

Last updated and effective: July 26, 2021

Antrum, LLC's Privacy Statement

Antrum, LLC ("Antrum" or "we", "us", or "our") values your privacy. This Privacy Statement, together with all related/linked information, documents and the [Terms of Use](#), addresses how we handle the personal information collected and shared with us through use of our website, located at <https://www.antrum.com/> and our related pages (the "Site") and our AntrumEYE Service (the "Service") (together, our "Products"). Please read this Privacy Statement 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 to not use our Products. By using our Products, you agree to this Privacy Statement. This Privacy Statement may change from time to time (see [Changes to our Privacy Statement](#)). Your continued use of our Products after we make changes is deemed to be acceptance of those changes, so please check revisit this Privacy Statement periodically for updates.

If you are a California resident, you have additional rights regarding your control and access to the data we collect from you. Antrum's supplemental Privacy Statement applicable to California residents can be found [here](#).

This Privacy Statement only addresses personal information we obtain from and regarding individuals interacting with our Products. For information on how we handle the personal information collected and shared with use through the Antrum mobile application ("Application"), please see our [Mobile Application Privacy Policy](#), a copy of which is also accessible within the Application.

Key, non-exhaustive points about our information practices are summarized below, followed by comprehensive explanations of each subject.

- I. **Collection.** We collect information about you, such as identifying and contact information (e.g., name, e-mail address, phone number). [See below to learn more.](#)
- II. **Use.** We use your information to improve the quality, safety, and security of our products and services, to develop new products and services, for marketing, including marketing tailored to your interests and preferences, and to develop a business relationship with you. [See below to learn more.](#)
- III. **Sharing.** We share your information to provide you with products and services, to improve the quality, safety, and security of products and services, to comply with applicable law, to respond to your requests, and to allow recipients to use it for marketing or other purposes, subject to your consent where required. [See below to learn more.](#)
- IV. **Data Security and Linked Sites.** We use reasonable administrative, technical and physical security to protect the personal information we retain. We assume no responsibility for the content and data practices of third-party linked websites. [See below to learn more.](#)

- V. **Children's Privacy.** We do not target or knowingly collect any information from children under the age of majority. [*See below to learn more.*](#)
- VI. **Changes.** We will notify you of any material changes by posting the updated version of this Privacy Statement and taking other steps as needed. [*See below to learn more.*](#)

I. INFORMATION WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

Information You Provide to Us. During your use of our Products, Antrum collects information about you. This information is collected directly from you when you provide it to us or automatically as you use our Products. This information includes, but is not limited to:

- contact information (e.g., name, email address, and phone number).
- your device data and how you interact with our Products (e.g., IP address, browser type, and unique device identifier).
- information that you provide through registering and subscribing to our Service and its services platform.
- details of any transactions you carry out through our Products.
- Any other information you provide in connection with your use of our Products and its platform.

Information from Other Sources. Antrum may receive information about you if you use any other websites affiliated with Antrum or from information you post on or submit to the Site. Antrum may also receive your information from third party marketing companies that we use to provide you with information concerning our products, service offerings and other information.

Information We Collect through Automatic Data Collection Technologies.

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

- Information Automatically Collected via our Site. When you use our Site, we automatically collect certain technical information from your device, such as the internet protocol (IP) address used to connect your device to the internet, time zone setting, operating system and platform, and other data about your use of our Site. When you visit the Site, we also collect certain analytical information about you, including your age, gender, preferred language, and interests. When you visit our Site 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.
- Information Collected Using Cookies. Our Products use "cookies" and other tracking technologies to gather information about your interactions. This information includes

browser type, mobile device data including phone number, mobile device network information, IP address, pages visited, activities conducted on the page or our Products, and the day and time of your visit. We do not currently honor "do not track" signals from a web site browser. Nonetheless, you may refuse or delete cookies. Please refer to your computer browser help instructions or your mobile device settings for more information on cookies and other related technologies and how to manage their use. If you refuse or delete cookies, you will need to repeat the process if you use another computer or mobile phone, or change browsers. If you refuse or delete cookies, some of the functionality of a website or application may be impaired.

Pages you encounter throughout your use of our Products may also contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that allow us, for example, to count users who have visited those pages or for other related app statistics (for example, recording the popularity of certain app content and verifying system and server integrity). We use this information to provide a better user experience and to tailor our marketing communications.

When you use our Products, certain third parties may use automatic information collection technologies to collect information about you or your mobile device. These third parties may include:

- Advertisers, ad networks, and ad servers.
- Analytics companies.
- Your mobile device manufacturer.
- Your mobile service provider.

These third parties may use tracking technologies to collect information about you when you use our Products. 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.

Disclosure of other Data. The type and/or methodology of data collection may change from time to time, and we may introduce new features or capabilities to our Products (see [Changes to our Privacy Statement](#)).

II. OUR USE OF YOUR PERSONAL INFORMATION

We use the information we collect in the following ways:

- To Further an Established Business Relationship. We use collected information to facilitate your use of our Products and its associated platform services, and any other information, products, or services that you request from us. We may also contact you to ask for your feedback about a product, service, or event.
- To Send You Promotional Materials. We use your information to fulfill your requests, including, but not limited to, requests to receive promotional materials. Promotional materials may include newsletters or other information regarding Antrum contests, events, and/or products. We also use your information to share other services or products that may be of interest to you. Promotional materials may be conveyed in emails. If you no longer wish to receive these materials, you may opt out by following the opt-out instructions included in our emails, texts, or mailings, or by contacting us at marketing@antrum.com.
- To Improve Our Products. We collect information using Cookies (data files created when you visit a website), tracking tools, and/or analytic tools. We use this information to personalize your experience with our Products or with the company and/or to improve the security, design, and/or function of our Products. We also use your information to support and develop our products and service offerings.
- To Fulfill or Meet the Reason you Provided the Information. We use your information to facilitate your use of our Products and their platforms for you and our partners.
- To Provide Customer Support. We use your information to provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To Maintain Safety and Security. We use your information to help maintain the safety, security, and integrity of our products, website and services, databases and other technology assets, and business.
- To Further Product Development. We use your information for testing, research, analysis, and product development to allow us to develop and improve our products and service offerings.
- To Comply with Our Legal Obligations. We use your information if we are required to respond to a law enforcement request and as required by applicable law, court order, or governmental regulations.
- Other uses:
 - To present our Products and its content to you.
 - To carry out our obligations and enforce our rights arising from any contracts entered between you and us, including for billing and collection.
 - To notify you about changes to our Products.

- As described to you separately when collecting your personal information.

III. OUR SHARING OF YOUR PERSONAL INFORMATION

We share personal information with your consent, when you direct us to share it with others, or as necessary to complete your transactions or provide the products you have requested or authorized. For example, when you provide payment data to us, we will share that data with banks and other entities as necessary for payment processing, fraud prevention, or other related financial services. Specifically, we share your personal information in the following instances:

- when required by law, which includes complying with any court order, law, or legal process, including responding to any government or regulatory request.
- when we believe sharing is necessary to protect our rights, preserve safety, investigate fraud or other wrongdoing.
- with establishments, partners, contractors, service providers, and other third parties we use to support our services platform as well as those who assist us with our marketing endeavors.
- in connection with the sale, transfer or financing of Antrum's business or its assets, including a bankruptcy proceeding or to our affiliates.
- to enforce or apply our Terms of Use and other agreements, including for billing and collection purposes.
- for any other purpose disclosed by us when you provide the information.

Apart from the purposes listed above, Antrum will not share your personal information with other third parties for their independent use without your permission. We may share de-identified information in accordance with applicable law without restriction with third parties for advertising, promotional, or other marketing purposes.

Specifically, Antrum shares your information with the following types of entities:

- With web hosting and development services, for the purpose of providing our products and services to you.
- With Software/IT, security, and cloud service providers, including storage service providers, we use to support our business.
- With selected data analytics partners to conduct audits, perform industry analysis, and evaluate the results of marketing efforts.
- With business communication and collaboration tools, for the purpose of providing and communicating with you regarding our products and services.
- With third-party sales and marketing service providers and advertising companies who support our business who may use Cookies and other technology to collect information and track browsing activity over time and across third party websites.

If you do not want us to use your personal information such as your contact information to promote our own or third parties' products or services, you can opt-out by contacting us at marketing@antrum.com.

IV. DATA SECURITY AND LINKED SITES

We will use reasonable administrative, technical and physical security to protect the personal information we retain and to help ensure that it is used in accordance with this Privacy Statement. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Statement unless longer retention is required by law or for auditing purposes.

Should you have further questions or concerns about our security measures, please contact us using the information below.

Please note that our Products may contain links to other websites. Antrum assumes no responsibility for the content, privacy policies, or practices of any third-party websites. You expressly relieve Antrum from any and all liability arising from your use of any third-party website, or from the content of any third-party website.

V. CHILDREN UNDER THE AGE OF 16

Our Products are not directed to children under 16 and we do not knowingly collect any personal information directly from children under 16. If you believe that we might have information from or about a child under 16, we take this very seriously and request that you contact us at marketing@antrum.com.

VI. CHANGES TO OUR PRIVACY STATEMENT

It is our policy to post any changes we make to our Privacy Statement on this page with a notice that the Privacy Statement has been updated on our website home page. 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 the Privacy Statement was last revised is identified at the top of the page.

VII. CONTACT INFORMATION

If you have any questions or comments about this notice or the ways in which Antrum collects and uses your information, please do not hesitate to contact us:

- Toll free: (866) 639-1434
- E-mail: marketing@antrum.com
- Website: <https://www.antrum.com/contact/>

Postal Address: 4069 Lake Drive SE

Suite 310
Grand Rapids, MI 49546