

The Driving Dynamics Privacy Policy for DrivActiv™ Digital Services

Driving Dynamics, Inc. has established this privacy policy as part of our commitment to respect your privacy and the privacy of the information in your user account. Our intention is to treat your information with the utmost care and consideration.

This privacy policy contains procedures for Driving Dynamics' handling of personally identifiable information that is gathered while you are on any DrivActiv website and use its related services. If you have questions or concerns regarding this statement, contact Driving Dynamics by emailing info@drivingdynamics.com.

COLLECTION AND USE OF YOUR INFORMATION

- Driving Dynamics may collect personally identifiable information when registered with a DrivActiv account user.
- Driving Dynamics may collect the following personally identifiable information: your name, email address, employer or company, employee ID and/or any other information that you or your employer provides. Additionally, as may apply, when you register for a DrivActiv service paid through an authorized credit card, Driving Dynamics will request and collect your billing information including your credit card number, expiration date, and billing address.
- Driving Dynamics also automatically receives and records information on our server logs from your browser including your IP address, browser type, referrer page, domain name, access time, entry page, exit page, and operating system type.
- Driving Dynamics mainly uses the information it collects to identify the most effective ways to deliver online training and communications and to more effectively meet your needs and requests for certain new product features and services.
- Note that Driving Dynamics also hosts the data stored in your DrivActiv account. That data is strictly your property and/or that of your employer.

SHARING AND DISCLOSURE OF YOUR INFORMATION

Certain Driving Dynamics employees have various access levels to DrivActiv systems, including databases for the purposes of backups, maintenance, debugging, and other administrative and programming activities. However, Driving Dynamics will not monitor, edit, disclose, sell, or rent neither your data stored in your Driving Dynamics /DrivActiv account, nor your personally identifiable information to anyone other than what is disclosed below.

It is only under the following circumstances in which Driving Dynamics may send your information to other companies or people:

- When we have your consent to share the information.
- When we need to share your information to provide you with a service or product you are requesting. For example: if you receive DrivActiv services through one of our authorized resellers.
- When we need to send the information to third parties¹ who work on our behalf to process your order or to provide a product or service to you. **Note:** *These third parties are not permitted to use your information for any reason other than to support us in assisting you.*
- When we conform to the edicts of the law, respond to subpoenas, court orders or legal process.
- When we act under extraordinary circumstances to protect the personal safety of our customers or the public.
- When we need to protect and defend the rights or property of Driving Dynamics.

¹. From time to time we may share aggregate data about our customers with other companies. In such cases no personally identifiable data will be made available to third parties.

COOKIES

Cookies are identifiers usually sent through your browser to reside temporarily or permanently on your computer. DrivActiv.com uses temporary cookies for its operation.

SECURITY

For both security and privacy purposes, your DrivActiv user account is password-protected. Driving Dynamics employs rigid security measures to ensure the protection of your data and applications. As such, access to Driving Dynamics servers is restricted. All transactions between Driving Dynamics and the servers are encrypted with industry- standard 128-bit Secure Socket Layers protocol. Additionally, all systems are backed up on daily basis. You are entirely responsible for maintaining the confidentiality of your passwords associated with any account you use in connection with the website and services, and you are solely responsible for all activities that occur through the use of your passwords and any account you use in connection with the website and services, either with or without your knowledge.

You agree to notify Driving Dynamics immediately at **Driving Dynamics, Inc., 258 Chapman Road – Suite 201, Newark, Delaware 19702; email: info@drivingdynamics.com** of any unauthorized use of your account, email address, or password of which you become aware. Driving Dynamics will not be liable for any harm, loss or liability that you or any other person or entity incur as a result of any unauthorized use of your password or account, either with or without your knowledge. You will be held liable for any losses incurred by Driving Dynamics, its affiliates, officers, directors, employees, consultants, agents, and representatives due to such unauthorized use of your account or password. You may not use anyone else's account or password at any time. Driving Dynamics will not be liable for any losses or damage arising from your failure to comply with these obligations.

PRIVACY POLICY CHANGES

If we are going to use your personally identifiable information in a manner different from that stated at the time of collection we will notify you via email. You will have a choice as to whether or not we use your information in this different manner. In addition, if we make any material changes in our privacy practices that do not affect user information already stored in our database, we will post a prominent notice on our website notifying users of the change. In some cases when we post the notice we will also send an email to account owners regarding the changes in our privacy practices.

COMMENTS AND SUGGESTIONS

Email: info@drivingdynamics.com

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