

# Privacy

This statement discloses the types of information we gather, how it is used, and how you can gain access to and edit any data that we've collected about you at any time.

We take your privacy seriously and are committed to safeguarding your privacy online. Since we do gather certain types of information from visitors to our site, we have developed this privacy statement to help you understand the terms and conditions surrounding the collection and use of that information.

## **Guiding Principles:**

AlwaysOn respects the privacy of the individuals who visit our web sites, or sends us e-mails. We maintain a strict "no-spam" policy. Subscribers to our e-mail services (or any other feature/service found on our Web sites) will not receive unsolicited e-mail messages from us. Our company collects information online primarily to provide our visitors with a more relevant experience on our sites. When doing so, we will make every reasonable effort to avoid excessive or irrelevant collection of data. Our company will take reasonable physical, electronic and managerial measures to safeguard and secure any information you provide to us (e.g. data will be stored in protected databases on secured servers with restricted access). Our company will not share any information you've provided to us with anyone without your consent other than to provide the service you've requested.

## **Non-Personally Identifiable Data:**

Anytime you visit our Web sites, we may gather certain non-personal identifiable information regarding the means you use to access our site. This information may include the type and version of your browser, your service provider, your IP address and any search engine you may have used to locate the site. We use this information to help diagnose problems with our server, administer the Web site, and compile broad statistical data. In addition, we gather certain navigational information about where you go on our Web sites. This information enables us to determine which areas of the Web sites are most frequently visited and helps us to tailor the sites to the needs and interests of our online visitors. Such information is gathered by us in the aggregate and will not be associated with a specific individual.

## **Information Voluntarily Provided:**

Any information you provide to us (i.e. name, e-mail address, etc.) when you additional information or enroll for Services, the requests is securely maintained on our Web server and internal systems. This information may be used to provide you with information you've requested about our company, our products and our services.

## **Information Collected by Other Sources:**

AlwaysOn has integrated our website with Google Analytics. Google Analytics will collect and store data about traffic to our website. Including but not limited to the type and version of your browser, your service provider, your IP address and any search engine you may have used to locate the site. We may also collect demographic and personal interest data. This information helps us to tailor the sites to the needs and interests of our online visitors as well as helps us understand who our core customer base is. Such information is gathered by us in the aggregate and will not be associated with a specific individual. Demographic information will not be used in any way to discriminate any individual on any bases.

## **Disclosure of Personal Information:**

We understand the importance of your privacy. We collect and maintain the personal information of our consumers for our use. We do not sell, rent, or trade consumer information to third parties and will never do so without your consent.

### **Agents:**

AlwaysOn may use other companies and individuals to perform certain functions on our behalf. Examples include outbound marketing and advertising. Any parties granted access to the personal information will only have access to perform these functions and may not use or store the information for any other purpose. Subscribers or site visitors will never receive unsolicited e-mail messages from agents working on our behalf.

### **Business Transfers:**

In the event that our company sells or transfers a particular portion of its business assets, consumer information may be one of the business assets transferred as part of the transaction. If substantially all of the assets of our company are acquired, consumer information may be transferred as part of the acquisition.

### **Compliance with Law/Safety:**

We are compliant with all federal and state privacy regulations. Additionally we adhere to Googles Analytics and Adworks Usage Polices We may disclose specific personal information based on a good faith belief that such disclosure is necessary to comply with or conform to the law or that such disclosure is necessary to protect the users of our Websites, the sites themselves, or the public.

### **With Consent:**

Other than as set forth in this Privacy Policy, you will be notified when any personally-identifiable information about you may be shared with third parties, and you will be given the opportunity to decline to share that information.

### **Use of Cookies:**

AlwaysOn may use a browser feature known as a "cookie." Cookies are small data files placed on your computer or other internet-enabled device that enable our features and functionality. They allow us to record information when you visit or interact with our websites, products and services (collectively, our "Websites"). Cookies can also be utilized to help us provide you with information targeted to your interests, based upon your prior browsing on our Websites. The "help" section of the toolbar on most browsers will inform you on how to prevent your browser from accepting new cookies, how to have the browser notify you upon the receipt of a new cookie, or how to disable the use of cookies completely. Our Web sites have been designed to take advantage of the use of cookies. Should you configure your browser to decline their use, certain features of our Websites may not function correctly and you may be required to re-enter any user IDs and passwords more frequently.

Additionally Google Analytics uses advertising cookie to collect website traffic data.

### **Security**

Our customer management portal/ billing portal may allow you to have access to your account information. Including but not limited to updating your payment information. Please note the company providing these services has secured your data through the use of a SSL (secure socket layers). SSL uses certificates to authenticate the server to the client and establish an encrypted communications channel with the

database. This certification helps to ensure your information is secure. This security protocol is an industry standard.

### **Accessing Our Web Sites from Outside of the United States:**

If you are visiting our Web site from a location outside of the U.S., your connection will be through and to servers located in the U.S. Any information you provide during your visit will be processed and maintained on our Web server and other internal systems located within the U.S.

### **External Links:**

Our Websites contain links to other sites. We are not responsible for the privacy practices or the content of such Websites. To help ensure the protection of your privacy, we recommend that you review the privacy policy of any site you visit via a link from our Websites

### **Passwords:**

The personal data record created through your registration with our Billing Website can only be accessed with the unique password associated with that record. To protect the integrity of the information contained in this record, you should not disclose or otherwise reveal your password to third parties. Please note when

### **Opt-out Procedures:**

You may always opt-out of receiving communications from us. Our sites allow users to opt-out of receiving such communications at the point where personal information is requested, or through other means as identified.

To opt out of any communications delivered from our customer management website please contact our office by phone at 208-232-6902 or email at [alwayson@alwaysonnet.com](mailto:alwayson@alwaysonnet.com) and an associate will engage this feature on your behalf.

To opt out of Google Advertising cookies you can download their opt out application at <https://tools.google.com/dlpage/gaoptout/>

To learn how to manage privacy and storage settings for Flash cookies, visit [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html).

Further information about deleting and blocking cookies can be found at <http://www.allaboutcookies.org>.

### **Browser-Based Do Not Track:**

Some browsers incorporate a "Do Not Track" (DNT) feature that, when turned on, signals to websites and online services that you do not want to be tracked. Because there is not yet an accepted standard for how to respond to a DNT signal, we do not currently respond to DNT signals on this website or on websites where we provide advertisements, content, or other services.

### **Contacting the Web Sites:**

If you have questions concerning this Privacy Policy or the practices of these sites, you may contact us.