the Services, you acknowledge that you have read and understood this Privacy Policy.

**Please read this Privacy Policy carefully as it will help you make informed decisions about sharing your personal information with us.**

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## 1. WHAT INFORMATION DO WE COLLECT?

***In Short:** We collect personal information that you provide to us such as name, address, contact information, and other information you voluntarily provide us.*

While using our Site and Services, we may collect certain information that can be used to contact or identify you ("**Personal Information**"). The personal information that we collect depends on the context of your interactions with us and the Site or Services, the choices you make and the products and features you use. The Personal Information we collect can include the following, which, for reference, is categorized under the letters set forth in the California Privacy Rights Act (California Civil Code 1798.140(v)(1)):

(A) Identifiers, such as real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.

(D) Commercial information, including, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.

(F) Internet or other electronic network activity information, including but not limited to, information regarding your interaction with the Site and Services.

We collect this information in the following ways:

- Our servers and service providers collect certain information from your browser or device when you use our Services, sometimes called "Log Data." Log Data may include information such as your device's IP address, browser type, browser version, language, connection type, and the time and date of your request.
- You may voluntarily provide us certain information, for example your email address, through third-party websites or when you interact with the Site or otherwise contact us through the Site.
- Our service providers that administer Services for us, for example our hosting and analytics provider(s), may provide us access to certain information we request from time to time.
- We may use cookies and similar tracking technologies, as more fully described in our Cookie Policy below.

## 2. HOW DO WE USE YOUR INFORMATION?

***In Short:** We process your Personal Information for purposes based on legitimate business interests, the fulfillment of our contract with you, compliance with our legal obligations, and/or your consent.*

We use your Personal Information for a variety of business purposes described below. We process your Personal Information for these purposes with your consent, in compliance with our legal obligations, or in reliance on our legitimate business interests to, among other things, provide information and Services you request.

We use the information we collect or receive:

- **To send you marketing and promotional communications.** We and/or our third party marketing partners may use your Personal Information for our marketing purposes, if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time (see the "WHAT ARE YOUR PRIVACY RIGHTS" below).

- **To send administrative information to you.** We may use your Personal Information to send you product, service and new feature information and/or information about changes to our terms, conditions, and policies.
- **Request Feedback.** We may use your information to request feedback and to contact you about your use of our Site or Services.
- **To protect our Services.** We may use your Personal Information as part of our efforts to keep our Site and Services safe and secure (for example, for fraud monitoring and prevention).
- **To enforce our policies.**
- **To respond to legal requests and prevent harm.** If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.
- **To deliver services to the user.** We may use your Personal Information to provide you with the requested Service.
- **To respond to user inquiries/offer support to users.** We may use your Personal Information to respond to your inquiries and solve any potential issues you might have with the use of our Site or Services.
- **For other Business Purposes.** We may use your Personal Information for other business purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, as well as to evaluate and improve our Site and Services, products, marketing, and your experience. We may use and store this information in aggregated and anonymized form so that it is not associated with individual end users and does not include identifiable Personal Information. We will not use identifiable personal information without your consent.

We may combine information we collect from or about you for any of the purposes set out above (depending on the types of information we receive).

### 3. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

***In Short:** We only share your Personal Information with your consent, to our service providers, and to fulfill our legal obligations.*

We may share your Personal Information with your consent or in the following situations:

- **Vendors, Consultants and Other Third-Party Service Providers.** We may share your Personal Information with third party vendors, service providers, contractors or agents who perform services for us, or on our behalf and require access to such information to do that work. Examples include: data analysis, email delivery, hosting services, customer service and marketing efforts. We may allow selected third parties to use tracking technology on the Site or Services, which will enable them to collect data about how you interact with the Site or Services over time. Your Personal Information may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand online activity. Unless described in this Privacy Policy, we do not share, sell, rent or trade any of your Personal Information with third parties for their promotional purposes.
- **Business Transfers.** We may share or transfer your Personal Information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

- **Legal Obligations and Protection:** We may disclose your Personal Information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements). We may also disclose your Personal Information in order to protect you, our customers, or ourselves.

#### 4. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

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

This section (“**Cookie Policy**”) applies to all information collected through the Site, including the technologies we and third parties with whom we partner, use for automatic data collection. We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store your Personal Information. This Cookie Policy explains the different types of cookies used on the Site and how you can control them. We may change this Cookie Policy at any time.

A browser cookie is a small piece of data that is stored on your device to help websites and mobile apps remember things about you. Other technologies, including Web storage and identifiers associated with your device, may be used for similar purposes. We use cookies, including third-party cookies, for a number of reasons, like protecting your data, helping us see which features are most popular, counting visitors to a page, improving our users’ experience, keeping our Site and Services secure, providing targeted advertising, and to provide you with a better experience.

The cookies we use generally fall into one of the following categories:

CATEGORIES OF COOKIES	WHY WE USE THESE COOKIES
Necessary	To run the Site and to identify and prevent security risks.
Preferences	To remember your settings and preferences, and to improve your experience on the Site.
Performance	To collect information about how you use the Services, monitor and improve the Site’s performance, and learn more about how you arrive at our Site.

Where applicable, we provide you with the opportunity to opt out of the use of Cookies. You may refuse to accept browser cookies by activating the appropriate setting on your device. However, doing so may affect the Site’s functionality.

#### 5. HOW LONG DO WE KEEP YOUR INFORMATION?

**In Short:** We keep your Personal Information for as long as necessary to fulfill the purposes outlined in this Privacy 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 Privacy Policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements).

When we have no ongoing legitimate business need to process your Personal Information, we will either delete or anonymize it, 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.

You may also request to have your Personal Information deleted by emailing us at [support@addition.works](mailto:support@addition.works). Please note that we will need to verify that you have the authority to delete your Personal Information. After you have requested we delete your Personal Information, we may retain certain Personal Information where reasonably necessary to comply with our legal obligations, including federal, state, and local laws and rules. We strive to respond to verifiable consumer requests within 30 days; however, if we require an extension (up to an additional 30 days) we will inform you of this extension and the reason in writing.

By submitting your Personal Information to us, or to a third-party via the Site or Services, you acknowledge that you will be voluntarily transferring your Personal Information to the United States, a jurisdiction which may not provide the same privacy framework as other regions. We take steps to ensure that the data we collect under this Privacy Policy is stored and processed in accordance with this Privacy Policy regardless of where the data is located.

## **6. DO WE COLLECT INFORMATION FROM MINORS?**

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

The Services are not intended for children under 13 years of age. We do not knowingly solicit data from or market to children under 18 years of age. If we learn that personal information from users less than 18 years of age has been collected, we will delete the information and take reasonable measures to promptly delete such data from our records. If you become aware of any data we have collected from children under age 18, please contact us at: [\*\*support@addition.works\*\*](mailto:support@addition.works).

## **7. WHAT ARE YOUR PRIVACY RIGHTS?**

***In Short:** You may opt out of marketing communications at any time or contact us regarding how your Personal Information is processed.*

If you have any questions or comments about the processing of your Personal Information, you may contact us at: [\*\*support@addition.works\*\*](mailto:support@addition.works).

Please note that the personal information we obtain from or about you may be transferred, processed, and stored outside of your country for the purposes described in this Privacy Policy, including in the United States of America. We take the privacy of our users seriously and therefore take steps to safeguard your information, including ensuring an adequate level of data protection in accordance with applicable standards in effect as of the date of this Privacy Policy.

If you are a resident of the European Economic Area (“**EEA**”) and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection supervisory authority. You can find their contact details here:

[http://ec.europa.eu/justice/data-protection/bodies/authorities/index\\_en.htm](http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm).

### **Opting out of Email Marketing**

You can unsubscribe from our marketing email list at any time by clicking on the unsubscribe link in the emails that we send or by contacting us using the details provided below. You will then be removed from the marketing email list – however, we will still need to send you service-related emails that are necessary for the administration and use of your account. To otherwise opt-out, you may contact us at: **support@addition.works**.

## **8. 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. 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 Privacy Policy.

## **9. HOW IS MY PERSONAL INFORMATION KEPT SECURE?**

The security of your Personal Information is important to us. While no system for protecting information is perfectly secure, we have adopted commercially reasonable technical, physical and administrative procedures to protect the confidentiality of the information that we collect via the Site and Services. In the event we become aware of a data breach where users’ Personal Information has been disclosed to unrelated third parties, we will notify any affected individuals within 72 hours of becoming aware of a breach if we think there is a reasonable risk of harm to those users or if otherwise required to do so by law. If you have any questions about our policy or security, you can write to us at support@addition.works.

## **10. DO RESIDENTS OF CERTAIN NATIONS AND US STATES HAVE SPECIFIC PRIVACY RIGHTS?**

***In Short:** Yes, if you are a resident of countries in the UK, European Economic Area (“**EEA**”), or Switzerland (“**European Resident**”), California, or Nevada, you are granted specific rights regarding access to your Personal Information.*

### **European Residents**

Under the the General Data Protection Regulation (“**GDPR**”),the UK Data Protection Act of 2018 (“**UKGDPR**”), and the Federal Data Protection Act of Switzerland (“**FADP**”) European Residents have additional rights regarding your Personal Data, subject to any conditions, exceptions, or limitations contained in GDPR or the UKGDPR, including:

- **The right to access.** You have the right to request copies of your Personal Information that we have.

- **The right to rectification.** You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.
- **The right to erasure.** You have the right to request that we erase your personal data, subject to certain limitations, including but not limited to, legal compliance requirements, legitimate business interests, information shared publicly with other users, anonymized information, and information within backup storage.
- **The right to restrict processing.** You have the right to request that we restrict the processing of your personal data, in particular where (i) you contest the accuracy of your personal information, (ii) the processing is unlawful and you oppose deleting your personal information, (iii) we no longer need your personal information to process it but you need the personal information for use in a legal proceeding.
- **The right to object to processing.** You have the right to object to our processing of your Personal Information based on grounds specific to your situation if such processing is for direct marketing or is for a purpose based on a legitimate interest or public interest.
- **The right to not be subject to a decision based solely on automatic processing.** You have the right not to be subject to a decision based solely on automatic processing, including profiling, which produces legal effects concerning them or similarly significantly affects them.
- **The right to data portability.** You have the right to request that we transfer the data that we have collected to another organization, or directly to you.
- **The right to make a complaint to a data protection regulator.** If you are a European Resident, you can find your local regulator's contact details here: [http://ec.europa.eu/justice/data-protection/bodies/authorities/index\\_en.htm](http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm).

You can withdraw your consent to our collection or processing of your Personal Data or your personal information at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to such withdrawal, nor will it affect processing of your Personal Data or your personal information conducted in reliance on lawful processing grounds other than consent. However, we might not be able to provide the services you request if you withdraw your consent for processing.

To exercise any of the above rights, you must submit a request to us by email at: [support@addition.works](mailto:support@addition.works). Only you, or a person that you authorize to act on your behalf, may make a verifiable consumer request related to your Personal Information. We cannot respond to your request if we are unable to verify your identity or authority. This request may be made no more than once per calendar year. We reserve the right not to respond to requests submitted to us if not submitted pursuant to the terms set forth above. Your verifiable request must include the reference "Request for GDPR Privacy Information" in the subject line and the body of the message must:

- provide sufficient information that allows us to reasonably verify that you are the person whose Personal Information we have collected;
- describe your request with sufficient detail; and
- include an e-mail address or mailing address, as applicable, for us to send our response.

We strive to respond to verifiable consumer requests within 28 days; however, if we require an extension (up to an additional 28 days) we will inform you of this extension and the reason in writing.

## California Residents

Under the California Privacy Rights Act of 2020 (“**CPRA**”), California residents have certain rights regarding Addition’s collection, use, and sharing of their Personal Information, to the extent the CPRA applies to Addition. This Privacy Policy applies to “**Consumers**” as defined by the CCPA. In the event of a conflict between any of our policies, statements, or notices, including but not limited to this Privacy Policy, this section will prevail as to California Consumers and their rights under the CCPA. For purposes of this section only, “**Personal Information**” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you, as defined under the CPRA. Personal Information does not include information that is aggregated or information that cannot be reasonably linked to you.

Under the CPRA, California residents have the following rights, subject to any limitations stated in the CPRA:

- **Right to Request Deletion.** You have the right to request that we delete any Personal Information about you that we maintain.
- **Right to Request Correction.** You have the right to request that we correct any inaccurate Personal Information that we maintain.
- **Right to Know What Personal Information is Being Collected.** You have the right to request that we inform you of the (i) categories of Personal Information we have collected about you; (ii) categories of sources from which any Personal Information is collected; (iii) business or commercial purpose for collecting, selling, or sharing any Personal Information we have collected about you; and (iv) categories of third parties to whom we have disclosed any Personal Information. The categories of Personal Information collected over the past 12 months and the categories of sources from which we collect Personal Information are outlined in the section above entitled "What Information Do We Collect?" The business/commercial purpose for the collected information is outlined in the section above entitled "How Do We Use Your Information?" The categories of third parties to whom we have disclosed any Personal Information is outlined in the section above entitled "Will Your Information Be Shared With Anyone?"
- **Right to Access.** You have a right to request a copy of the Personal Information that we have collected and maintained in the period that is 12 months prior to the request date.
- **Right to Know What Personal Information is Being Sold.** You have the right to request the (i) categories of Personal Information that we have sold or shared to a third party and the category of the third party to whom we sold or shared your Personal Information; and (ii) categories of Personal Information we have disclosed to a third party for a business purpose and the category of the third party to whom we disclosed your Personal Information. In the past 12 months, we have not disclosed any Personal Information to third party service providers. Additional information is provided in the section above entitled "Will Your Information Be Shared With Anyone?" We do not sell your personal information to third parties and have not sold personal information in the preceding 12 months.



- **Right to Opt Out of Sale and Sharing.** To the extent we sell or share Personal Information, you have the right to direct us to opt out of that sale or sharing. We do not sell your personal information to third parties and have not sold personal information in the preceding 12 months.
- **Right to Limit Use and Disclosure of Sensitive Personal Information.** You have the right to request that we limit the use of your Personal Information to only uses that are necessary to perform the services or provide the goods. We do not collect, use, or disclose any Sensitive Personal Information as defined in Section 1798.140(v)(1)(L)(ae) of the CPRA.
- **Right to Non-Discrimination.** We will not discriminate against you in a manner prohibited by the CPRA for exercising any of your CPRA rights.

Please note that to protect your information and the integrity of our Site and Services, we will need to verify your identity before processing your request. An agent may submit a request on your behalf, but you must verify that your agent is authorized to do so.

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.

To exercise any of the above rights, you must submit a request to us by email at: support@addition.works. Only you, or a person that you authorize to act on your behalf, may make a verifiable consumer request related to your Personal Information. We cannot respond to your request if we are unable to verify your identity or authority. This request may be made no more than once per calendar year. We reserve the right not to respond to requests submitted to us if not submitted pursuant to the terms set forth above. Your verifiable request must include the reference “Request for CPRA Privacy Information” in the subject line and the body of the message must:

- provide sufficient information that allows us to reasonably verify that you are the person whose Personal Information we have collected;
- describe your request with sufficient detail; and
- include an e-mail address or mailing address, as applicable, for us to send our response.

We strive to respond to verifiable consumer requests within 45 days; however, if we require an extension (up to an additional 45 days) we will inform you of this extension and the reason in writing.

### **Nevada Residents**

Additionally, Nevada law (SB §220) requires website operators to provide a way for Nevada consumers to opt out of the sale of certain information that the website operator may collect about them. Addition does not sell your personal information to third parties as defined in Nevada law, and will not do so in the future without providing you with notice and an opportunity to opt-out of such sale as required by law. We do not sell your Personal Information.

### **11. 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 Privacy Policy from time to time. All changes are effective immediately when we post them and we will use reasonable efforts to alert you about any changes by updating the “Last updated” date of this Privacy Policy. It is your responsibility to review this Privacy Policy frequently to be informed of how we are protecting your information. You will be subject to, and will be deemed to have been made aware of and to have accepted, the changes in any revised Privacy Policy by your continued use of the Site after the date such revised Privacy Policy is posted. We may, in our sole discretion, translate this Privacy Policy into other languages for your convenience, nevertheless, the English version governs your relationship with Addition and any inconsistencies among the different versions will be resolved in favor of the English version.

## **12. HOW CAN YOU CONTACT US ABOUT THIS POLICY?**

If you have questions or comments about this policy, you may email us at **support@addition.works** or by post to:

Addition Technologies, Inc.  
87 Dobbin St  
STE 213  
Brooklyn, NY 11222