



# Sales for the *mobile* professional



January 2017

# SalesNOW Privacy Policy

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# SalesNOW Privacy Policy

## Privacy Policy Effective as of January 1, 2017

Interchange Solutions Inc., the maker of SalesNOW (“SalesNOW” or the “Company”) is committed to protecting the privacy of your information. This Privacy Policy describes SalesNOW Web site and SalesNOW Mobile Applications’ privacy practices. This privacy policy outlines the types of information we gather, how we use it and the notice and choice affected individuals have regarding our use of and their ability to correct that information. This privacy policy applies to all personal information received by the Company whether in electronic, paper or verbal format.

### 1. Web Sites Covered

This Privacy Policy covers the information practices of Web sites that link to this Privacy Policy: <http://www.SalesNOW.com>, referred to as the “SalesNOW Web site”.

SalesNOW Web site may contain links to other Web sites. SalesNOW is not responsible for the information practices or the content of such other Web sites. The Company encourages you to review the Privacy Policies of other Web sites to understand their information practices.

### 2. Information Collected

SalesNOW offers a variety of applications and services that are collectively referred to as the “Services.” SalesNOW collects information from individuals who visit the SalesNOW Web site (“Visitors”) and individuals who register to use the Services (“Customers”).

When expressing an interest in obtaining additional information about the Services or registering to use the Services, SalesNOW requires you to provide the Company with personal contact information, such as name, company name, address, phone number, and email address (“Required Contact Information”). When purchasing the Services, SalesNOW requires you to provide the Company with financial qualification and billing information, such as billing name and address, credit card number, and the number of employees within the organization that will be using the Services

("Billing Information"). SalesNOW may also ask you to provide additional information, such as company annual revenues, number of employees, or industry ("Optional Information"). Required Contact Information, Billing Information, and Optional Information are referred to collectively as "Data About SalesNOW Customers."

As you navigate the SalesNOW Web site, SalesNOW may also collect information through the use of commonly-used information-gathering tools, such as cookies and Web beacons ("Web Site Navigational Information"). Web Site Navigational Information includes standard information from your Web browser (such as browser type and browser language), your Internet Protocol ("IP") address, and the actions you take on the SalesNOW Web site (such as the Web pages viewed and the links clicked).

### 3. Use of Information Collected

The Company uses Data About SalesNOW Customers to perform the services requested. For example, if you fill out a "Contact Me" Web form, the Company will use the information provided to contact you about your interest in the Services.

The Company may also use Data About SalesNOW Customers for marketing purposes. For example, the Company may use information you provide to contact you to further discuss your interest in the Services and to send you information regarding the Company and its partners, such as information about promotions or events.

SalesNOW uses credit card information solely to check the financial qualifications of prospective Customers and to collect payment for the Services.

SalesNOW uses Web Site Navigational Information to operate and improve the SalesNOW Web site. The Company may also use Web Site Navigational Information alone or in combination with Data About SalesNOW Customers to provide personalized information about the Company.

### 4. Web Site Navigational Information

SalesNOW uses commonly-used information-gathering tools, such as cookies and Web beacons, to collect information as you navigate the SalesNOW Web site ("Web Site Navigational Information"). This section describes the types of Web Site Navigational Information that may be collected on the SalesNOW Web site and how this information may be used.

#### Cookies

SalesNOW uses cookies to make interactions with the SalesNOW Web site easy and meaningful. When you visit one of the SalesNOW Web site, SalesNOW's servers send a cookie to your computer. Standing alone, cookies do not personally identify you. They merely recognize your Web browser. Unless you choose to identify yourself to SalesNOW, either by responding to a promotional offer, opening an account, or filling out a Web form (such as a "Contact Me" or a "30 Day Free Trial" Web form), you remain anonymous to the Company.

SalesNOW uses cookies that are session-based and persistent-based. Session cookies exist only during one session. They disappear from your computer when you close your browser software or turn off your computer. Persistent cookies remain on your computer after you close your browser or turn off your computer.

If you have chosen to identify yourself to SalesNOW, the Company uses session cookies containing encrypted information to allow the Company to uniquely identify you. Each time you log into the Services, a session cookie containing an encrypted, unique identifier that is tied to your account is placed on your browser. These session cookies allow the Company to uniquely identify you when you are logged into the Services and to process your online transactions and requests. Session cookies are required to use the Services.

SalesNOW uses persistent cookies that only the Company can read and use to identify browsers that have previously visited the SalesNOW Web site. When you purchase the Services or provide the Company with personal information, a unique identifier is assigned you. This unique identifier is associated with a persistent cookie that the Company places on your Web browser. The Company is especially careful about the security and confidentiality of the information stored in persistent cookies. For example, the Company does not store account numbers or passwords in persistent cookies. If you disable your Web browser's ability to accept cookies, you will be able to navigate the SalesNOW Web site, but you will not be able to successfully use the Services.

SalesNOW may use information from session and persistent cookies in combination with Data About SalesNOW Customers to provide you with information about the Company and the Services.

### **Web Beacons**

SalesNOW uses Web beacons alone or in conjunction with cookies to compile information about Customers and Visitors' usage of the SalesNOW Web site and interaction with emails from the Company. Web beacons are clear electronic images that can recognize certain types of information on your computer, such as cookies, when you viewed a particular Web site tied to the Web beacon, and a description of a Web site tied to the Web beacon. For example, SalesNOW may place Web beacons in marketing emails that notify the Company when you click on a link in the email that

directs you to one of the SalesNOW Web site. SalesNOW uses Web beacons to operate and improve the SalesNOW Web site and email communications.

SalesNOW may use information from Web beacons in combination with Data About SalesNOW Customers to provide you with information about the Company and the Services.

## **Flash Cookies**

SalesNOW uses local shared objects, also known as Flash cookies, to store your preferences or display content based upon what you view on our site to personalize your visit. Third parties, with whom the Company partners to provide certain features on our site or to display advertising based upon your Web browsing activity, use Flash cookies to collect and store information.

Flash cookies are different from browser cookies because of the amount of, type of, and how data is stored. Cookie management tools provided by your browser will not remove Flash cookies.

## **IP Addresses**

When you visit SalesNOW Web site, the Company collects your Internet Protocol (“IP”) addresses to track and aggregate non-personal information. For example, SalesNOW uses IP addresses to monitor the regions from which Customers and Visitors navigate the SalesNOW Web site.

SalesNOW also collects IP addresses from Customers when they log into the Services as part of the Company’s “Identity Confirmation” and “IP Range Restrictions” security features.

## **Do Not Track**

Currently, various browsers — including Internet Explorer, Firefox, and Safari — offer a “do not track” or “DNT” option that relies on a technology known as a DNT header, which sends a signal to Web sites’ visited by the user about the user’s browser DNT preference setting. SalesNOW does not currently commit to responding to browsers’ DNT signals with respect to the Company’s Web sites, in part, because no common industry standard for DNT has been adopted by industry groups, technology companies or regulators, including no consistent standard of interpreting user intent. SalesNOW takes privacy and meaningful choice seriously and will make efforts to continue to monitor developments around DNT browser technology and the implementation of a standard.



## **5. Public Forums, Refer a Friend, and Customer Testimonials**

SalesNOW may provide bulletin boards, blogs, or chat rooms on the SalesNOW Web site. Any personal information you choose to submit in such a forum may be read, collected, or used by others who visit these forums, and may be used to send you unsolicited messages. SalesNOW is not responsible for the personal information you choose to submit in these forums.

SalesNOW posts a list of Customers and testimonials on the SalesNOW Web site that contain information such as Customer names and titles. SalesNOW obtains the consent of each Customer prior to posting any information on such a list or posting testimonials.

## **6. Sharing of Information Collected**

SalesNOW may share Data About SalesNOW Customers with the Company's service providers so that these service providers can contact Customers and Visitors who have provided contact information on our behalf. SalesNOW may also share Data About SalesNOW Customers with the Company's service providers to ensure the quality of information provided. Unless described in this Privacy Policy, SalesNOW does not share, sell, rent, or trade any information provided with third parties for their promotional purposes.

From time to time, SalesNOW may partner with other companies to jointly offer products or services. If you purchase or specifically express interest in a jointly-offered product or service from SalesNOW, the Company may share Data About SalesNOW Customers collected in connection with your purchase or expression of interest with our joint promotion partner(s). SalesNOW does not control our business partners' use of the Data About SalesNOW Customers we collect, and their use of the information will be in accordance with their own privacy policies. If you do not wish for your information to be shared in this manner, you may opt not to purchase or specifically express interest in a jointly offered product or service.

SalesNOW uses a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use Billing Information except for the sole purpose of credit card processing on the Company's behalf.

SalesNOW reserves the right to use or disclose information provided if required by law or if the Company reasonably believes that use or disclosure is necessary to protect the Company's rights and/or to comply with a judicial proceeding, court order, or legal process.

## 7. International Transfer of Information Collected

To facilitate SalesNOW's global operations, the Company may transfer and access Data About SalesNOW Customers from around the world, including the United States. This Privacy Policy shall apply even if SalesNOW transfers Data About SalesNOW Customers to other countries.

## 8. Communications Preferences

SalesNOW offers Customers and Visitors who provide contact information a means to choose how the Company uses the information provided. You may manage your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located on the bottom of the Company's marketing emails. Additionally, you may send a request specifying your communications preferences to [support@SalesNOW.com](mailto:support@SalesNOW.com). Customers cannot opt out of receiving transactional emails related to their account with SalesNOW or the Services.

## 9. Correcting and Updating Your Information

Customers may update or change their registration information by editing their user or organization record. To update a user or organization profile, please login to <http://www.SalesNOW.com> with your SalesNOW username and password and click “Setup” and then “Account Administration”. To update Billing Information or have your registration information deleted, please email [support@SalesNOW.com](mailto:support@SalesNOW.com) or call (646) 558-3755. To discontinue your account and to have information you maintained in the Services returned to you, please email [support@SalesNOW.com](mailto:support@SalesNOW.com) or call (646) 558-3755. Requests to access, change, or delete your information will be handled within 30 days.

## 10. Customer Data

SalesNOW Customers may electronically submit data or information to the Services for hosting and processing purposes (“Customer Data”). SalesNOW will not review, share, distribute, or reference any such Customer Data except as provided in the SalesNOW Master Subscription Agreement, or as may be required by law. SalesNOW may access Customer Data only for the purpose of providing the Services, preventing or addressing service or technical problems, at a Customer's request in connection with customer support matters, or as may be required by law.



## 11. Security

SalesNOW uses robust security measures to protect Customer Data from unauthorized access, maintain data accuracy, and help ensure the appropriate use of Customer Data. When the Services are accessed using Internet Explorer version 6.0 or later, Firefox version 2.0 or later, or Safari version 3.0 or later, Secure Socket Layer (.SSL.) technology protects Customer Data using both server authentication and data encryption. These technologies help ensure that Customer Data is safe, secure, and only available to the Customer to whom the information belongs and those to whom the Customer has granted access. SalesNOW also implements an advanced security method based on dynamic data and encoded session identifications, and the Company hosts its Web sites in a secure server environment that uses firewalls, intrusion detection systems, and other advanced technology to prevent interference or access from outside intruders. SalesNOW also offers enhanced security features within the Services that permit Customers to configure security settings to the level they deem necessary. Customers are responsible for maintaining the security and confidentiality of their SalesNOW usernames and passwords.

Because the Company uses the Services to maintain Data About SalesNOW Customers, this information is secured in the same manner as described above for Customer Data.

## 12. Mobile Applications

Without limiting the generality of this Privacy Statement, in addition to information gathered through its Web sites or submitted to its Services, SalesNOW may obtain information through SalesNOW Mobile applications (“Mobile Applications”) that Customers or their authorized individuals (“Users”) download to, and run on, their mobile devices (“Devices”). Mobile Applications provided by SalesNOW may obtain information from, or access data stored on, Users’ Devices to provide services related to the relevant Mobile Application. For example, a Mobile Application may: access a camera on a User’s Device to enable the User to upload photographs to the Services; access the call history on a User’s Device to enable the User to upload that information to the Services; access calendar information on a User’s Device to enable the User to match meeting attendees with contacts submitted by the User to the Services; access the geographic location of a User’s Device to enable the User to identify contacts submitted by the User the Services who are nearby; or access contact information on a User’s Device to enable the User to sync contact information between the information that is stored on the User’s Device and the information that is submitted to the Services. Information obtained to provide Mobile Application services may include information obtained in preparation for anticipated updates to those services. Mobile Applications may transmit information to and from Devices to provide the Mobile Application services.

Mobile Applications may provide SalesNOW with information related to Users' use of the Mobile Application services, information regarding Users' computer systems, and information regarding Users' interaction with Mobile Applications, which SalesNOW may use to provide and improve the Mobile Application services. For example, all actions taken in a Mobile Application may be logged, along with associated information (such as the time of day when each action was taken).

Customers may configure SalesNOW Mobile Application services, and the information accessed or obtained by the Mobile Application on a User's Device may be affected by the Customer's configuration.

The use of SalesNOW's Mobile Applications are subject to the SalesNOW Master Subscription Agreement. The Company encourages you to review the SalesNOW Master Subscription Agreement to understand that Mobile Application's information practices. The Mobile Application's access to information through a User's Device does not cause that information to be "Customer Data" under SalesNOW's Master Subscription Agreement with the Customer or under this Privacy Statement, except as follows: To the extent that a User uses a Mobile Application to submit electronic data and information to a Customer account on our Services pursuant to the Customer's Master Subscription Agreement with SalesNOW (or a similar agreement that governs the Customer's subscription(s) to SalesNOW's Services), that information constitutes "Customer Data" as defined in such agreement, and the provisions of that agreement with respect to privacy and security of such data will apply.

## 13. Changes to this Privacy Policy

SalesNOW reserves the right to change this Privacy Policy. SalesNOW will provide notification of the material changes to this Privacy Policy through the SalesNOW Web site at least thirty (30) business days prior to the change taking effect.

## 14. Enforcement

SalesNOW uses a self-assessment approach to assure compliance with this privacy policy and periodically verifies that the policy is accurate, comprehensive for the information intended to be covered, prominently displayed, and completely implemented. We encourage interested persons to raise any concerns using the contact information provided and we will investigate and attempt to resolve any complaints and disputes regarding use and disclosure of Personal Information in accordance with this Privacy Policy.

## 15. Contacting Us

Questions regarding this Privacy Policy or the information practices of the SalesNOW Web site should be directed to SalesNOW Privacy by emailing us at [privacy@SalesNOW.com](mailto:privacy@SalesNOW.com) or by mailing:

### **SalesNOW's Corporate Privacy Office**

Attn: Mark Durst

8966 Woodbine Avenue, Suite 100

Markham, Ontario, Canada, L3R-0J7

[mark.durst@SalesNOW.com](mailto:mark.durst@SalesNOW.com)

In certain cases, you may have the ability to view or edit your personal information online. In the event your information is not accessible online, and you wish to obtain a copy of particular information you provided to SalesNOW, or if you become aware the information is incorrect and you would like us to correct it, please contact us.

Before SalesNOW is able to provide you with any information or correct any inaccuracies, however, we may ask you to verify your identity and to provide other details to help us to respond to your request. We will contact you within 30 days of your request.