

Privacy Statement

Exertus, Inc. (“Exertus,” “us”, “we” or “our”) respects the privacy of its customers, employees and site visitors.

This Privacy Statement describes how Exertus collects, processes and uses your personal information / personal data (“Personal Data”) collected by Exertus through www.exertusinc.com, www.criscasey.com, and www.finditfast.com (the “Sites”), during on-line and offline communications, at programs and events, and through other marketing practices. It also describes choices available to you regarding Exertus’s use of your Personal Data and the steps you can take to access this information and make any relevant requests. This Privacy Statement is incorporated into, and is a part of, the Terms of Use that governs your access to and use of the Sites. By using the Sites or otherwise giving us your Personal Data, you agree to the terms of this Privacy Statement. IF YOU DO NOT AGREE WITH THIS PRIVACY STATEMENT IN GENERAL OR ANY PART OF IT, YOU SHOULD NOT ACCESS THE SITES OR OTHERWISE GIVE US YOUR PERSONAL DATA.

Please be aware that this Privacy Statement does not apply to Personal Data you may have provided to us in the context of other, separately operated, Exertus products or services. The security of that data is described in separate contract and service terms.

We will always seek to comply with all applicable data protections laws, wherever we operate, including under the EU General Data Protection Regulation (GDPR) and domestic legislation in the US and elsewhere, inclusive of the California Consumer Privacy Act (‘CCPA’).

Information We Collect

You may give Exertus personal information / personal data about yourself, such as but not limited to your first and last name, telephone numbers, physical addresses, and e-mail addresses, employment and education details, by filling in forms on the Sites, by registering or attending marketing related events or by corresponding with Exertus by phone, e-mail, web chat or otherwise.

For users of Exertus products and services, we collect: contact details such as your first and last name, telephone numbers, physical addresses, and e-mail addresses for correspondence purposes.

We also establish and collect log-in credentials to ensure the end user is entitled to access Exertus products and services.

Exertus may also receive information such as: name, job title, and company email address from trusted third-party sources to help us identify new customers and create more tailored interaction of our products and services that may be of interest to potential customers.

Exertus does not market to or knowingly collect personal information from children under 18 years of age via any site, product, or service.

Use of Personal Information and Personal Data

We collect and store personal information / personal data that you provide to Exertus.

Exertus may gather information about you through your use of the Sites and products and services in several ways and for various reasons as described below:

- a) To carry out obligations arising from any contracts entered into with you and to provide you with the information, products and services that you request.
- b) Processing is necessary for the performance of a contract to which the data subject is party.
- c) Processing is necessary for the purposes of the legitimate interests pursued by a third party, like a credit card processing service.
- d) To provide you with information about Exertus products and services that are similar to those that you have already purchased or enquired about and to tell you about special offers
- e) The data subject has given consent to the processing of his or her personal data for one or more specific purposes.
- f) To provide you with reminders and updates relating to Exertus products and services that you use;
- g) To deliver relevant information and advertising to you.
- h) Processing is necessary for the purposes of complying with bona fide law enforcement requests or regulatory statutes.

We will only process personal data where it is necessary to do so in accordance with our obligations and this privacy notice, In particular, we will only process personal data if we have your consent to do so, or where it is necessary when considering entering into a contract or otherwise contracting with you or where it is necessary in our legitimate business interest.

Where your consent is required, this will be made explicitly clear and you will have the freedom to choose whether to consent or not and to withdraw any consent given at any time.

Cookies

We may collect and store information about your visits and interactions with the Sites in collective or aggregated data that does not identify you specifically but is automatically received and recorded by us through the use of "cookies." A cookie, also known as an HTTP cookie, web cookie, or browser cookie, is used by our web site to communicate state information to and from your browser and the Sites. The state information can be used for session identification, user preferences, or anything else that can be accomplished through storing text data associated with providing our services. Cookies cannot be programmed, cannot carry viruses, and cannot install malware on your computer.

We use cookies for a personalized marketing experience, for Sites functionality, and to maximize Sites performance. We do not sell, rent or otherwise use third-party cookies to perform marketing or advertising to you.

How to Refuse the Use of Cookies

You may refuse the use of cookies by selecting the appropriate settings in your browser, however the functionality of the Sites will be affected and in some cases access will be denied.

Most browsers will allow you to see what cookies you have and delete them from particular or all Sites. Be aware that any preference you have set will be lost if you delete all cookies, including some useful functionality such as personalization and “keep me signed in” and “remember me” features. For more information on how to modify your browser settings to block or filter cookies, see <http://www.aboutcookies.org/> or <http://www.cookiecentral.com/faq/>.

Web Beacons and Embedded Scripts

Web beacons and embedded scripts are technologies used by Exertus on our Sites and in some of our emails and advertisements.

Web beacons are programming code included in web pages, emails, and ads that notify us when web pages, emails, or advertisements have been viewed or clicked on.

Embedded scripts are programming code included within some of our web pages that measure how you use those web pages, for example, which links you click. We use this information to improve our Sites and marketing to your likely interests.

Analytics

Exertus does not use Google Analytics, a web analytics service provided by Google, Inc. We may use other technology to set cookies in order to evaluate your use of the Sites.

Analytics information collected by cookies are stored on servers in the United States. We may also transfer this information to third parties where required to do so by law, or where such third parties process the information on our behalf. By using the Exertus Sites, you consent to the processing of data about you in the manner and for the purposes set out above.

Managing Analytics cookies

You can not opt-out of having your anonymized browsing activity within Sites recorded by analytics cookies. We may use external service providers but do not sell or rent this data.

Good Practice

Exertus will subscribe to the fundamental principles of good data protection practice including:

- a) Processing data lawfully and fairly;
- b) Collecting information for specified, explicit and legitimate purposes;
- c) Ensuring that the data we collect is adequate, relevant and accurate;
- d) Retaining data for no longer than is necessary; and
- e) Applying appropriate security measures to protect data.
- f) Sharing Information

The Exertus Inc. Sites are hosted in the United States. If you are located in another jurisdiction, including in the European Union, you acknowledge that personal data may be processed or transferred to the US, where there may not be equivalent levels of data protection to the laws in your home country. This data may also be sent from the US back to a group company in another country. We have procedures in place to ensure that your information is managed in a safe and secure manner when it is transferred.

As a general rule, Exertus will not sell, trade, or disclose to third parties' personal information gathered online about you without your consent. The only exceptions to this rule are: (i) when we work with affiliated businesses, partners, or agents to develop a relationship with you or to perform services for you on our behalf or (ii) as may be required by subpoena, search warrant, or other legal process or in the case of imminent physical harm to you or others. In the case of (i) above, we require the relevant businesses, partners, or agents to adhere to our policies regarding the use and protection of your personal information.

To update any of your personal information or to change any of your marketing preferences, you may contact us at privacy@exertusinc.com.

Your Privacy Rights

Furthermore, you have the right to request disclosure about what categories of personal information Exertus has disclosed for a business purpose about you, and the categories of third parties with whom the personal information was disclosed. Additionally, you have the right to request disclosure of specific pieces of information. Below is a full list of the information that you can include in your request.

- a) The categories of personal information that Exertus has collected about you
- b) The categories of sources from which Exertus collected the personal information

- c) The business or commercial purpose for collecting the personal information
- d) The categories of third parties with whom Exertus shares personal information
- e) The specific pieces of personal information Exertus has collected about you
- f) The categories of personal information that Exertus disclosed about you for a business purpose

If you would like to exercise your right to request disclosure, please send a request to privacy@exertusinc.com.

Right to Request Deletion

You have the right to request that Exertus delete any personal information about you that Exertus has collected from you. Please note that there are exceptions where Exertus does not have to fulfill a request to delete information, such as when the deletion of information would create problems with the completion of a transaction or compliance with a legal obligation.

If you would like to exercise your right to delete, please send a request to privacy@exertusinc.com

The Right to Non-Discrimination

Exertus will not discriminate against you (e.g., through denying goods or services, or providing a different level or quality of goods or services) for exercising any of the rights afforded to you under the CCPA.

Retention

We will retain your personal information as needed to fulfil the purposes for which it was collected. We will retain and use your personal information as necessary to comply with our business requirements, legal obligations, resolve disputes, protect our assets, and enforce our agreements.

Security

Exertus utilizes generally accepted industry practices and standards in order to protect the personal information provided to or collected by us. In the case of clause (i) under "Sharing Information" above, we require that the relevant businesses, partners, or agents adhere to our policies regarding the use and protection of your personal information.

Links to Other Web Sites

Our Sites may include links to other Sites that are operated by third-parties. These links are provided as a convenience and for informational purposes only; they do not constitute an endorsement or an approval by Exertus of any of the products, services or opinions of the corporation or organization or individual that manages these third-party sites. Exertus bears no responsibility for the accuracy, legality or content of any external site. If you submit personally identifying information to any of those sites, your information is subject to their privacy statements. We encourage you to carefully read the privacy statement of any Sites you visit.

Changes to this privacy policy

Exertus reserves the right to modify this Privacy Statement from time to time (typically at least once a year) without notice and our sole discretion.

Policy last updated in May 2021.