

## **PRIVACY POLICY**

Last Updated: November 9, 2023

Baseline Technologies, Inc., and its related entities and affiliates (the “**Company**”, “**we**”, “**us**”, or “**our**”) respect your privacy and are committed to protecting it under this Privacy Policy (this “**Policy**”).

Amongst other things, this policy describes the types of information we may collect from you or that you may provide when you visit the website <https://baselinetech.co/> or any subdomain of <https://baselinepermits.com> (our “**Website**”), that you otherwise communicate with us, or through the provision of services to you, and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On this Website.
- In email, text, and other electronic messages between you and us and between you and this Website.
- When you interact with our marketing, advertising, and applications on third-party websites and services, if those applications or advertising include links to this policy.
- In information you send to us via our Website.

This policy does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by the Company or by any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see the “Changes to This Privacy Policy” section below). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

### **Children’s Privacy Rights**

Our Website is not intended for children under 18 years of age. No one under age 18 may provide any personal information to or on the Website. We do not knowingly collect personal information from children under 18. If you are under 18, do not use or provide any information on this Website or through any of its features, register on the Website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn that we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us at the Contact Details below.

## **Information We Collect About You and How We Collect It**

We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, located, or contacted, such as name, postal address, precise physical location, telephone number, and e-mail address ("**personal information**"); such information may be personal information regardless of whether the personal information is true and accurate; and/or
- About your internet connection, the equipment you use to access our Website, and usage details.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the site. Information collected automatically may include usage details, internet protocol ("IP") addresses, and information collected through cookies, web beacons, and other tracking technologies.
- From other sources, such as purchased data or publicly available personal information.

## ***Information You Provide to Us***

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. We may also ask you for information when you enter a contest or promotion sponsored by us, and when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research and/or customer satisfaction purposes.
- Photos, videos, and other files that you provide to us or submit through the Website.
- If you express an interest in obtaining additional information about our products or services, request customer support, use Our "Contact Us" or similar features, register on our Website, or download certain content, we may require that you provide to us with your contact information, such as your name, address, phone number, email address and/or username and password.

If you provide us with any personal information relating to other individuals, you represent that you have the authority to do so and acknowledge that it may be used in accordance with this Privacy Policy. If you believe that your personal information has been provided to us improperly, or want to exercise your rights relating to your personal data, please refer to the Contact Details section below.

## ***Information We Collect Through Automatic Data Collection Technologies***

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, location data, logs, in-app search history, interactions with our software products, other analytics, usage, and communication data, and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website. We may use persistent cookies (which remain on your computer even after you close your browser) to store information that may speed up your use of Our Website for any of your future visits to the Website. We may also use session cookies (which no longer remain after you end your browsing session) to help manage the display and presentation of information on the Website.
- Web Beacons.** Pages of our Website may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

### **How We Use Your Information**

We collect, hold, and use the information that we collect about you or that you provide to us, including any personal information, so that we can:

- Present Our Website and its contents to you;
- Provide you with information, products, or services that you request from us;
- Send you e-mail, written, or other forms of communications regarding: goods or services requested or purchased; promotional or informational materials about our Company, affiliates, and/or third parties with whom we conduct business and the related goods and services provided by such businesses;
- Contact you, for example, to respond to your queries or complaints;
- Comply with our legal obligations and assist government and law enforcement agencies or regulators;

- Identify and tell you about other products or services that we think may be of interest to you;
- Fulfill any other purpose for which you provide the information;
- Use the information in any other way that we may describe when you provide the information; or
- Use the information for any other purpose with your consent.

### **Information We Collect From Other Sources**

We may also collect information about you from other sources, including third parties from whom we purchase personal information, lists, and/or analytics, and from publicly available information. We may combine this information with personal information provided by you. This helps us update, expand, and analyze our records, identify new customers, and create more tailored communications to you. The personal data we collect from other sources may include identifiers, professional or employment-related information, commercial information, visual information, internet activity information, and inferences about preferences and behaviors.

Our website may contain links to other websites. We are not responsible for the privacy practices or the content of such websites. We may allow third-party advertisers to place ads on our website. These third-party advertisers may use cookies or similar technologies to help present the advertisements to you or to help measure the effectiveness of their advertisements. Some advertisers may use cookies to serve ads to our users or customers based on their visits to our website and other websites on the internet. The use of such technologies is subject to the privacy policies of the third-party advertisers and is not covered by this Policy. Thus, if you respond to any such third-party advertisers by clicking on the advertisements and/or visiting their websites or the websites of any other third party, be sure to evaluate their privacy policies before providing them with any of your information. To opt-out of a third party's use of cookies, you must visit such third party's website and follow its specified opt-out procedures.

### **Disclosure of Your Information**

We may sell, license, transfer, or disclose aggregated information about our users, and information that does not identify any individual, without restriction.

We may disclose personal information that we collect or you provide as described in this Policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties and/or their agents and employees that we use to support our business.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply this Policy, our Terms of Use <https://baselinetech.co/agree>, and/or any of our other policies or agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### **Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

### **Accessing and Correcting Your Information**

You may request access to, correction, or deletion of any personal information that we hold about you by contacting us at the Contact Details set out below. There are some circumstances in which we are not required to provide you with access to your personal information that we hold about you. We may not accommodate your request to change information if we believe the change would violate any law or legal requirement, or cause the information to be incorrect.

There is no charge for requesting access to your personal information, but we may require you to meet our reasonable costs in providing you with access (such as photocopying costs or costs for time spent on collating large amounts of material).

We will respond to your requests to access, correct, or delete personal information in a reasonable time (within 45 days) and will take reasonable steps to ensure that the personal information that we hold about you remains accurate, up to date, and complete.

### **US Residents: Your Rights Under Certain US Laws**

California law requires us to let you know how we respond to web browser 'Do Not Track' ("DNT") signals'. Because there currently is not an industry or legal standard for recognizing or honoring DNT signals, we do not honor DNT requests at this time.

*For Colorado, Connecticut, and Virginia residents:* As a resident, you have the right to confirm whether we process your information, to access and delete certain personal information, to correct inaccuracies in your personal information (taking into account the information's processing

purpose), to data portability, to opt-out of personal data processing for targeted advertising and sales, to opt-out of profiling in furtherance of decisions that produce legal or similarly significant effects. Please refer to the Contact Details section below if you have a request regarding these rights.

*For Utah residents:* As a resident, you have the right to confirm whether we process your information, to access and delete certain personal information, to data portability, and to opt-out of personal data processing for targeted advertising and sales. Please refer to the Contact Details section below if you have a request regarding these rights.

*For Nevada residents:* As a resident, you have a limited right to opt-out of certain personal information sales. Please refer to the Contact Details section below if you have a request regarding these rights. However, please know we do not currently sell data triggering the applicable statute's opt-out requirements.

### **Data Security**

We may permanently delete or destroy any and all data at any time as determined by us. We use a variety of commercially reasonable security technologies to help protect your data from unauthorized access, use, or disclosure. However, the use of such security technologies is not, and should not be considered to be, any type of guarantee or warranty by us that your data will not be accessed by third parties, or that we will use all available security technologies to prevent unauthorized access to, use, or disclosure of your personally identifying information. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot fully guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

### **Complaints**

If you have a complaint about how we handled any privacy issue, including your request for access, correction, or deletion of your personal information, you should contact us. Please refer to the Contact Details section below.

We will consider your complaint and determine whether it requires further investigation. We will notify you of the outcome of this investigation and any subsequent internal investigation.

### **Changes to This Privacy Policy**

From time to time, we may change, update, add to, or modify this Privacy Policy, how we handle personal information, and/or the types of personal information which we hold. We reserve the right to update our Website and this Privacy Policy for the collection, storage, and utilization of financial information you provide to us in order to complete purchases of goods or services, such as credit card information or your billing address.

It is our policy to publish any changes we make to our Privacy Policy on our Website. Any such change to Our Privacy Policy will be effective immediately upon posting on Our Website. You may obtain a copy of our current Privacy Policy from our Website or by contacting us at the contact details below.

If we make material changes to how we treat our users' personal information, we will notify you through a notice on the Website home page. The date this Privacy Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this Privacy Policy to check for any changes.

### **Contact Details**

If you have any questions, comments, requests, concerns, or complaints, please contact us at:

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