

## SIMPLY BITS, LLC PRIVACY POLICY

Simply Bits is concerned with the privacy of online communications and web sites. In general, the internet is neither more nor less secure than other means of communication, including mail, facsimile, and voice telephone service, all of which can be intercepted and otherwise compromised. As a matter of prudence, however, Simply Bits urges its customers to assume that all of their online communications are insecure. Simply Bits cannot take responsibility for the security of information transmitted over Simply Bits' facilities.

BY USING THE SERVICE (AS DEFINED IN THE CUSTOMER'S SERVICE AGREEMENT OR ACCESSING SIMPLY BITS' WEBSITE IN ANY MANNER, CUSTOMER ACKNOWLEDGES THAT CUSTOMER ACCEPTS THE PRACTICES AND POLICIES OUTLINED IN THIS PRIVACY POLICY, AND CUSTOMER HEREBY CONSENTS THAT SIMPLY BITS WILL COLLECT, USE, STORE AND SHARE CUSTOMER'S PERSONAL INFORMATION IN THE FOLLOWING WAYS. THIS PRIVACY POLICY IS A MATERIAL PART OF ANY CUSTOMER AGREEMENT WITH SIMPLY BITS, LLC FOR THE PROVISION OF SERVICE(S), WHICH INCORPORATE THIS PRIVACY POLICY BY REFERENCE. BY YOUR USE AND ACCEPTANCE OF SIMPLY BITS' SERVICE(S), YOU ARE ACKNOWLEDGING THAT YOU ARE OF LEGAL AGE AND HAVE READ, UNDERSTAND AND AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THE AGREEMENT PRESENTED. IF YOU DO NOT ACCEPT, DO NOT USE THE SERVICE(S) PROVIDED BY SIMPLY BITS.

Simply Bits, LLC (the "Company") intends to limit the information collected regarding our customers and users of our products and services pursuant to this Privacy Policy ("Policy") to that needed to conduct business and to offer products and services that might be of interest to our customers. A customer may provide individually identifiable information (such as your name, address, telephone number or email address) ("Individual Information") to the Company in a number of ways through the Company's website or services, for example, by ordering a service, sending an email, or registering to receive news or public information.

### **The Company does not:**

- Collect Individual Information from our customers via our website unless it is provided to the Company. (The Company *does* ask for individual information to set up the account initially.)
- Sell Individual Information to unaffiliated parties.

### **The Company does:**

- Use security techniques designed to protect customers' information from unauthorized access.
- Collect, maintain and use customer information as necessary to provide the most helpful and targeted products and services from the Company to meet customers' needs.
- Honor customers' requests to remove their names from our telephone or mail solicitation lists, as applicable, using reasonable efforts to delete the information from existing files. (You may contact the Company to request such removal.)

In addition to Individual Information, the Company may collect information automatically when a visitor enters the Company's website, such as the domain name, browser, the type of computer operating system, information about the web page from which the visitor linked to the site, and time spent on different pages within the site. The Company may use this information to evaluate and improve the site.

### **Cookies**

A cookie is a small, encrypted data string the Company server writes to your hard drive that contains your unique Company User ID. Cookies are used to deliver web content specific to your interests and to control access to your personal shopping cart after your initial entry. The cookie permits the server to recall information from your previous visit. A cookie is not used to access or otherwise compromise the data on your hard drive. With most browsers, you can choose to change your browser settings to disable cookies. Please be aware that cookies may be required to complete certain functions on the Company website and other Internet sites. Tracking technologies may record information such as Internet domain and host names; Internet protocol (IP) addresses; browser software and operating system types; clickstream patterns; and dates and times that the Company's website is accessed. The Company's use of cookies and other tracking technologies allows the Company to improve the Company's website and services.

### **Privacy and Customer Proprietary Network Information (CPNI)**

Certain information is made available to Provider solely by virtue of a Customer's relationship with Provider. Under U.S. federal law, Customer has a right and Provider has a duty to protect the confidentiality of information that relates to Customer's usage of Provider's services and the type of services Customer purchases from Provider. This information is known as Customer Proprietary Network Information (CPNI). Specifically, CPNI is information that

relates to the quantity, technical configuration, type, destination, location, and amount of use of the telecommunications services a Customer purchases from Provider. Except as permitted by law or with Customer approval, Provider will only use, disclose, or permit access to the CPNI it receives or obtains by virtue of its provision of telecommunications service in connection with (a) marketing service offerings to Customer from within the category of service the customer subscribes, or (b) providing telecommunications service, such as, but not limited to, billing, provisioning, and collecting payments.

**Children**

Children should consult with their parents or guardian before furnishing any data to the Company. Parents should supervise their child's on-line activities and the Company recommends that parents use one of a number of available parental control tools that provide a more child friendly on-line environment and can reduce the possibility of children disclosing individually identifiable information without parental consent. The Internet offers open access to a wide range of information and it is important that parents supervise and prevent access to inappropriate content, email or chat sessions or inappropriate disclosure of Individual Information.

**Links**

The Company is not responsible for content or privacy policies of other sites. You should keep this in mind when accessing sites through links on the Company's website.

SIMPLY BITS RESERVES THE RIGHT TO CHANGE THIS PRIVACY POLICY AT ANY TIME AND ANY MODIFICATION(S) SHALL BE EFFECTIVE WHEN POSTED. CONTINUED USE OF SERVICES AFTER CHANGES ARE POSTED CONSTITUTES YOUR ACCEPTANCE OF ANY SUCH MODIFICATION(S).

Should you have any questions or comments relating to this Policy or the Company's privacy practices, please contact us at [compliance@simplybits.com](mailto:compliance@simplybits.com).