

Ardira Privacy / Information Security Policy

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Ardira Corporation. (“Ardira” or the “Company”) is committed to protecting the privacy of individuals who visit the Company’s Web sites (“Visitors”), individuals who register to use the Services as defined below (“Customers”), and individuals who register to attend the Company’s corporate events (“Attendees”). This Privacy Statement describes Ardira’s privacy practices in relation to the use of the Company’s Web sites and the related applications and services offered by Ardira (collectively, the “Services”).

1. Web sites covered

This Privacy Statement covers the information practices of Web sites that link to this Privacy Statement, including: <https://www.ardira.com> for Ardira Visitors and <http://login.salesforce.com> for Ardira Customers (collectively referred to as “Ardira.com’s Web sites” or “the Company’s Web sites”).

<http://login.salesforce.com> enables Ardira’s customers access Ardira Software-as-a-Service (SaaS) platform. These sites are in turn operated by Ardira’s partner Salesforce, Inc. The information practices or the content these sites are governed by the privacy statements of Salesforce, Inc.

Ardira’s Web sites may contain links to other Web sites. The information practices or the content of such other Web sites is governed by the privacy statements of such other Web sites. The Company encourages you to review the privacy statements of other Web sites to understand their information practices.

2. Information collected

When expressing an interest in obtaining additional information about the Services, or registering to use the Web sites or other Services, or registering for an event, Ardira 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 or registering for an event, Ardira may also require 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”). Ardira may also ask you to provide additional information, such as company annual revenues, number of employees,

or industry (“Optional Information”). When Visitors apply for a job with the Company, Ardira may also require you to submit additional personal information as well as a resume or curriculum vitae (“Applicant Information”). Required Contact Information, Billing Information, Applicant Information, Optional Information and any other information you submit to Ardira to or through the Services are referred to collectively as “Data.”

As you navigate the Company’s Web sites, Ardira 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 Company’s Web sites (such as the Web pages viewed and the links clicked).

As you use Ardira SaaS platform, your company’s data gets collected in Salesforce.com platform.

3. Use of information collected

The Company uses Data about Ardira 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 also uses Data about Ardira Attendees to plan and host corporate events, host online forums and social networks in which event attendees may participate, and to populate online profiles for Attendees on the Company’s Web sites.

The Company may also use Data about Ardira Customers and Data about Ardira Attendees 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, its affiliates, and its partners, such as information about promotions or events.

Ardira uses credit card information solely to check the financial qualifications and collect payment from prospective Customers and Attendees.

Ardira uses Web Site Navigational Information to operate and improve the Company's Web sites. The Company may also use Web Site Navigational Information alone or in combination with Data about Ardira Customers and Data about Ardira Attendees to provide personalized information about the Company.

The data collected in Ardira SaaS platform that is controlled and hosted by Salesforce is not accessible to Ardira at any time without your prior consent for temporary troubleshooting. When you provide temporary access to your Ardira SaaS platform data, Ardira employees are instructed to use the data during troubleshooting purpose only.

4. Web Site Navigational Information

Cookies, Web Beacons and IP Addresses

Ardira uses commonly—used information—gathering tools, such as cookies and Web beacons, to collect information as you navigate the Company's Web sites ("Web Site Navigational Information"). This section describes the types of Web Site Navigational Information used on the Company's Web sites and how this information may be used.

Cookies

Ardira.com uses cookies to make interactions with the Company's Web sites easy and meaningful. When you visit one of the Company's Web sites, Ardira.com'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 Ardira.com, 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.

Ardira.com 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. Please note that if you disable your Web browser's ability to accept cookies, you will be able to navigate the Company's Web sites, but you will not be able to successfully use the Services.

The following sets out how Ardira.com uses different categories of cookies and your options for managing cookies' settings:

Type of Cookies	Description	Managing Settings
Required cookies	<p>Required cookies enable you to navigate the Company's Web sites and use its features, such as accessing secure areas of the Web sites and using Ardira Services.</p> <p>If you have chosen to identify yourself to Ardira, the Company uses cookies containing encrypted information to allow the Company to uniquely identify you. Each time you log into the Services, a cookie containing an encrypted, unique identifier that is tied to your account is placed on your browser. These cookies allow the Company to uniquely identify you when you are logged into the Services and to process your online transactions and requests.</p>	<p>Because required cookies are essential to operate the Company's Web sites and the Services, there is no option to opt out of these cookies.</p>
Performance cookies	<p>These cookies collect information about how Visitors use our Web site, including which pages visitors go to most often and if they receive error messages from certain pages. These cookies do not collect information that individually identifies a Visitor. All information these cookies collect is aggregated and anonymous. It is only used to improve</p>	<p>To learn how to opt out of performance cookies using your browser settings click here.</p> <p>To learn how to manage privacy and storage settings for Flash cookies click here.</p>

	<p>how the Company's Web site functions and performs.</p> <p>From time—to—time, Ardira engages third parties to track and analyze usage and volume statistical information from individuals who visit the Company's Web sites. Ardira may also utilize Flash cookies for these purposes.</p>	
Functionality cookies	<p>Functionality cookies allow the Company's Web sites to remember information you have entered or choices you make (such as your username, language, or your region) and provide enhanced, more personal features. These cookies also enable you to optimize your use of Ardira's Services after logging in. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize.</p> <p>Ardira uses local shared objects, also known as Flash cookies, to store your preferences or display content based upon what you view on our Web sites to personalize your visit.</p>	<p>To learn how to opt out of functionality cookies using your browser settings click here. Note that opting out may impact the functionality you receive when Ardira's Web sites.</p> <p>To learn how to manage privacy and storage settings for Flash cookies click here.</p>
Targeting or Advertising cookies	<p>From time—to—time, Ardira engages third parties to track and analyze usage and volume statistical information from individuals who visit the Company's Web sites. Ardira sometimes uses cookies</p>	<p>To learn more about these and other advertising networks' opt out instructions, click here and here.</p>

	<p>delivered by third parties to track the performance of Company advertisements. For example, these cookies remember which browsers have visited the Company's Web sites. The information provided to third parties does not include personal information, but this information may be re—associated with personal information after the Company receives it.</p> <p>Ardira also contracts with third—party advertising networks that collect IP addresses and other information from Web beacons (see below) on the Company's Web sites, from emails, and on third—party Web sites. Ad networks follow your online activities over time and across different sites or other online services by collecting Web Site Navigational Information through automated means, including through the use of cookies. These technologies may recognize you across the different devices you use, such as a desktop or laptop computer, smartphone or tablet. Third parties use this information to provide advertisements about products and services tailored to your interests. You may see these advertisements on other Web sites or mobile applications on any of your devices. This process also helps us manage and track the effectiveness of our marketing efforts. Third parties, with whom the Company partners to provide certain</p>	<p>To learn how to manage privacy and storage settings for Flash cookies click here.</p>
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	features on our Web sites 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.	
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Web Beacons

Ardira uses Web beacons alone or in conjunction with cookies to compile information about Customers and Visitors' usage of the Company's Web sites 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, Ardira 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 Company's Web sites. Ardira uses Web beacons to operate and improve the Company's Web sites and email communications.

IP Addresses

When you visit Ardira's Web sites, the Company collects your Internet Protocol ("IP") addresses to track and aggregate non-personal information. For example, Ardira uses IP addresses to monitor the regions from which Customers and Visitors navigate the Company's Web sites.

Ardira 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.

Ardira.com 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.

Social Media Features

The Company's Web sites may use social media features, such as the Facebook 'like' button ("Social Media Features"). These features may collect your IP address and which page you are visiting on the Company's Web site, and may set a cookie to enable the feature to function properly. You may be given the option by such Social Media Features to

post information about your activities on the Company's Web site to a profile page of yours that is provided by a third party Social Media network in order to share with others within your network. Social Media Features are either hosted by a third party or hosted directly on the Company's Web site. Your interactions with these features are governed by the privacy policy of the company providing the relevant Social Media 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. Ardira 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. Ardira 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

Ardira may provide bulletin boards, blogs, or chat rooms on the Company's Web sites. 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. Ardira is not responsible for the personal information you choose to submit in these forums.

Customers and Visitors may elect to use the Company's referral program to inform friends about the Company's Web sites. When using the referral program, the Company requests the friend's name and email address. Ardira will automatically send the friend a one-time email inviting him or her to visit the Company's Web sites. Ardira does not store this information.

Ardira posts a list of Customers and testimonials on the Company's Web sites that contain information such as Customer names and titles. Ardira obtains the consent of each Customer prior to posting any information on such a list or posting testimonials.

6. Sharing of information collected

Service Providers

Ardira may share Data about Ardira Visitors, Customers and Attendees with the Company's contracted service providers so that these service providers can provide services on our behalf. Without limiting the foregoing, Ardira may also share Data about Ardira Visitors, Customers and Attendees with the Company's service providers to ensure the quality of information provided, and with third-party social networking and media Web sites, such as Facebook, for marketing and advertising on those Web sites. Unless described in this Privacy Statement, Ardira does not share, sell, rent, or trade any information with third parties for their promotional purposes.

Ardira.com Affiliates

The Company may share Data about Ardira Customers with other companies in order to work with them, including affiliates of the Ardira corporate group. For example, the Company may need to share Data about Ardira Customers for customer relationship management purposes.

Business Partners

From time to time, Ardira 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 or through Ardira, the Company may share Data about Ardira Customers collected in connection with your purchase or expression of interest with our partner(s). Ardira does not control our business partners' use of the Data about Ardira 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.

Ardira does not share Data about Ardira Attendees with business partners unless: (1) you specifically opt in to such sharing via an event registration form; or (2) you attend a Company event and allow Ardira or any of its designees to scan your attendee badge. If you do not wish for your information to be shared in this manner, you may choose not to opt in via event registration forms and elect not to have your badge scanned at Company events. If you choose to share your information with business partners in the manners

described above, your information will be subject to the business partners' respective privacy statements.

Third Parties

Section 4 of this Privacy Statement, Web Site Navigational Information, specifically addresses the information we or third parties collect through cookies and web beacons, and how you can control cookies through your Web browsers.

Billing

Ardira 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.

Compelled Disclosure

Ardira 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

The Company primarily stores Data about Ardira Customers and Data about Ardira Attendees in the United States. To facilitate Ardira's global operations, the Company may transfer and access such information from around the world, including from other countries in which the Company has operations. This Privacy Statement shall apply even if Ardira transfers Data about Ardira Customers or Data about Ardira Attendees to other countries.

8. Communications preferences

Ardira offers Visitors, Customers, and Attendees 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 to support@ardira.com.

9. Correcting and updating your information

To update or have information deleted, please email support@ardira.com. To discontinue your account and to have information you maintained in the Services returned to you, please email support@ardira.com. Requests to access, change, or delete your information will be handled within 30 days.

10. Customer Data

Ardira's Customers may electronically submit data or information to the Services for hosting and processing purposes ("Customer Data"). Ardira will not review, share, distribute, or reference any such Customer Data except as provided in Ardira's Master Subscription Agreement, or as may be required by law. In accordance with Ardira's Master Subscription Agreement, Ardira may access Customer Data only for the purpose of providing the Services or preventing or addressing service or technical problems or as may be required by law. Additionally our hosting partner Salesforce's privacy and security practices with respect to Customer Data is available [here](#).

11. Security

Ardira uses robust security measures to protect Data about Ardira Customers and Data about Ardira Attendees. Additionally our hosting partner Salesforce's secures data as described [here](#).

12. Mobile applications

Ardira does not provide custom mobile applications. If you access Ardira sites using mobile devices, same privacy policy applies as described in this document.

13. Changes to this Privacy Statement

Ardira reserves the right to change this Privacy Statement. Ardira will provide notification of the material changes to this Privacy Statement through the Company's Web sites at least thirty (30) business days prior to the change taking effect.

14. Contacting us

Questions regarding this Privacy Statement or the information practices of the Company's Web sites should be directed to Ardira Privacy by email at support@ardira.com or by mailing Ardira, 2040 Martin Ave, Santa Clara, CA 95050.