



PRIVACY POLICY

Confidential Information

Confidential Information (CI) encompasses all information, material, and media including but not limited to confidential, personal, or business information or material that has or could have commercial value or other utility in the business in which User [hereby Servimer's client, agent, or shopper] is engaged. If CI is in written form, User shall label or stamp the material with the word "Confidential" or some similar warning. If CI is transmitted orally, the User shall promptly provide a written indication that such oral communication constitutes Confidential Information.

Exclusions from Confidential Information

CI does not include the following: (a) that which is publicly known at the time of disclosure or subsequently becomes publicly known through no fault of Servimer; (b) anything discovered or obtained by Servimer before disclosure by User; (c) anything learned by Servimer through legitimate means other than from User or User's representative; or (d) anything disclosed by User with Servimer prior to written approval.

Servimer Obligations

Servimer shall hold and maintain CI in the strictest confidence for the sole and exclusive benefit of its Users. Servimer shall not, without User's prior approval, use for Servimer's own benefit, publish, copy or permit the use by others for their benefit or to the detriment of User, any Confidential Information. Servimer shall return to User all records, notes, and other written, printed, or tangible materials in its possession pertaining to Confidential Information immediately if User requests it in writing.

Servimer shall take reasonable steps to protect CI from loss, misuse and unauthorized access, disclosure, alteration, and destruction. Servimer has put in place appropriate physical, electronic, and managerial procedures to safeguard and secure. Servimer cannot guarantee the security of CI transmitted via the Internet.

Personal CI is not disclosed to any third party without prior User consent. An exception is government and law enforcement agencies in cases where Servimer is required by law to provide such information.

Changes

This Privacy Policy may be updated. Servimer will not reduce User rights under this Privacy Policy without User's explicit consent. Servimer will post any Privacy Policy changes on this page and, if the changes are significant, Servimer will provide a more prominent notice (including, for certain services, email notification of Privacy Policy changes). Prior versions of this Privacy Policy will be kept in an archive for User review.

Information security

Servimer is diligent in working to protect Users from unauthorized access to or unauthorized alteration, disclosure or destruction of CI

Specifically:

- All Servimer accounts are password protected. A password is unique to each User and cannot even be viewed by Servimer or database administration.
- Servimer tracks every remote IP address accessing Servimer programs with key stroke and mouse click recordings
- Servimer's whole database is backed up every 15 minutes
- Servimer reviews information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- CI is available only to certain Servimer agents who need to know that information in order to process it, and who are subject to strict contractual confidentiality obligations and who are subject to punitive measures if they fail to meet these obligations.

Collection and use of Confidential Information

Collection and use of personal User CI is done via Shopmetrics, Inc. in compliance with the U.S.-E.U. and U.S.-Swiss Safe Harbor Framework as set forth by the U.S. Department

of Commerce, regarding the collection, use, and retention of personal data from the European Union and Switzerland. For more information about Shopmetrics, Inc. visit www.shopmetrics.com. Servimer will use anonymized survey report data for the purpose of research, statistical analysis, and trend reporting. Such research, analysis, or reporting will not disclose any CI regarding User identity.

Access

Servimer allows individuals to access their personal CI and correct, amend, or delete inaccurate information, except where the burden or expense of providing access would be disproportionate to the risks of the privacy of the individual of the case in question, or where the rights of persons other than the individual would be violated.

To ask questions about this Privacy Policy, or to register a complaint, contact Servimer at:

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