

## Privacy Policy

Effective Date: **October 19, 15**

**This privacy policy explains how SWPPP Online handles your personal information and data.** This privacy policy applies to all the products, Services and websites offered by Whitson Contracting & Management, Inc. d/b/a SWPPP Online (California Entity No. C2294929) (“**SWPPP Online**”), except where otherwise noted. We refer to those products, Services and websites collectively as the “Services” in this policy.

### 1. What information does SWPPP Online collect?

When you respond to reports hosted by SWPPP Online, we collect information relating to you and your use of our Services from a variety of sources. These are listed below. The sections afterward describe what we do with this information.

#### 2. Information we collect directly from you

We collect and store the report responses and images that you submit. A report may ask you to provide personal information or data, including but not limited to your first and last name, affiliated company, e-mail, and a user-created password. SWPPP Online is not responsible for the content of your report.

We collect personal information such as your name, shipping/billing address, e-mail, phone, and credit card number when you interact with us to purchase or use our products.

We collect personal information to deliver or allow access to our products and Services. As part of Services provided to you, we may collect and store personal information to prepare, assist in preparing, or to obtain or provide Services in connection with the preparation of your inspection report. We collect credit card information, but do not store it. Payment Services are managed through PayPal, and is subject to its terms and policies.

We collect information about your system as it interacts with us such as your IP address and browser information.

We use common internet technologies, such as cookies and Web beacons to manage our Web sites and Services, advertising and e-mail programs.

We collect user feedback, community discussions, chats and other interactions, such as surveys, at our sites.

We may obtain additional information about you, such as demographic information, from commercially available sources.

### 3. Information we collect about you from other sources

**3.1. Usage data.** We collect usage data about you whenever you interact with our Services. This may include which webpages you visit, what you click on, when you performed those actions, and so on. Additionally, as with most websites today, our web servers keep log files that record data each time a

device accesses those servers. The log files contain data about the nature of each access, including originating IP addresses.

- a. **Device data.** We collect data from the device and application you use to access our Services, such as your IP address and browser type. We may also infer your geographic location based on your IP address. Your IP address will be linked to your user account unless SWPPP Online has disabled IP address collection for the report you respond to.
- b. **Referral data.** We record information about the source that referred you to a report (e.g. a link on a website or in an email).
- c. **Information from page tags.** We use third party tracking Services that employ cookies and page tags to collect aggregated and anonymized data about visitors to our websites. This data includes usage and user statistics
- d. **Providing report responses is voluntary.** Remember, you can always choose not to provide an answer to any given report question (especially those requesting your personal information or data). However, sometimes this will prevent you from completing a report if the SWPPP Online has marked that question as requiring an answer.

**3.2. How does SWPPP Online use the information it collects?** We do not sell or rent your personal information with anyone outside of SWPPP Online for their promotional or marketing purposes.

We do not share your personal information with anyone outside of SWPPP Online or its affiliates for their promotional or marketing use without your consent.

We use your personal or financial information to provide you with information and Services you request, to give you a customized interactive experience as you use our products, and to tell you about other products and Services.

We summarize information about you and we also combine that information with that of others in a way that does not identify you personally to understand how our products are used, to deliver products and Services, and to help us develop new products and Services.

We may use service companies to help provide you products and Services who are not allowed to use your information for their own purposes.

SWPPP Online uses your personal information to manage your account, to contact you and to operate, improve, and deliver our products and Services.

We use your personal information to provide you with information and Services you request, if appropriate, to tell you about SWPPP Online products and Services, and to give you a customized, interactive experience as you use our products.

We use your personal information to charge you for the products and Services you purchase.

We use the information and data you submitted to prepare your inspection report, and provide related assistance and Services.

We use responses to surveys and polls to improve our products and Services. We summarize information about your usage and combine it with that of others to learn about the use of SWPPP Online products to help us develop new products and Services. This information is collected in such a way that it cannot be used to identify an individual.

We retain copies of your completed inspection reports as required by federal and/or state regulations. This information may also be used to perform analysis relating to your claims under our guarantees, or to provide you with a copy of your report(s) for your convenience.

#### **4. How does SWPPP Online share or disclose information we collect?**

We may disclose, access, or report personal information when we believe, in good faith, we're required to do so by law or to protect our legal rights. We may also do this in connection with an investigation into a suspected violation involving a Terms of Service, fraud, intellectual property infringement, or other activity that may be illegal or expose us to legal liability. For example, we may be required to disclose personal information to cooperate with regulators or law enforcement authorities or to comply with a court order, subpoena, search warrant, or law enforcement request.

We may report and share information about your account to other companies, lawyers, agents, government agencies and associations in connection with issues related to fraud or regulatory non-compliance issues.

If we sell, merge or transfer any part of our business, part of the sale may include your personal information. If so, you will be asked if you'd like to stop receiving promotional information following any change of control.

We may use sources outside of SWPPP Online to supplement the information you give us. For example, we may validate your address using other sources. We use this data to help us maintain accuracy and provide you with better service.

#### **5. Security, cookies and other important information**

**5.1. Security.** We are committed to handling your personal information and data with integrity and care. However, regardless of the security protections and precautions we undertake, there is always a risk that your personal data may be viewed and used by unauthorized third parties as a result of collecting and transmitting your data through the internet.

**5.2. Changes to this privacy policy.** We may modify this privacy policy at any time, but if we do so, we will notify you by publishing the changes on this website. If we determine the changes are material, we will provide you with additional, prominent notice as is appropriate under the circumstances, such as via email or in another conspicuous manner reasonably designed to notify you. If, after being informed of the changes, you continue to use our Services beyond the advance-notice period, you will be considered as having expressly consented to the changes in our privacy policy. If you disagree with the terms of this privacy policy or any updated privacy policy, you may close your account (if you have one) at any time or not respond to a report.

**5.3. Data locations.** Our servers are based in the United States, so your personal information will be hosted and processed by us in the United States. Your personal information may also be processed in, or transferred or disclosed to, countries in which SWPPP Online subsidiaries and offices are located and in which our service providers are located or have Services.

**5.4. Cookies.** We use cookies on our websites. Cookies are small bits of data we store on the device you use to access our Services so we can recognize repeat users. Each cookie expires after a certain period of time, depending on what we use it for. Please note that disabling cookies may adversely impact your ability to use our Services. Enabling cookies ensures a smoother experience when using our websites. By using our websites and agreeing to this privacy policy, you expressly consent to the use of cookies as described in this policy. We use cookies for several reasons:

- a. **To make our site easier to use.** If you use the “Remember me” feature when you sign into your account, we may store your username in a cookie to make it quicker for you to sign in whenever you return to SWPPP Online.
- b. **For security reasons.** We use cookies to authenticate your identity, such as confirming whether you are currently logged into SWPPP Online.
- c. **To provide you with personalized content.** We may store user preferences, such as your default language, in cookies to personalize the content you see.
- d. **To improve our Services.** We use cookies to measure your usage of our websites and track referral data, as well as to occasionally display different versions of content to you. This information helps us to develop and improve our Services and optimize the content we display to users.
- e. **Google Analytics.** In addition to the above, we have implemented on our websites and other Services certain Google Analytics features that support Display Advertising, including re-targeting. Visitors to our websites may opt out of certain types of Google Analytics tracking, customize the Google Display Network ads by using the [Google Ad Preferences Manager](#) and learn more about how Google serves ads by viewing its [Customer Ads Help Center](#). If you do not wish to participate in Google Analytics, you may also download the [Google Analytics opt-out browser add-on](#).
- f. **Online Tracking.** We currently do not process or comply with any web browser’s “do not track” signal or other similar mechanism that indicates a request to disable online tracking of individual users who visit our websites or use our Services (unless otherwise stated in a service-specific privacy statement).
- g. **Social Media Features.** Our websites may include social media features or widgets, such as the Facebook Like button. Use of these features may allow them to collect your IP address, detect which page you are visiting on our site, and set a cookie to enable the feature to function properly. Your interactions with these features are governed by the privacy policy of the third party providing it.
- h. **Safety of Minors and COPPA.** Our Services are not intended for and may not be used by minors. “Minors” are individuals under the age of majority in their place of residence. SWPPP Online does not knowingly collect personal data from minors or allow them to register. If it comes to our attention that we have collected personal data from a minor, we may delete this information without notice. If you have reason to believe that this has occurred, please contact customer support.
- i. **Software Product Update.** SWPPP Online works to continually improve our software products. SWPPP Online may use your information to improve SWPPP Online’s service or product for our customers.

- j. **Internet Chat.** We may offer Internet Chat Services, for example, to speak with a SWPPP Online support representative. Internet Chat transmissions are encrypted but you should not supply more information than is required to address your specific issue. A transcript of the session is generated and retained, and may be used to resolve current and potential future questions or issues.
- k. **SWPPP Online and Vendors.** Sometimes we ask outside firms, or third parties, to help us provide Services, such as designing a Web site, sending e-mails, registering a prospective domain name, or analyzing data. Our contracts with these third parties outline the appropriate use and handling of your information and prohibit them from using any of your personal information for purposes unrelated to the product or service they're providing. We require vendors to maintain the confidentiality of the information we provide to them. We work with other companies or developers to provide you with products and Services which we clearly identify. Either SWPPP Online or the other company may offer these products and Services. We clearly identify these co-branded products and Services. In some cases, we exchange customer usage information to establish and provide ongoing service. By requesting these products or Services, you are permitting us to provide your personal and usage information to the other company to fulfill your request.
- l. **Customer Service and Technical Support.** During the Customer Service and Technical Support Process, we request certain personal information including your name, address, phone numbers and e-mail address. We use this personal information to contact you to answer your question or resolve your issue. We may send you a follow-up survey. We do not use this information to tell you about additional products and Services.

## 6. Communication with Us About Privacy

If you have privacy-related questions that are not addressed here, please contact the Privacy Team at:

[info@swppponline.com](mailto:info@swppponline.com)

Or write to us at:

11021 Via Frontera # E, San Diego, CA 92127