

PRIVACY POLICY

APPRAISEUP, LLC

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This Privacy Policy describes how your personal information is collected, used, and shared when you visit crossroadsvaluation.com (the “Website”) and the Crossroads software (the “Software”).

Please read this policy 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, you may choose not to use Website or Software. By accessing or using the Website or Software, you agree to this Privacy Policy. This policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of this Website or the Software after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

PERSONAL INFORMATION WE MAY COLLECT

When you visit the Website or Software, we may automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Website, we may also collect information about the individual web pages or products that you view, what websites or search terms referred you to the Website, and information about how you interact with the Website. We refer to this automatically collected information as “Device Information.”

The information we may collect automatically may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and Software and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website and Software.
- Speed up your searches.
- Recognize you when you return to our Website or Software.

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Website and Software, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Website and Software.

Additionally, when you make a purchase or attempt to make a purchase through the Website or through the Software, we may collect certain information from you, including your name, billing address, payment information (including credit card numbers), email address, phone number, company you work for, title or job role, and your license number or professional identification number. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking about Device Information, Order Information, and any other personal information that may be collected from you.

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications on the Website and Software may be served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. 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 and other online services. 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.

We do not control third parties’ collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the NAI’s website.

HOW DO WE USE YOUR PERSONAL INFORMATION?

The Personal Information that is collected through the Website and Software is generally used to:

- Communicate with you;
- Screen any orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.
- We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Website and Software (for example, by generating analytics about how our customers browse and interact with the Website and Software, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We do not intend to sell your Personal Information to any third parties. However, we may share Personal Information with third parties to help us use your Personal Information, in the manners as described above. For example, we may use Google Analytics to help us understand how our customers use the Website and Software – you can read more about how Google uses your Personal Information at <https://policies.google.com/privacy?hl=en>. You can also opt-out of Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

We may disclose Personal Information that we collect or you provide as described in this Privacy Policy:

- To our subsidiaries and affiliates;
- To contractors, service providers, and other third parties we use to support our business;
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Website or Software users is among the assets transferred;
- To fulfill the purpose for which you provide it. For example, if you give us an email address to use the “email a friend” feature of our Website or Software, we will transmit the contents of that email and your email address to the recipients;
- For any other purpose disclosed by us when you provide the information; or
- With your consent.

We may also disclose your Personal Information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our terms of use, and other agreements, including for billing and collection purposes.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Cookies and Similar Technologies

Our Website and Software may use cookies, web beacons, pixel tags, and similar digital tracking technologies. Cookies are small data files that are transferred to your hard drive when you visit a website if your browser settings permit the acceptance of cookies. Cookies may enable us to recognize your computer, store your preferences and settings, enhance your user experience by delivering Content specific to your interests, perform searches and analytics, and assist with security administrative functions. We may also use automated technologies to collect and analyze other non-personal information related to the devices you use to access the Website and Software, such as IP addresses, browser types, browser language, unique device identifiers, and other information about your computer(s) and/or mobile device(s). Some tracking technologies may track your activities not only on our Website and Software, but on third party websites you visit

after you leave our Website or Software, and some services may aggregate this information collected from many websites into a single profile.

Our Website and Software may use Google Analytics or similar tools or services to collect information about the performance and use of our Website and Software. Our analytics services may collect information such as how often users visit our Website and Software, what pages they visit when they do so, and what other websites they used prior to coming to our Website or Software. We use the information we get from Google Analytics and other providers to improve our Website and Software. Although Google Analytics places persistent cookies on your computer to identify how users arrived at a website and the number of times they return, the cookies are not intended for use by anyone but Google to provide analytics to us. Google's ability to use and share information collected by Google Analytics about your visits to the Website or Software is restricted by Google's policies. You may be able to prevent Google Analytics from recognizing you on return visits to the Website or Software by disabling cookies on your browser. To learn more about, or to opt-out of Google's analytic and marketing services, visit Google Analytics Terms of Use at <https://www.google.com/analytics/terms/>, the Google Privacy Policy at <https://policies.google.com/privacy>, or Google Analytics Opt-out at <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

Additionally, our Website and Software may use cookies for retargeting online advertisements.

SMS/MMS MOBILE MESSAGING MARKETING PROGRAM

We may use your telephone number for the purpose of sending you SMS messaging related to marketing messages and other updates if you have opted in to receive such messaging. You may opt-out from receiving SMS messaging from us, at any time, by responding STOP to any of our messages. Messaging will be sent by an automated system initiated by our third-party messaging provider. We do not share your telephone number with third parties for the purposes of receiving third party marketing messages. We also will not send messages to you promoting the goods or services of third parties. For additional information regarding our SMS messaging program, please read our Terms of Service or by responding HELP to any of our messages, or by emailing our Customer Service team at info@appraiseup.com.

DO NOT TRACK

Please note that we do not alter our Website's or Software's data collection and use practices when we see a Do Not Track signal from your browser.

YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident, we note that we are processing your information in order to fulfill contracts we might have with you, or otherwise to pursue our legitimate business

interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

We may maintain your Personal Information for our records (for marketing, feedback, support, updates, invoices) unless and until you ask us to delete this information.

DATA SECURITY

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website or Software, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information that may grant access to the Website or Software.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website or Software. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website or Software.

MINORS

Our Website and Software is not intended for children under 16 years of age. No one under age 16 may provide any personal information to or on the Website or Software. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide any information on this Website or through any of its features in the Software, register on the Website or Software, or provide any information about yourself to us, including your name, address, telephone number, or email address. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at info@appraiseup.com. California residents under 16 years of age may have additional rights regarding the collection and sale of their personal information. Please see Your California Privacy Rights for more information.

YOUR CALIFORNIA PRIVACY RIGHTS

The California Consumer Privacy Act (CCPA) took effect on January 1, 2020, and is intended to protect the data of California residents. If you are a resident of California, you have certain rights with respect to your data. We respond to all requests that we receive from individuals who wish to

exercise their data protection rights in accordance with applicable data protection laws. You can contact us by sending an email to info@appraiseup.com.

As a California resident, rights that you may have, include:

- Requesting deletion of your information.
- If you request that your account be deleted, you will lose access to all of our programs in which you are actively registered.
- Opting out from the sale of your information to third parties.
- Requesting disclosure of the personal information we have collected about you and the types of third parties with whom it has been shared.
- Requesting the portability of your information.
- Opting out from receiving marketing communications that we send you at any time. You can exercise this right by selecting the “unsubscribe” or “opt-out” link in the marketing emails we send you. Additionally, you may update your email preferences by changing the settings in your account.
- Requesting we not sell your information, by clicking the corresponding link on our website.

Every effort will be made to respond to a verified request within a reasonable time, or the timeframe required by law.

This Privacy Policy is strictly limited to the Website and use of the Software and has no effect on any other privacy policies that may govern the relationship between you and us in other contexts.

This Privacy Policy does not apply to Personal Information collected by us offline or through other means, including on any other website operated by us or any third party (including our affiliates and subsidiaries); or any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from the Website or Software.

CHANGES TO OUR PRIVACY POLICY

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. It is our policy to post any changes we make to our Privacy Policy on this page. If we make material changes to how we treat our users’ personal information, we will notify you by email to the email address specified in your account or through a notice on the Website home page. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this Privacy Policy to check for any changes.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at info@appraiseup.com.