

Privacy Policy

Effective Date: May 27, 2018

HeartbeatRM (“HeartbeatRM”, “Heartbeat Remote Management”, “Viocle, LLC”, “we”, “us” or “our”) respects your privacy. This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

By using any of HeartbeatRM's Services or Software, you confirm you have agreed to the Terms and Conditions available at <http://www.heartbeatrm.com/terms> and read and understood this Privacy Policy which also contains our Cookie Policy.

What personal information do we collect from the people that visit our blog, website or app?

We collect various personal information regarding you or your device. This includes the following:

- Information you provide to create an account by registering with our site, specifically email address, first name and last name.
- If you sign up for Paid Services, we receive a portion of your payment information from our payment processor (such as last four digits, the country of issuance and the expiration date of the payment card)
- When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, mailing address, phone number, credit card information or other details to access/use our paid Services or Software.
- The emails and other communications that you send us or otherwise contribute, such as customer support inquiries or posts to our customer message boards or forums. Please be aware that information on public parts of our sites is available to others.
- Information you share with us in connection with surveys, contests or promotions.
- Information collected by our websites, web applications, Services, and Software. This includes: IP addresses, preferences, web pages you visited prior to coming to our sites, information about your browser, network or device (such as browser type and version, operating system, internet service provided, preference settings, unique device IDs and language and other regional settings), information about how you interact with our sites and Services (such as timestamps, clicks, scrolling, browsing times, searches, transactions, referral pages, load times, and problems you may encounter, such as loading errors).

- Information we get from our partners to support or improve our Services or Software, such as geolocation information or security risk profiles.
- Other information you submit to us directly, such as through a form on our websites, live chat, support tickets, phone conversations, and emails.
- Currently, our payment processor is Stripe. Stripe uses and processes your payment information in accordance with Stripe's privacy policy available for review at <https://stripe.com/privacy/>

When and how do we collect information?

We collect information from various sources.

- We do this when you provide some of it directly when you register on our site, place an order, fill out a form, Use Live Chat, Open a Support Ticket, provide us feedback on our products or Services, or enter information on our site.
- We collect some of it automatically when you use our Services or Software (including the use of technologies like cookies).
- We receive some of it from third parties (like when you make payments to us using our payment processor).

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To improve our website, Services, and Software in order to better serve you.
- To allow us to better service you in responding to your customer service requests.
- To quickly process your transactions.
- To ask for ratings and reviews of services or products
- To follow up with them after correspondence (live chat, email or phone inquiries)
- To ensure the security and integrity of our Services and Software.
- To ensure enforcement of our Terms of Services, EULA, and other legal terms and policies with you.
- To comply with applicable legal requirements, such as tax and other government regulations and industry standards, contracts and law enforcement requests.
- To inform you of other products or services offered by Us.
- To improve our marketing and promotional efforts.

How do we protect your information?

While no service or software is completely secure, we do make security of our user's data, our

products, Services, and Software one of our top priorities. Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible. We also employ security measures such as firewalls to protect against intruders, automated monitoring and reporting services and agents to detect suspicious activities, redundancies throughout our network (so that if one server goes down, another can cover for it), encryption where at all possible or appropriate or required by law, testing for and protecting against network vulnerabilities, and regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places an order, enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

However, with the above in mind, no security system is 100% secure, and therefore we cannot guarantee the security of your information or assume liability for improper access to it. It is the user's responsibility to keep their password for accessing our sites and Services confidential, change the password frequently and use a strong password. We also recommend that you use the Two-Factor Authentication methods where available to better help protect your accounts from unauthorized access. We strongly recommend that you do not share your password with anyone.

Do we use 'cookies' or similar technologies?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive, smartphone or other device through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

- Gathering demographic information about Our user base as a whole.
- For authentication as one method to validating your access to our Services.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If users disable cookies in their browser:

If you turn cookies off it will turn off some of the features of the site.

Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when it's release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Data Transfers and Location of User, Service, and Device Data

Personal information that you submit or we automatically collect through our websites, Services, or Software may be transferred to countries other than where you live, such as, for example to our servers in the United States of America. We also may store personal information locally on devices running our Software where required for that Software to function as needed to provide the customised experience expected.

Your personal information may be transferred to countries that do not have the same data protection laws as the country in which you initially provided the information.

Our websites, Services, and Software relies upon several processes or methods to transfer personal information which is subject to the European General Data Protection Regulation ("GDPR") in accordance with Chapter V of the GDPR. These include:

- We transfer, in accordance with Article 45 of the GDPR, personal information to companies that have certified their compliance with the EU-US. Or Swiss-U.S. Privacy Shield Frameworks (each individually and jointly, the "Privacy Shield").
- We may, in accordance with Article 46 of the GDPR, transfer personal information to recipients that have entered into the European Commission approved contract for the transfer of personal data outside the European Economic Area.

- We may, in accordance with Articles 45 and 46 of the GDPR, transfer personal information to recipients that are in a country the European Commission or a European data protection supervisory authority has confirmed, by decision, offers an adequate level of data protection, pursuant to an approved certification mechanism or code of conduct, together with binding enforcement commitments from the recipient to apply the appropriate safeguards, including as regards data subjects' rights, or to processors which have committed to comply with binding corporate rules.

You can find more information about Data Transfers outside the EU and the GDPR here:
https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu_en

Third-party links

We do not include or offer third-party products or services on our website.

Google

Our sites may use third party services such as Google Analytics that collect, monitor and analyze information collected from you when visiting one or more of our sites. This may include, but not limited to, information such as your computer's Internet Protocol ("IP") address, browser type, browser version, operating system, geographic location, country, the pages of our sites that you visit, the time and date of your visit, the time spent on those pages and other statistics.

More information about Google Analytics can be found at <https://www.google.com/analytics/>

We have implemented the following:

- Google Analytics Reporting

We, along with third-party vendors such as Google use first-party cookies (such as the Google Analytics cookies) or other third-party identifiers together to compile data regarding user interactions they relate to our website.

California Online Privacy Protection Act

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared. - See more at:
<https://consumercal.org/about-cfc/cfc-education-foundation/california-online-privacy-protection-act-caloppa-3/>

According to CalOPPA, we agree to the following:

Users can visit our site anonymously.

Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

- On our Privacy Policy Page
- Via email if this privacy policy changes in a way that warrants such an action

You can change your personal information:

- By logging in to your account

How does our site handle Do Not Track signals?

We honor Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place. Using Do Not Track signals will affect and restrict the user experience on our websites, Services, and Software.

Does our site allow third-party behavioral tracking?

It's also important to note that we do not allow third-party behavioral tracking beyond what's collect by the Google Analytics service.

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old.

Fair Information Practices

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect

personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify you via email

- Within 7 business days

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Process orders and to send information and updates pertaining to orders.
- Send you additional information related to your product and/or service
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.
- Use for authentication and verification purposes.

To be in accordance with CANSPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, follow the instructions at the bottom of each email and we will promptly remove you from ALL correspondence.

Data Retentions

We will retain your information as long as your account is active or as needed to provide you services. If you wish to cancel your account, you may do so by logging into your account and

choosing the option to cancel your service agreement with us. Due to the nature of our products and Services, we may require further identification to cancel or alter your service agreement with us, which may include a government issued photo ID or pre-determined password(s).

Information provided to us, by you and third parties, or collected by our Services or Software related to you or your account may remain in our systems for a minimum of 60 days to provide an opportunity to resume services with limited effort to re-instate prior services. Your information may remain in our system past 60 days for us to comply with our legal obligations, resolve disputes, and enforce our agreements.

Updates to this Privacy Policy

We'll update this Privacy Policy from time to time to reflect changes in technology, law, our business operations or any other reason we determine is necessary or appropriate. When we make changes, additions, or updates, we'll update the "Effective Date" at the top of the Privacy Policy and post it on our sites. We encourage you to check back periodically to review this Privacy Policy for any changes since your last visit. This will help ensure you better understand your relationship with us, including the ways we process your personal information.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

HeartbeatRM
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United States
support@heartbeatrm.com
<http://support.heartbeatrm.com>