

## Privacy Policy

Last updated: October 14, 2020

Armada Analytics, Inc. ("Armada Analytics") with a website of Armadaanalytics.com (the "Site") has established this Privacy Policy ("Privacy Policy") to explain to you how your information is protected, collected, and used for the businesses which have established business accounts with Armada third-parties. Armada Analytics may update this policy at any time. Armada Analytics will provide notice of materially significant changes to this privacy policy by posting notice on the Site.

**Protecting Your Privacy.** Armada Analytics makes all attempts to protect all information that is submitted through the Site. Armada Analytics will not share personal information that you submit about yourself or your customers with any third parties without your consent, unless otherwise stated in this Privacy Policy. Armada Analytics, or people who post on the Site, may provide links to third-party websites, which may have different privacy practices. Armada Analytics is not responsible for, and does not have any control over, the privacy policies of those third-party websites, and encourages all users to read the privacy policies of each website visited.

**Use of Site by Minors.** Armada Analytics does not knowingly collect any information from persons under the age of 13 years of age.

**Collected Data.** Armada Analytics may collect your name, property ownership information, information about your property, email address, physical address, phone number, and property purchase history. By submitting your email to Armada Analytics, you consent to emails from Armada Analytics and emails sent on behalf of Armada Analytics. Armada Analytics may collect personal information if you provide such information in feedback or comments or if you contact Armada Analytics directly. Only information that is directly sent to Armada Analytics may be confidential. Armada Analytics' web logs collect standard web log entries for each page served, including, but not limited to, your IP address, page URL, and timestamp. Web logs help Armada Analytics diagnose problems with our server, to administer the Site, and to otherwise provide Armada Analytics' products and service to you. In addition, Armada Analytics may collect other information from your interaction with our Site, services, content, and advertising, including computer and connection information, statistics on page views, traffic to and from the Site, ad data, IP address, demographic and navigational data, and standard web log information. This information may be obtained for Armada Analytics from a third-party provider including, but not limited to, Google. Armada Analytics may use this information for marketing, commercial, or any other purpose as Armada Analytics sees fit. Armada Analytics may collect your geographical location if your device allows it. This includes capturing such data through Google Analytics. Armada Analytics collects information about the property that is necessary to prepare a report. This may include information about the property, the owners of the property, previous use of the property, and other information that may not be known to the general public.

**Stored Data.** All information posted and gathered by the Site and Armada Analytics is stored in Armada Analytics' database, even after "deletion", and may be archived elsewhere. Armada Analytics' web logs and other records are stored indefinitely. This may include any information you supply to Armada. Although Armada Analytics makes good faith efforts to store personal information in a secure operating environment that is not available to the public, Armada Analytics cannot guarantee complete security. Armada Analytics may store information in an off-site location, which may or may not be located in the United States and may not be bound by the laws of the United States.

**Archiving and display of the Site webpages by search engines and other sites.** Search engines and other sites not affiliated with Armada Analytics - including Google.com, Bing.com, and Yahoo.com - archive or otherwise make available the Site's webpages. Armada Analytics has no control over third-party archiving and search engine sites and cannot guarantee the accuracy of any information stored by search engine sites.

**Circumstances in which Armada Analytics may release information.** Armada Analytics may disclose information about its users, including information that they have submitted about their customers, if required to do so by law or in the good faith belief that such disclosure is reasonably necessary to respond to subpoenas, court orders, or other legal processes. Armada Analytics may disclose information about its users to law enforcement officers or others, in the good faith belief that such disclosure is reasonably necessary to: enforce our Terms of Use; respond to claims that any posting or other content violates the rights of third-parties; or protect the rights, property, or personal safety of Armada Analytics, its users, or the general public. Armada Analytics may disclose your information to third parties for use by Armada Analytics. This may include disclosure to email marketing providers to provide targeted marketing for our users or other information to third-party marketers. If you do not wish to receive email marketing from Armada Analytics, you will have the option to unsubscribe from the service. Armada Analytics may disclose your information to other business entities, should Armada Analytics plan to merge with or be acquired by that business entity.

**International Users.** Armada Analytics welcomes international users to browse the site. International Website Users consent to all the terms of service and this privacy agreement. International users waive any and all remedies that they may have based on the laws of their country. At this time, Armada Analytics only provides services to individuals and/or entities that own property in the US and its jurisdictions.