



MotionCX Privacy Policy

Effective date: January 1, 2022

This Privacy Policy applies to information about you that MotionCX, Inc. (“MotionCX”, “we”, “our”, “us”) may obtain when you visit www.motioncx.com or www.motioncxapps.com (together, the Sites”) or otherwise make use of our customer relationship management software (collectively, including the Sites, the “Services”). This Privacy Policy describes how we may collect, use, or share information about you; your choices regarding our use of your information; how we safeguard such information; and how you may contact us regarding our privacy practices.

Collection of personal information

Information you provide. We may obtain information that you provide directly to us when you interact with the Services (e.g., when you use our contact form or request information). This information may include personal information, which is information that can be used to identify you individually, such as your name, email address, postal address, phone number, and company affiliation.

If you submit to us someone else’s personal information (e.g., their contact information), you represent that you do so in accordance with the terms of your agreement with us and any applicable laws.

Information collected automatically. We use various tools and technologies like cookies and web server logs to collect information automatically on the Services. This information may include IP addresses, device identifiers, browser characteristics, operating system details, internet service provider details, language preferences, referring URLs, time and length of visits, and pages viewed.

“Cookies” are small data files stored by your web browser on your computer. Cookies may allow a website to recognize a user’s device, record user preferences, track the pages a user clicks on while visiting the website, and identify the website visited immediately beforehand. Most web browsers accept cookies by default, but you may be able to adjust your browser settings to remove or reject cookies. Please note that blocking cookies may affect the availability and functionality of the Services and other websites. Also, disabling cookies may invalidate opt outs that use cookies to recognize devices that have opted out.

We may combine certain automatically collected information with other information we obtain about you, which may include data we obtain from third parties.

Please note that we or third parties may collect personal information about your online activities over time and across different devices and online properties when you use the Services.

Your web browser may have settings that allow you to transmit a “Do Not Track” signal when you visit various websites or use online services. Like many websites, the Sites are not designed to respond to “Do Not Track” signals received from browsers. To learn more about “Do Not Track” signals, visit www.allaboutdnt.com.



Use of personal information

We may use personal information we collect through the Services for various purposes including:

- Facilitating and personalizing your user experience;
- Communicating with you, including to respond to your requests or inquiries;
- Processing your transactions;
- Marketing;
- Monitoring and analyzing trends, usage, and activities of visitors to the Sites and users of the Services;
- Improving the Services;
- Preventing, investigating, identifying, or taking any other action with regard to any suspected or actual fraudulent or illegal activity or activity that violates our policies;
- Complying with applicable laws, regulations, or legal process as well as industry standards and our company policies; or
- Any other purpose, with your consent.

Sharing of personal information

We may share your personal information with our subsidiaries, affiliates, business partners, and vendors that provide services on our behalf.

In the event of a business transaction, such as if we sell or transfer all or a portion of our business or assets (e.g., further to a merger, reorganization, liquidation, or any other business transaction, including negotiations of such transactions), we reserve the right to disclose any information we obtain through the Services.

Additionally, MotionCX may disclose personal information when required by subpoena, search warrant, or other legal processes; in response to activities that are unlawful or a violation of MotionCX's rules for use of the Services; or to protect and defend our rights or property.

Analytics and advertising

Our vendors, including Google, Meta, and Microsoft, may use cookies, web beacons, and other storage technologies to collect or receive information about your internet usage, including your use of the Services, and use that information to provide measurement services and target ads. We and our vendors may use first-party cookies or other first-party identifiers as well as third-party cookies or other third-party identifiers to deliver advertisements, create a profile of you, measure your interests, detect your demographics, detect your location, or personalize content.

We may use certain web analytics services, including Google Analytics, to help us understand and analyze how visitors use the Services and to serve ads on our behalf across the Internet. We've implemented Google Analytics Advertising Features such as remarketing with analytics, interest-based advertising, demographic and interests reporting, user segment analysis, and impression reporting. For more information on how Google Analytics uses data collected through the Services, visit policies.google.com/technologies/partner-sites. You may also be able to opt out of Google Analytics by visiting tools.google.com/dlpage/gaoptout/.



You may be able to opt out of certain interest-based advertising using the settings on your browser or mobile device. In addition, the following services offer tools that you can use to limit or opt out of interest-based advertising:

- **Google:** To opt out of Google's network of interest-based advertising, visit adssettings.google.com.
- **Industry organizations:** To opt out of interest-based advertising from companies that participate in the Digital Advertising Alliance or Network Advertising Initiative opt-out programs, please visit youradchoices.com/control and optout.networkadvertising.org.

Your opt-out choice may apply only to the browser or device you are using when you opt out, so you should opt out on each of your browsers and devices if you want to disable interest-based advertising for those browsers and devices. If you opt out, you will still receive ads, but they may not be as relevant to you and your interests and your experience on our Services may be degraded. Please note that we do not control how third parties manage their opt-out processes.

Linked websites

The Services may include links to other websites that are not owned or operated by MotionCX. This Privacy Policy does not apply to those websites, which may have their own privacy policies or notices that you should review to understand how they may collect, use, or disclose your personal information. MotionCX is not responsible for the content or privacy practices of any linked websites that it does not control.

The Services also may provide links to other websites operated by MotionCX subsidiaries, brands, or affiliates. Unless indicated otherwise, these websites are not governed by this Privacy Policy; we encourage you to review the privacy policies posted on these linked websites.

Security

We take reasonable measures to protect your personal information from loss, theft, misuse, unauthorized access, disclosure, alteration, and destruction. Nevertheless, transmission via the Internet and online digital storage are not completely secure, so we cannot guarantee the security of your information collected through the Services.

Your choices

Communication preferences and marketing. If you do not wish to receive marketing emails from us, you can opt out of future marketing emails by following the instructions provided in the marketing emails. Opting out of marketing emails will not affect our administrative emails to you (e.g., emails about your transactions).

Accessing, reviewing, and changing your personal information. Registered users can review and change certain personal information (e.g., name, email address, postal address, phone number) at any time by accessing their account.



Information for users outside the United States

If you are using the Services from outside the United States, please be aware that information we obtain about you will be processed in the United States or in other jurisdictions. By using the Services, you acknowledge your personal information may be transferred to and processed in jurisdictions outside your own as described in this Privacy Policy. Please be aware that the data protection laws and regulations that apply to your personal information transferred to the United States or other countries may be different from the laws in your country of residence.

Revisions

This Privacy Policy is subject to change at our discretion. We will indicate changes to the Privacy Policy by updating the “Effective date” at the beginning of the Privacy Policy. Your continued use of the Services after any update to this Privacy Policy will constitute your acceptance of the changes.

Contact information

You may direct comments or questions regarding this Privacy Policy via email to privacy@motioncx.com

