



## PRIVACY POLICY

Last updated: 20th February 2023

EQUITY-X LTD. and its affiliates (together “**EQUITY-X**”) respect the privacy rights of its users and are strongly committed to protecting your privacy. This Privacy Policy applies to this website, email notifications via this website, digital subscriptions to equity-x.com and equityxvaluation.com, and any other service or product of EQUITY-X®, including other websites, mobile applications, or other digital properties, as expressly indicated by EQUITY-X® such as through a link or other display of this Privacy Policy (collectively, the “**Websites**”).

### COLLECTION AND USE OF YOUR PERSONAL INFORMATION

EQUITY-X®, or where relevant a designated service provider, collects personal information that you choose to provide or EQUITY-X® receives from other sources. This may include personal information you provide through the Websites, on third-party websites and applications when subscribing digitally to equity-x.com and equityxvaluation.com, through registering for its services and products, through requesting certain services or products.

EQUITY-X® and designated service providers, may obtain the following types of personal information in connection with the Websites:

- Name, email address, postal address, account names and passwords, or other contact information;
- Signature, online identifier, Internet Protocol address, or other similar identifiers;
- Professional, industry, employment-related, or education information;
- Internet or other electronic network activity information, including, but not limited to, browsing history, search history, preferences, and information regarding user’s interaction (including reading habits) with an Internet website, application and advertisement;
- Demographic information; and
- Billing information, credit card number or other financial information.

### GEOLOCATION

Personal information is obtained directly from you, from others authorised to provide the information, from activity on the Websites, and from other parties with whom EQUITY-X® works, such as service providers, business partners, advertisers, advertising technology providers, advertising servers, data analytics providers, and social networks. If you submit personal information about others, you represent and warrant that you are authorised to do so and that you have received authorisation from the person about whom you are providing the information and that person has consented to have all information used, disclosed, and transferred in accordance with this Privacy Policy.

If you choose to link your social media or other third-party accounts to EQUITY-X®’s services, EQUITY-X® may obtain your personal information from these sources. You may disconnect this



link at any time by visiting your account page on these third-party platforms or the settings page of your mobile device.

EQUITY-X® uses this information for carefully considered purposes which also benefit its customers and which include some or all of the following:

- To provide and facilitate its services and products;
- To operate its services, products, and systems properly;
- To communicate with you;
- To help EQUITY-X® improve, upgrade, or enhance its services and products and develop new services and products;
- To provide support for its services and products;
- To maintain the quality and safety of its products and services, and for internal quality control purpose including debugging to identify and repair errors that impair existing intended functionality;
- To provide you with offers and promotions about its products and services;
- To enhance your experience with the Websites, including to save your preferences and login information, providing customised content or contextual advertisements, and providing tailored advertisements;
- To analyse website usage, analyse use of the Websites, analyse and measure ad impressions, and to protect the interests, rights, safety, or property of EQUITY-X® or others and to monitor compliance with and enforce the terms of any agreement with EQUITY-X®; and
- To monitor to detect security incidents and protect against malicious, deceptive, fraudulent, or illegal activity, and hold those responsible for that activity.

## **USE OF COOKIES AND OTHER ELECTRONIC TECHNOLOGIES**

EQUITY-X® and the parties with whom EQUITY-X® works (e.g., service providers, business partners, advertisers, ad technology providers and advertising servers) may place, view, and/or use “cookies”, web server logs, web beacons, pixels or other electronic technologies to collect statistical and other information about you and your use of the Websites. This information may include information about the IP address of your computer, browser type, language, operating system, your mobile device, device ID, geolocation data, the state or country from which you accessed the Websites, the webpages visited, the date and the time of a visit, the websites you visited immediately before and after visiting the Websites, the number of links you click within the Websites, the functions you use on the Websites, the databases you view and the searches you request on the Websites, the types of articles you read, the data you save on or download from the Websites and the number of times you view an advertisement.

EQUITY-X® and the parties with whom EQUITY-X® works may use the information collected for various reasons, either on its behalf or for the other parties’ own purposes, including research, analysis, to better serve visitors to the Websites (such as by enabling log-in, providing access to certain sections of the Websites, providing customised content or customised contextual advertisements, or presenting online advertising on the Websites or other websites tailored to your interests as described further below), to compile aggregate and anonymous information



about usage of the Websites and other websites, other statistics, etc. However, if you have deleted and disabled cookies, these uses will not be possible to the extent they are based on cookie information.

To assist EQUITY-X® with the uses described in this Privacy Policy, information collected about you and your use of the Websites or other websites may be aggregated, analysed or combined with personal or other information about you from other online or offline sources. If you prefer that we not combine non-personal information that has been collected, through cookies, about your use of the Websites or other websites with personal or other information about you, then please delete and disable cookies for each browser, on each computer you use.

Most browsers are set to accept cookies by default. If you prefer, you can usually set your browser to disable cookies, or to alert you when cookies are being sent. Likewise, most mobile devices allow you to disable the ability for geo-location information to be collected from your mobile device. The help function on most browsers and mobile devices contains instructions on how to set your browser to notify you before accepting cookies, disable cookies entirely, or disable the collection of geo-location data. You need to set each browser, on each device you use. Thus, if you use multiple browsers (e.g., Chrome, Safari, Internet Explorer, Firefox, etc.), you should repeat this procedure with each one. Similarly, if you connect from multiple devices (e.g., work and home), you need to set each browser on each device. Depending on your jurisdiction, you may be able to utilise additional cookie management tools. However, if you disable certain cookies or refuse to accept a request to place a cookie, it is possible that some parts of the Websites, such as the polls, surveys, contests, and product sales, and certain areas of the Websites for which you need to log in, will not function properly, and the advertising you receive when you visit the Websites may not be advertisements tailored to your interests.

## **ACCURACY, SECURITY, AND RETENTION OF YOUR PERSONAL INFORMATION**

Any personal information you provide to EQUITY-X® is kept on secure servers. EQUITY-X® uses security measures appropriate to the provision of the relevant product or service, such as reasonable administrative, technical, personnel, and physical measures (a) to safeguard personal information against loss, theft, unauthorised use, disclosure, or modification; and (b) to ensure the integrity of the personal information. To help EQUITY-X® protect your privacy, you should maintain the secrecy of the logon ID and password you may have set up in connection with your participation in its services. Personal information is retained for as long as is necessary for the purpose for which it is collected, including legitimate business reasons, and/or legal and regulatory requirements.

## **RIGHTS WITH RESPECT TO YOUR PERSONAL INFORMATION**

Depending on the jurisdiction, you may have the right to access, correct, delete, or restrict use of certain personal information covered by this Privacy Policy. Depending on the jurisdiction, you may also have the right to request that we refrain from processing personal information. Please bear in mind that if you exercise such rights this may affect EQUITY-X®'s ability to provide its products and services. For inquiries about your personal information, please contact



EQUITY-X® at [support@equityxvaluation.com](mailto:support@equityxvaluation.com). While EQUITY-X® will make reasonable efforts to accommodate your request, EQUITY-X® also reserves the right to impose certain restrictions and requirements on such requests, if allowed or required by applicable laws.

Please note that it may take some time to process your request, consistent with applicable law.

## **YOUR CALIFORNIA PRIVACY RIGHTS**

In addition, if you are a California resident, you may have the right, consistent with this Privacy Policy and applicable laws to request:

- Certain information about collection, use, sale, or disclosure of your personal information;
- Deletion of your personal information collected or maintained by EQUITY-X®; and
- To opt-out of the sale of your personal information.

You also have the right to not receive discriminatory treatment for exercising these rights.

If you choose to exercise these rights, EQUITY-X® asks you to provide sufficient information, including the products and services you have used, your state and country of residence, and contact information, in order for EQUITY-X® to verify your identity and process your request. Depending on the types of requests, additional information may be requested.

You may use an authorised agent to submit a request on your behalf related to your personal information. If you choose to use an authorised agent, you should supply your agent with written permission to act on your behalf in relation to your request, and your agent must provide EQUITY-X® with proof of such authorisation before EQUITY-X® processes your request.

To exercise a right related to your personal information, please send an email with your first name, last name, mailing address, email address and telephone number to [support@equityxvaluation.com](mailto:support@equityxvaluation.com). Please include “California Privacy Rights” in the Subject line of your email.

EQUITY-X® may share personal information related to tailored advertising, including online identifier, Internet Protocol address, and Internet or other electronic network activity information, with third parties in ways that may constitute a “sale” under the California Consumer Privacy Act of 2018, as amended, for the purposes set out in this Privacy Policy.

If you are a California resident, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your personal information by EQUITY-X® to its affiliates and/or third parties for their direct marketing purposes.

## **TRANSFER OF YOUR PERSONAL INFORMATION TO OTHER COUNTRIES**

Some of the uses and disclosures mentioned in this Privacy Policy may involve the transfer and processing of your personal information to and in various countries that may have different



levels of privacy protection than your country. By using EQUITY-X®'s products and services, you acknowledge and agree to such transfers and processing, including to and in the United Kingdom. EQUITY-X® implements appropriate safeguards, which may include but is not limited to European Commission standard data protection clauses, to protect your personal information that is transferred.

### **LINKS TO THIRD-PARTY SERVICES**

EQUITY-X® may provide links or access to third-party websites or other digital properties, including social networking websites. Since EQUITY-X® does not control third-party digital properties and are not responsible for any information you may provide while on such digital properties, EQUITY-X® encourages you to read the privacy policies on those websites before providing any of your information on such digital properties.

### **QUESTIONS REGARDING THIS PRIVACY POLICY**

If you have questions regarding this Privacy Policy, please contact EQUITY-X® at [support@equityxvaluation.com](mailto:support@equityxvaluation.com). Please include "Privacy" in the Subject line of your inquiry.

### **MODIFICATIONS TO THIS PRIVACY POLICY**

EQUITY-X® reserves the right to change this Privacy Policy at any time by indicating revisions through the "Last Updated" date at the top of the Privacy Policy. Such changes will be effective upon posting.