PYRAMID TECHNOLOGIES
PRIVACY POLICY

This Privacy Policy describes how Pyramid Technologies, Inc. ("***Pyramid Technologies***," "***we***," or "***us***") collects, uses, discloses and otherwise processes information about you. This Privacy Policy applies to information we collect when you access or use our website (the "***Website***") or when you otherwise interact with us online. This privacy policy does not apply to personal information we collect or process from you as a business customer or an employee or service provider of a business customer (collectively, "***Business Customer***") in order to facilitate our business relationship with you and provide you our commercial products and services.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy. If we make material changes, we will provide you with additional notice (such as by adding a statement to the Website or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

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COLLECTION OF INFORMATION

Information You Provide to Us

We collect information directly from you when you use our Website or otherwise communicate with us. The categories of information we collect include:

- **Identifiers:** We collect your name, email address, mailing address, phone number, job title, and employer or affiliation.
- **Audio Information:** If you call our customer service team, we may monitor and retain those conversations and any personal information provided in those conversations.
- **Communication Information:** We collect information you provide in your communications with us.

We may also collect any other information you choose to provide.

Information We Collect Automatically

We automatically collect the following categories of information:

- **Internet Activity Information:** We collect information about how you access our Website, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, and browser type. We also collect information about your activity on our Website and interaction with our communications, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Website.
- **Information Collected by Cookies and Similar Tracking Technologies:** We (and our service providers) use tracking technologies, such as cookies and web beacons, to collect information about you. Cookies are small data files stored on your hard drive or in device memory that help us improve our Website and your experience, see which areas and features of our Website are popular, and count visits. Web beacons (also known as "pixel tags" or "clear GIFs") are electronic images that we use on our Website and in our emails to help deliver cookies, count visits, and understand usage and campaign effectiveness. For more information about cookies and how to disable them, see the Your Choices section below.

Information We Collect from Other Sources

We obtain information from other sources. For example, we may collect information from data analytics providers and mailing list providers. This information includes your name and contact information. We may also collect information you share when you interact with us on social media platforms like Facebook.

Derived Information

We may derive information or draw inferences about you based on the information we collect. For example, we may make inferences about your approximate location based on your IP address or infer that you are looking to purchase certain products based on your event activity, browsing behavior, and past purchases.

USE OF INFORMATION

We use the categories of information we collect for the following business and commercial purposes:

- **Provide Products and Services:** We use information we collect to provide the products and services your request, including to improve and manage our provision of those products and services.
- **Website Delivery:** We use information to provide and maintain our Website, including to authenticate your account.
- **Communication:** We use information to communicate with you about Pyramid Technologies and our Website, including to send you newsletters, respond to your questions or requests, and send you other transactional or relationship messages.
- **Marketing and Advertising:** We use information to send direct marketing messages (including via email) and target advertisements to you on third-party platforms and websites as described in the Targeted Advertising and Analytics section below. You can opt out of direct marketing messages we send by following the instructions in those communications (such as by clicking "unsubscribe" in the emails).
- **Analytics, Research and Development:** We use information to monitor and analyze Website trends, usage, and activities and improve our Website. We may also generate de-identified data.

- **Protection and Compliance:** We use information to detect, investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity, help protect the rights and property of Pyramid Technologies and others, and comply with our legal and financial obligations.
- **Notice/Consent**: We may also use information in other circumstances after giving you notice and/or getting your consent.

DISCLOSURE OF INFORMATION

We disclose the categories of information (described in the Collection of Information section) as follows:

- **Vendors:** We disclose information to vendors, service providers, contractors and consultants that need this information to provide services to us, such as companies that assist us with web hosting, fraud prevention, customer service, data enrichment, analytics, and marketing and advertising.
- **Marketing and Advertising Partners:** We disclose information to third parties for the Marketing and Advertising purposes described above.
- **Professional Advisors**: We disclose information to our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- **Legal Authorities and Others Involved in Legal Proceedings**: We may disclose information to legal authorities and others for the Protection and Compliance purposes described above, including if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements and if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Pyramid Technologies, our users, the public, or others.
- **Corporate Transactions**: We reserve the right to disclose information in connection with, or during negotiations of certain corporate transactions, including the merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **Affiliates**: We reserve the right to disclose information between and among Pyramid Technologies and any current or future parents, affiliates, subsidiaries, and other companies under common control and ownership.
- **Consent**: We may disclose information when we have your consent or you direct us to do so.

We also disclose de-identified information that cannot reasonably be used to identify you.

TARGETED ADVERTISING AND ANALYTICS

We engage others to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Website, including your IP address, web browser and mobile network information, pages viewed, time spent on pages, and links clicked. This information is used to deliver advertising targeted to your interests on other companies' sites or mobile apps and to analyze and track data, determine the popularity of certain content, and better understand your activity.

You can also learn more about interest-based ads, or opt out of having your web browsing information used for behavioral advertising purposes by companies that participate in the Digital Advertising Alliance, by visiting www.aboutads.info/choices.

TRANSFER OF INFORMATION TO THE UNITED STATES AND OTHER COUNTRIES

Pyramid Technologies is headquartered in the United States, and we have operations and vendors in the United States and other countries. Therefore, we and those who perform work for us may transfer your information to, or store or access it in, jurisdictions that may not provide levels of data protection that are equivalent to those of your home jurisdiction. Where required by law, we provide adequate protection for the transfer of personal data in accordance with applicable law, such as by obtaining your consent, relying on adequacy decisions, or executing Standard Contractual Clauses.

YOUR CHOICES

Account Information

You may update and correct certain information by emailing us at web@pyramidacceptors.com with a description of your request, but note that we may retain certain information as required by law or for our legitimate business purposes.

Communications Preferences

You may generally opt out of receiving marketing emails and other promotional communications from Pyramid Technologies by following the instructions in those communications. If you opt out, we may still send you administrative, non-promotional emails, such as those about your account or our ongoing business relations.

Cookies

Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Website.

INDIVIDUALS IN EUROPE, THE UNITED KINGDOM, OR SWITZERLAND

If you are located in the European Economic Area ("***EEA***"), the United Kingdom ("***UK***"), or Switzerland, and are either a Website user or Business Customer, the following specific provisions apply to our processing of your Personal Information, which for purposes of this section shall include "personal data" or "personal information" as defined by applicable privacy laws in the EEA, UK, or Switzerland.

Legal Basis for Processing

We process the information described in the Collection of Information from you, and we do so in reliance on the following lawful bases:

- To perform our responsibilities under our contract with you (e.g., providing the products and services you requested).

- When we have a legitimate interest in processing your Personal Information to operate our business or protect our interests (e.g., to provide, maintain, and improve our products and services, conduct data analytics, and communicate with you).

- To comply with our legal obligations (e.g., to maintain a record of your consents and track those who have opted out of marketing communications).

- When we have your consent to do so (e.g., when you opt in to receive marketing communications from us). When consent is the legal basis for our processing your Personal Information, you may withdraw such consent at any time by emailing us at web@pyramidacceptors.com.

Data Subject Requests

You have the right to: (1) request to know more about and access your Personal Information, including in a portable format, (2) request deletion of your Personal Information, (3) request correction of inaccurate Personal Information, (4) request restriction of processing of your Personal Information in certain scenarios, and (5) in certain cases, object to the processing of your Personal Information for certain purposes. To exercise any of these rights, please email us at web@pyramidacceptors.com.

If you have a concern about our processing of Personal Information that we are not able to resolve, you have the right to lodge a complaint with the Data Protection Authority where you reside. Contact details for your Data Protection Authority can be found using the links below:

- For individuals in the EEA: https://edpb.europa.eu/about-edpb/board/members_en

- For individuals in the UK: https://ico.org.uk/global/contact-us/

- For individuals in Switzerland: https://www.edoeb.admin.ch/edoeb/en/home/the-fdpic/contact.html

CONTACT US

If you have any questions about this Privacy Policy, please contact us at web@pyramidacceptors.com.