

Privacy Policy (Effective Date: January 1, 2016)

Control Company (“Control3”) is committed to protecting your privacy. This Privacy Policy describes the types of data we collect from our customers and website visitors through Traceable.com and the TraceableLIVE™ service, how we use the data, with whom we share it, and how you can control it.

What We Collect:

When you visit or register through one of our websites, send us an email, connect with us on social media, or otherwise communicate with us we may collect personally-identifying data about you from those interactions (such as your name, email, mailing address, the location of the device itself, the nature of the equipment with which you are using the device, your browser type, operating system, Internet Protocol (IP) address, mobile device type, domain name, which pages of our site you visited, and when you visited. (“Customer Information”). We do not track our customers over time or across third party websites. Our websites do not respond to Do Not Track (DNT) signals at this time. We do not collect or store credit card data from you. If you use a credit card to make a purchase, your information is transmitted to a third party processor (such as PayPal, for purchases through Traceable.com or other reliable third party processors for subscriptions through TraceableLIVE™) for processing. Our payment processors are under strict obligations of confidentiality with respect to your transactions and no credit card information is retained thereafter, with the exception of customers of the TraceableLIVE™ service. TraceableLIVE™ is a subscription service, and the payment processor retains your credit card information for the sole purpose of maintaining your subscription. You can modify or delete that information at any time through TraceableLIVE.com, or by contacting us as sales@control3.com. Control3 collects technical data from the Internet-connected devices you buy from or register with us, such as temperature data, humidity readings, and other device-generated data (“Device Data”). We also may aggregate your Device Data with that of other customers, to create a larger dataset (“Aggregated Data”). We will own the Aggregated Data and may use it for our business purposes.

By submitting, uploading, or otherwise making available Device Data or Customer Information to us through our website, devices, or by other means, you agree to the terms of this Privacy Policy and you consent to the processing and aggregating of your Device Data and Customer Information in accordance with this Privacy Policy. Your Customer Information may be processed in the country in which it was collected and in other countries, including the United States, where laws regarding processing of Customer Information may be less stringent than the laws in your country.

How We Use Your Data:

We use Device Data and Customer Information, both from individual devices and customers and in aggregate form for analytical and market research, for product development, and to provide and improve technical support and quality of service. We

also use Device Data and Customer Information, and may share it with relevant third parties (who are under a contractual obligation not to share it further) to fulfill orders and requests from you, and to provide notices, alerts and critical service communications to you, as well as product and service announcements.

Data Sharing

Other than the purposes described above, we will not share your Device Data or Customer Information with third parties except in the following circumstances: (a) another company acquires our company or our assets, in which case we may transfer your Device Data and Customer Information to the new owner, (b) if we believe in good faith that such disclosure is necessary to (1) comply with relevant laws or to respond to subpoenas or warrants served on Control3; or (2) protect or defend the rights or property of Control3 or users of the products or services.

Except as otherwise stated in this Privacy Policy, we do not generally sell, trade, share, or rent the Customer Information collected from our products, services, or websites to third parties. You expressly consent to the sharing of your Device Data and Customer Information as described in this Privacy Policy.

Cookies

“Cookies” are small pieces of information that a website sends to your computer's hard drive while you are viewing a web site. We may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience on our websites. We may also use cookies and navigational data like Uniform Resource Locators (URL) on our website to gather information regarding the date and time of your visit and the information for which you searched and which you viewed. We may gather this Customer Information and store it in log files each time you visit our websites or access your account on our network. Persistent Cookies can be removed by following Internet browser help file directions. If you choose to disable Cookies, some areas of our websites may not work properly.

Security Measures

We have implemented reasonable and appropriate security measures to protect the Customer Information we collect. With respect to credit card information collected by our third party processors, information is collected and stored in accordance with U.S. law and Payment Card Industry Standards. We cannot guarantee the security of the information you choose to send us as electronic transmissions via the Internet are not necessarily secure from interception, and we do not guarantee the security or confidentiality of transmissions. We reserve the right to update or otherwise alter our security practices if and when we deem it appropriate to do so.

Linked Websites

Our website contains links to websites owned by third parties. These links are provided solely as a convenience and are not an endorsement by Control3 of the contents on those other sites. Control3 is not responsible for the content of any linked sites and makes no representations regarding the content or accuracy of materials on such sites. If you decide to visit any third-party sites using links from this website, you should review the terms and conditions and privacy policy of those sites, as they will be different from these terms and Control3 has no control over the use of Customer Information you submit through linked sites.

Your Choices

You may change any of your Customer Information in your account by editing your profile within the registration portion of our websites. You may request deletion of your account information by us, but please note that we may be required (by law or otherwise) to keep this information and not delete it (or to keep this information for a certain period of time, in which case we will comply with your deletion request only after we have fulfilled such requirements). When we delete account information, it will be deleted from the active database, but may remain in our archives.

If you are a resident of the State of California, you may request and obtain from us once a year, free of charge, certain information about the Customer Information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of Customer Information that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to privacy@Control3.com.

Contact Us

Control3 welcomes your comments or questions regarding this Privacy Policy. Please e-mail us at privacy@Control3.com or write to us at:

Control3, Inc.
4455 Rex Road
Friendswood, TX 77546

Children's Online Privacy

We do not intentionally gather personally identifiable information about children under the age of 13 and our website is not intended for their use.

Review, Update, and Deletion of Collected Information

If you are concerned about the information you have provided to through one of our websites or would like to review, update, or delete this information, please email us at

privacy@Control3.com . We will make reasonable efforts to comply with your requests. You may however note that certain Personal Information and other information will be required for making available our products and services to you, and seeking withdrawal of such information may result in your inability to access those products and services. Please note that our deletion of your information will not ensure the permanent removal from our records or the internet. For example, such Customer Information may remain in our offline business records, online archives of our websites, or in content made available by third parties.

Notification of Changes

If we decide to change our approach to privacy, we will post those changes to this Privacy Policy so that users are always aware of what information we collect, how we use it, and under what circumstances we may disclose it. Changes to the Privacy Policy will be dated, and will be effective from the date specified forward with respect to data gathered on or after that date. You should check this Privacy Policy each time you visit our site to identify and understand any changes made since your previous visit.