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AntrumEYE Mobile App Privacy Policy

Antrum, INC

Introduction

Antrum, INC ("**Antrum**", "**Company**", or "**We**") respect your privacy and are committed to protecting it through our compliance with this policy. This policy describes:

- The types of information we may collect or that you may provide when you purchase, download, install, register with, access, or use the AntrumEYE application (the "**App**").
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies only to information we collect in this App and in email, text, and other electronic communications sent through or in connection with this App.

This policy DOES NOT apply to information that:

- We collect offline or on any other Company apps or websites, including websites you may access through this App.
- You provide to or is collected by any third party (see *Third-Party Information Collection*).

Our websites, and these other third parties, have their own privacy policies, which we encourage you to read before providing information on or through them.

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, do not download, register with, or use this App. By downloading, registering with, or using this App, you agree to this privacy policy. This policy may change from time to time (see *Changes to Our Privacy Policy*). Your continued use of this App after we revise this policy means you accept those changes, so please check the policy periodically for updates.

Children Under the Age of 16

The App is not intended for children under 16 years of age, and we do not knowingly collect personal information from children under 16. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at marketing@antrum.com.

Information We Collect and How We Collect It

We collect information from and about users of our App:

- Directly from you when you provide it to us.
- Automatically when you use the App.

Information You Provide to Us

When you download, register with, or use this App, we may ask you provide information:

- By which you may be personally identified, such as name, postal address, email address, telephone number, or another identifier by which you may be contacted online or offline ("**personal information**").
- That is about you but individually does not identify you, such as commercial or industry information (e.g., job title).

This information includes:

- Information that you provide by filling in forms in the App. This includes information provided at the time of registering to use the App and subscribing to our service. We may also ask you for information when you report a problem with the App.
- Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through the App and of the fulfillment of your orders. You may be required to provide financial information before placing an order through the App.

Automatic Information Collection and Tracking

When you download, access, and use the App, it may use technology to automatically collect:

- **Usage Details.** When you access and use the App, we may automatically collect certain details of your access to and use of the App, including, location data, logs, and other communication data and the resources that you access and use on or through the App.
- **User Information.** When you access and use the App, we may automatically collect certain analytical information about you, including your age, gender, preferred language, and interests. When you visit the App from a mobile device, we automatically collect information from your device such as device model and GPS location in the form of country of location only.
- **Device Information.** We may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Stored Information and Files.** The App also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.
- **Location Information.** This App collects real-time information about the location of your device in the form of country of location only. Location information is transmitted when you access or use the App on your mobile device. This information is used for analytical purposes to help us improve our products and services for our users.

If you do not want us to collect this information do not download the App or delete it from your device. You may also opt-out at any time by contacting us at marketing@antrum.com. For more information, see *Your Choices About Our Collection, Use, and Disclosure of Your Information*, below. Note, however, that opting out of the App's collection of location information will disable its location-based features.

We also may use these technologies to collect information about your activities over time and across third-party websites, apps, or other online services (behavioral tracking). Click [here](#) for information on how you can opt out of behavioral tracking on or through this app and how we respond to browser signals and other mechanisms that enable consumers to exercise choice about behavioral tracking.

Information Collection and Tracking Technologies

The technologies we use for automatic information collection may include:

- **Cookies (or mobile cookies).** A cookie is a small file placed on your smartphone. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your smartphone. However, if you select this setting you may be unable to access certain parts of our App.
- **Web Beacons.** Pages of the App and our emails 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 app statistics (for example, recording the popularity of certain app content and verifying system and server integrity).

Third-Party Information Collection

When you use the App or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include:

- Web hosting and development services.
- Software/IT, security, and cloud service providers.
- Analytics companies.
- Business communication and collaboration tool providers.
- Sales and Marketing service providers, advertisers, ad networks, and ad servers.
- Your mobile device manufacturer.
- Your mobile service provider.
- The provider through which you purchase, download, and/or install the App (e.g., Apple, Google).

These third parties may use tracking technologies to collect information about you when you use this app. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see *Your Choices About Our Collection, Use, and Disclosure of Your Information*.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with the App and its contents, and any other information, products or services that you request from us.
- Personalize your experience with the App and to improve the security, function, and design of the App.
- Support and develop our products and service offerings.
- Provide customer support and give you notices about your account or subscription, including expiration and renewal notices.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you when App updates are available, and of changes to any products or services we offer or provide through it.
- For testing, research, analysis, and product development to allow us to develop and improve our App.
- Fulfill any other purpose for which you provide it.

The usage information we collect helps us to improve our App and to deliver a better and more personalized experience by enabling us to:

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

We use location information we collect for analytical purposes to help us improve our products and services for our users. Location information is collected on. in the form of country of location only

Disclosure of Your Information

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

In addition, we may disclose personal information that we collect or you provide:

- To our subsidiaries and affiliates.

- To contractors, service providers, and other third parties 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 Antrum's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Antrum about our App users is among the assets transferred.
- To third parties to market their products or services to you, if you have not opted out of these disclosures. For opt-out information, please click [here](#).
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the App's [End User License Agreement](#) and for billing and collection.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Antrum, our customers, or others.

Your Choices About Our Collection, Use, and Disclosure of Your Information

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of over your information.

- **Tracking Technologies.** You can choose whether or not to allow the App to collect information through other tracking technologies through your device settings. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the App may then be inaccessible or not function properly.
- **Location Information.** You can choose the extent to which the App may collect and use real-time information about your device's location through your device settings. If you block the use of location information, some parts of the App may become inaccessible or not function properly.
- **Promotion by the Company.** If you do not want us to use your email address or other contact information to promote our own or third parties' products or services, you can opt-out by contacting us at marketing@antrum.com.
- **Disclosure of Your Information for Third-Party Advertising and Marketing.** If you do not want us to share your personal information with unaffiliated or non-agent third parties for advertising and marketing purposes, you can opt-out by contacting us at marketing@antrum.com.

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](#).

California residents may have additional personal information rights and choices. Please see [Your California Privacy Rights](#) for more information.

Accessing and Correcting Your Personal Information

You can review and change your personal information by logging into the App and visiting your account profile page.

You may also send us an email at marketing@antrum.com to request access to, correct, or delete any personal information that you have provided to us. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

California residents may have additional personal information rights and choices. Please see [Your California Privacy Rights](#) for more information.

Your California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit Antrum's supplemental [California Privacy Statement](#).

Additionally, California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our App that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to marketing@antrum.com or write us at: 4069 Lake Drive SE, Suite 310, Grand Rapids, Michigan 49546.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our App. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

Changes to Our Privacy Policy

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal information, we will post the new privacy policy on this page with a notice that the privacy policy has been updated and will notify you of any such change.

The date the 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 this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us by one of the following methods:

Email: marketing@antrum.com

Mail: 1300 Michigan St. NE, Suite 102, Grand Rapids, Michigan 49503

Toll-free telephone: 616-214-3155