

OBELISK, INC.  
PRIVACY POLICY  
Last Updated: 06/28/2017

This privacy policy (“Policy”) describes how Obelisk, Inc. and its related companies (“Company”) collect, use and share personal information of consumer users of this website, obelisk.tech, and any other websites that post this Policy (the “Site”). This Policy also applies to any of our other websites that post this Policy. This Policy does not apply to websites that post different statements.

#### USERS OUTSIDE THE UNITED STATES

If you are a non U.S. user of the Site, by using the Site and providing us with data, you acknowledge and agree that your personal information may be processed for the purposes identified in this privacy policy. In addition, your personal information may be transferred to, stored at and processed in the country in which it was collected and in other countries, including but not limited to the United States, where data protection and privacy laws regarding processing of personal information may be less stringent than the laws in your country. By providing your data and using the Site, you consent to such transfer, storage and/or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

#### WHAT WE COLLECT

We get information about you in a range of ways.

**Information You Give Us.** We may collect your name, postal address, email address, phone number as well as other information you directly give us on our Site.

**Information We Get From Others.** We may get information about you from other sources. We may add this to information we get from this Site.

**Information Automatically Collected.** We automatically log information about you and your computer. For example, when visiting our Site, we log your computer operating system type, browser type, browser language, the website you visited before browsing to our Site, pages you viewed, how long you spent on a page, access times and information about your use of and actions on our Site.

#### COOKIES

- (a) What are Cookies? Like many online services, we use cookies to collect information. “Cookies” are small pieces of information that a website sends to your computer’s hard drive while you are viewing the website. 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 Site. This type of information is collected to make the Site more useful to you and to tailor the experience with us to meet your special interests and needs. We use two broad categories of cookies: (1) first party cookies, served directly by us to your computer or mobile device, which are used only by us to recognize your computer or mobile device when it revisits our Site; and (2) third party cookies, which are served by service providers on our Site, and can be used by such service providers to recognize your computer or mobile device when it visits other websites.
- (b) Cookies we use. Our Site uses the following types of cookies for the purposes set out below:

Type of cookie	Purpose
Essential Cookies	These cookies are essential to provide you with services available through our Site and to enable you to use some of its features. For example, they allow you to log in to secure areas of our Site and help the content of the pages you request load quickly. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.
Functionality Cookies	These cookies allow our Site to remember choices you make when you use our Site, such as remembering your language preferences. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you visit our Site.
Analytics and Performance Cookies	<p>In addition to the tracking technologies we place, other companies may set their own cookies or similar tools when you use the Site. This includes third party analytics services, including but not limited to Google Analytics (“Analytics Services”), that we engage to help analyze how users use the Services, as well as third parties that deliver content or offers.</p> <p>We may receive reports based on these parties’ use of these tools on an individual or aggregate basis. We use the information we get from Analytics Services only to improve our Site. The information generated by the Cookies or other technologies about your use of our Site (the “Analytics Information”) is transmitted to the Analytics Services. The Analytics Services use Analytics Information to compile reports on user activity.</p> <p>The Analytics Services may also transfer information to third parties where required to do so by law, or where such third parties process Analytics Information on their behalf. Each Analytics Services’ ability to use and share Analytics Information is restricted by such Analytics Services’ terms of service and privacy policy. By using our Site, you consent to the processing of data about you by Analytics Services in the manner and for the purposes set out above. For a full list of Analytics Services, please contact us at <a href="mailto:hello@obelisk.tech">hello@obelisk.tech</a>.</p> <p>You can find out more information about Google Analytics cookies here: <a href="https://developers.google.com/analytics/resources/concepts/gaConceptsCookies">https://developers.google.com/analytics/resources/concepts/gaConceptsCookies</a>.</p> <p>You can find out more about how Google protects your data here: <a href="http://www.google.com/analytics/learn/privacy.html">www.google.com/analytics/learn/privacy.html</a>.</p> <p>You can prevent the use of Google Analytics relating to your use of our Site by downloading and installing the browser plugin available via this link: <a href="http://tools.google.com/dlpage/gaoptout?hl=en-GB">http://tools.google.com/dlpage/gaoptout?hl=en-GB</a></p>

- (c) Disabling Cookies. If you decide at any time that you no longer wish to accept cookies from our Site for any of the purposes described above, then you can instruct your browser, by changing its settings, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. Consult your browser's technical information. If you do not accept cookies, however, you may not be able to use all portions of the Site or all functionality of the Site. If you have any questions about how to disable or modify cookies, please let us know at the contact information provided above. Further information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org); <http://www.aboutads.info/>; <http://networkadvertising.org/choices/>, or if you are located in the EU, <http://www.youronlinechoices.eu/>. Please note that even if you do choose to remove cookies by the third parties listed at the above links, not all companies that serve online behavioral advertising are included in this list, and so you may still receive some cookies and tailored adverts from companies that are not listed.

## USE OF PERSONAL INFORMATION

We use your personal information as follows:

- We use your personal information to operate, maintain, and improve our sites, products, and services.
- We use your personal information to respond to comments and questions and provide customer service.
- We use your personal information to send information including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages.
- If you have opted-in to receive such news, we may use your personal information to communicate about promotions, upcoming events, and other news about products and services offered by us and our selected partners.
- We use your personal information to link or combine user information with other personal information.
- We use your personal information to protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.
- We use your personal information to provide and deliver products and services customers request.
- We use your personal information to fulfill orders.
- We may use your personal information as stated in any other agreement between you and us.

## SHARING OF PERSONAL INFORMATION

We may share personal information as follows:

- We may share personal information with your consent. For example, you may let us share personal information with others for their own marketing uses. Those uses will be subject to their privacy policies.
- We may share personal information when we do a business deal, or negotiate a business deal, involving the sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition, or bankruptcy transaction or proceeding.
- We may share personal information for legal, protection, and safety purposes.
  - We may share information to comply with laws.
  - We may share information to respond to lawful requests and legal processes.

- We may share information to protect the rights and property of Obelisk, Inc., our agents, customers, and others. This includes enforcing our agreements, policies, and terms of use.
- We may share information in an emergency. This includes protecting the safety of our employees and agents, our customers, or any person.
- We may share information with those who need it to do work for us.

We may also share aggregated and/or anonymized data with others for their own uses.

#### ANONYMOUS INFORMATION

We may use your personal information to collect anonymous information by excluding information (such as your name) that makes the data personally identifiable to you. We reserve the right to use anonymous information for any purpose and disclose anonymous information to third parties in our sole discretion.

#### INFORMATION CHOICES AND CHANGES

Our marketing emails tell you how to “opt-out.” If you opt out, we may still send you non-marketing emails. Non-marketing emails include emails about your accounts and our business dealings with you.

You may send requests about personal information to our Contact Information below. You can request to change contact choices, opt-out of our sharing with others, and update your personal information.

You can typically remove and reject cookies from our Site with your browser settings. Many browsers are set to accept cookies until you change your settings. If you remove or reject our cookies, it could affect how our Site works for you.

#### RETENTION OF YOUR PERSONAL INFORMATION

We will retain your personal information only for the period necessary to fulfill the purposes outlined in this privacy policy. However, please note that we may need to retain certain information and not delete it or to keep this information for a certain time (e.g. for recordkeeping purposes and/or to complete any transactions that you began prior to requesting such change or deletion) in which case we will comply with your deletion request only after we have fulfilled such requirements, unless a longer retention period is required or permitted by law. When we delete any information, it will be deleted from the active database, but may remain in our archives. We may also retain your information for fraud or similar purposes.

#### SECURITY OF YOUR PERSONAL INFORMATION

We are committed to protecting the security of your personal information. We use a variety of industry-standard security technologies and procedures to help protect your personal information from unauthorized access, use, or disclosure. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we use reasonable efforts to protect your personal information, we cannot guarantee its absolute security.

CONTACT INFORMATION. We welcome your comments or questions about this privacy policy. You may also contact us at our address:

Obelisk, Inc.



280 Congress St, Floor 12  
Boston, MA 02210

CHANGES TO THIS PRIVACY POLICY. This privacy policy is subject to occasional revision, and if we make any material changes in the way we use your personal information, we will notify you by sending you an e-mail to the last e-mail address you provided to us and/or by prominently posting notice of the changes on the Site. We will also update the "Last Updated" date at the top of this privacy policy. Any changes to this privacy policy will be effective upon the earlier of thirty (30) calendar days following our dispatch of an e-mail notice to you or thirty (30) calendar days following our posting of notice of the changes on our Site. These changes will be effective immediately for new users of our Site. Please note that at all times you are responsible for updating your personal information to provide us with your most current e-mail address. In the event that the last e-mail address that you have provided us is not valid, or for any reason is not capable of delivering to you the notice described above, our dispatch of the e-mail containing such notice will nonetheless constitute effective notice of the changes described in the notice. Continued use of the Site following notice of such changes shall indicate your acknowledgement of such changes and agreement to be bound by the terms and conditions of such changes.