



Privacy Policy - Businesses

Last updated January 29, 2017

Welcome to Data Stocks Inc.

Our Privacy Commitment to Businesses

This Privacy Policy describes the commitment at Data Stocks Inc. ("Data Stocks") to the privacy of business related visitors to the Data Stocks website located at www.datastocksinc.com and of its businesses customers ("Businesses"). Except as required by law or as otherwise provided herein, Data Stocks will take commercially reasonable steps to ensure your right to privacy. Data Stocks is committed to developing long lasting relationships that are built on trust and would never intentionally violate that trust.

Who We Are

Data Stocks provides data rental solutions for businesses and individuals, which can including web-hosting environments, data analytics, data brokering, data security, and related products and services, to businesses, individuals, non-profit organizations and others.

Information We Collect

Business Information.

Businesses are asked to provide certain personal and business information when they sign up for Data Stocks services including name, address, email address, telephone number, and/or billing information (such as a credit card number). In addition, to register and execute a data deal, businesses are asked to provide this information for the registration, administrative contact, technical contact and billing contact of the account's



balance, margin call, business validity, and other information to ensure the data deals and/or additional services executed properly. Businesses can be asked, want, and/or required to provide internal businesses information about demographics, product usage and preferences, along with other information that will help us improve or deliver our products and services to them.

Types of Cookies and Basic Tracking

Performance Cookies: Data Stocks uses different types of cookies (which are electronic collections of information stored on a local computer that are used by websites to keep track of guests and account holders to relate one computer transaction to a later one) and other methods of uniquely tracking visitors for different purposes. For example, some cookies are "required cookies" which are necessary for Data Stocks's website, apps, and services to work. In addition, cookies are used to provide Data Stocks's existing businesses with the opportunity for continued savings and increased convenience as described in more detail below.

Data Stocks uses "performance cookies" to inform Data Stocks of a repeat visit. These cookies do not tell Data Stocks who a visitor is, the visitor's name, email address, or passwords.

Cookies for Banner Rewards Program: To offer Data Stocks's businesses opportunities to save money on services and increase scope of services, Data Stocks uses cookies to help monitor the traffic generated from Data Stocks's banners and logo buttons displayed on Data Stocks guests and account holders' websites. Businesses (Data Renters) and Individuals (Data Suppliers) have different needs, which these cookies differentiate those who enter the website in order to provide different incentives and offer relevant services.

Cookies for Account Management: For businesses with data deals and/or active accounts with Data Stocks, Data Stocks uses "functional cookies" to store user names



for added convenience. For example, Single Sign-on cookies. The cookies would contain a piece of identifying information such as a customer ID, username, or session ID that would be used to look up the customer ID. Data Stocks offers password-protected, web-based management tools as part of its webhosting packages. By storing a business representative's username in a cookie, the business representative will not have to fill out form fields each time he or she manages the account.

Cookies for Advertising: Data Stocks may also utilize "advertising cookies" to track referrals from internal and external affiliates, as well as advertising campaigns. Data Stocks may also use a third party service provider to send emails that the business and its representatives has agreed to receive. Pixel tags and cookies may be used in those email messages to help Data Stocks measure the effectiveness of its advertising and to enable Data Stocks to provide more focused marketing communications to guests and account holders.

Cookies for Security: Due to the nature of data rentals, Data Stocks can modify and notify any business representative that their web browser has receive a cookie, deleted a cookie, or change the settings on the web browser to clear or disable cookies in order to protect Data Stock's Data Suppliers. If the business representative decide not to accept these cookies or the changes required to enter a data rental environment, then Data Stocks can deny any of the features and services of Data Stocks's website and data rental environments. Additionally, please be aware that if you visit third party websites where you are prompted to log in or that are customizable, you may be required to accept cookies. Data Stocks does not control any business's use of their cookies outside of the scope of Data Stock's website, apps, and/or data rental environments; and thus, Data Stocks is not responsible for information collected through them.

Feedback Sessions.

Data Stocks may periodically conduct feedback sessions. Participation in our feedback session are voluntary. However, Data Stocks encourage businesses to participate in



these feedback session, because such sessions provide Data Stocks with important information that helps improve the types of services we offer, should offer, and how we provide them to businesses. A business representative's personal information, if provided, will remain confidential, even if the session is conducted by a third party service provider on our behalf.

Collection by Linked Websites.

Data Stocks may provide links to some third party websites as a convenience. Businesses must exercise care when visiting linked websites. The linked websites have separate and independent privacy statements, notices and terms of use which we recommend you read carefully. When a business representative visit or make purchases through these third party sites, they may be asked to provide personal information, such as your name, address, email address, phone number, and credit/debit card information. Please note that in such cases, a business representative is providing information to a third party and Data Stocks has no control over such third party's use of any information a business representative provide and, therefore, Data Stocks has no responsibility or liability for the manner in which the third party that operates a linked website may collect, use, disclose, secure or otherwise treat your personal information. Except as provided herein, Data Stocks will not provide any of your personal information to any third parties without your consent.

Use of Information

Data Stocks uses the information collected primarily for perform and facilitate its primary services of data rentals. Business can mix their internal data with rented external data with their designated rental environment in order to produce better business intelligence insights produced by big data tools. Passively collected information, such as information collected from or about any device including through the placement or reading of cookies or other tracking technologies is used to provide a customized experience for Data Stocks's business customers.

Information of Active Businesses

The information collected from active businesses with accounts are used to manage each those account (such as for billing and account management purposes) and to promote other products or services that Data Stocks believes may be of interest to its active businesses. Data Stocks may also generate non-identifying and aggregate profiles from information that those businesses provide during registration. As explained in more detail below, Data Stocks may in certain instances use this aggregated and non-identifying information to promote advertisements that appear on Data Stocks's website and in connection with its services. Any such aggregated and non-identifying information that Data Stocks collects, and any analysis of such information that it produces, is proprietary information of Data Stocks.

Analytics/Statistics.

Analytics and statistics created in or within any of Data Stocks's rental environments are property of Data Stocks regardless of data mix such as internal or external data. This is due to the fact that Data Stocks fiduciary responsibilities to Data Suppliers, which may require deleting if violations are found. Data Stocks uses information gathered from its website analytics (for example, User IP addresses) to help diagnose problems with Data Stocks servers, and to administer and optimize Data Stocks 's website, applications, and other services related to Data Stocks. Data Stocks also gathers broad demographic information from this data to help improve its website and make any active businesses browsing and purchasing experience more responsive, efficient, or enjoyable. Any statistics gathered by Data Stocks are proprietary property of Data Stocks. As long as any active business follows the *Terms and Conditions of Data Renter* and this *Privacy Policy*, then the active business will have access to the data, analytics, and, statistics within their respective rental environments.



Responses to Email Inquiries

When businesses send email inquiries to Data Stocks, the return email address (and other personal information provided in the inquiry) is used to answer the email inquiry received.

Feedback Sessions Follow Up

Data Stocks may use the contact information provided in feedback sessions to follow up on survey answers. Data Stocks may also contact a business to highlight the changes Data Stocks makes in response to the feedback.

Sharing of Information

Confidentiality: Data Stocks will not provide, sell, or rent to any third party any of the active business's data and/or information within their respective rental environment, unless the active businesses desires and allows these actions for business purposes, such re-renting, selling insights, key-turn projects, and other secondary market actives. Data Stocks will assume a restrictive stance until the active business communicates the change in writing.

Service Providers: Upon registration for Data Stocks's services, certain business information may be transferred to trusted affiliated or unaffiliated third parties that help Data Stocks provide certain services or that provide certain services on Data Stocks's behalf. For example, an active business information may be transferred to Data Stocks's affiliated business intelligence (BI) providers (Tableau, IBM Cognos, Palantir, etc.) in order to setup their BI software in the data rental environment, or to unaffiliated third parties that help Data Stock provide email services or SSL certifications.

Co-marketing Activities



Some services are offered or promoted in conjunction with a Data Stocks partner or sponsor. For example, Data Stocks may partner with trusted non-affiliated partners for co-promotions of a particular product or service. Data Stocks may share certain active businesses contact information, but no billing information with Data Stocks's partner or sponsor in order to provide the relevant services or to run the promotion. If Data Stocks shares any active business information with partners and sponsors, Data Stocks requires that they maintain the active business's information in confidence, and use the information solely for purposes of providing the services or carrying out the agreed upon promotion.

Online Advertisements

Data Stocks does not share personally identifiable information about individual users with advertisers. Data Stocks may display online advertisements and share aggregated and non-identifying information about active businesses collected through the registration process or through feedback sessions and promotions with certain advertisers. This aggregated and non-identifying information may be used to deliver tailored advertisements. For example, an advertiser may tell Data Stocks the audience it wants to reach (e.g., males between 25 and 55 years of age) and provide Data Stocks with an advertisement tailored to that audience. Based upon the aggregated and non-identifying information collected by Data Stocks, Data Stocks may then display the advertisement to the intended audience.

Law Enforcement

Data Stocks can respond to subpoenas, court orders, or other legal processes, and can utilize active business information as necessary to establish or exercise Data Stocks's legal rights or defend against legal claims. Additionally, Data Stocks can share information to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person,

violations or suspected violations of Data Stocks's Terms of Service, or as otherwise required by law.

Data Rental Environment Privacy

When Data Stocks is threatened with suit by a third party, or any other legal action is brought to Data Stocks's attention involving Data Stocks, Data Stocks's Data Suppliers, and/or active businesses acting as Data Renters, Data Stocks may seek assurance from any active business. Any active business with a Data Stocks account will indemnify Data Stocks and written confirmation that the active business has contacted the complainant and made the active business's contact information available to the complainant. Failure to promptly provide these assurances may be considered by Data Stocks to be a breach of your agreement with Data Stocks and may result in deactivation of your data rental environment and disclosure of the active business's contact information, so that any allegations of infringement or other wrongdoing may be directly resolved between the active business and the complainant.

Your Options

Public Forums: Please remember that any information from an active business representative may disclose or post in forums or other public areas of Data Stocks's website or the Internet, becomes public information. Any active business should exercise caution when deciding to disclose personal information in these public areas. To request removal of any active business information from a Data Stocks community forums or testimonials, contact Data Stocks at support@datastockinc.com. In some cases, Data Stocks may not be able to remove an active business's personal information, in which case Data Stocks will let the active business know why it is unable to do so.



Unsubscribe/Opt-out: When a business become an active business with a Data Stocks account, the business will automatically subscribed to receive transactional notices about your account, email newsletters and news of special promotions offered through Data Stocks and/or in conjunction with Data Stocks 's partners.

To unsubscribe from Data Stocks newsletters and promotional mailings, please update your preferences in your Data Stocks control panel or contact Data Stocks support. You may also unsubscribe through the links provided in promotional email messages sent by Data Stocks or on Data Stocks's behalf.

How to Access or Modify Your Information

Data Stocks can allow any active business to access, update, and correct inaccuracies in their personal information in Data Stocks's custody and control, subject to certain exceptions prescribed by law. An active business may request access, updating and corrections of inaccuracies in their personal information that Data Stocks has in its custody or control by accessing the control panel or by contacting support via email, phone or online chat. Data Stocks may request certain personal information for the purposes of verifying the identity of the individual seeking access to their records.

To ensure the requesting active business receive any information they need to manage their account, their data deals, and/or protect their privacy, the active business needs keep their contact and billing information up to date. The active business can update all account-related information directly through your control panel. Alternatively, you can contact Data Stocks support.

Revisions to this Policy

Data Stocks reserves the right to revise, amend, or modify this Privacy Policy at any time and in any manner. However, if Data Stocks plans to materially change how it plans to use previously collected personal information, Data Stocks will provide a business with advance notice prior to the change becoming effective and an opportunity



to opt-out of such differing uses. Data Stocks encourages any active business to periodically review this page for the latest information on its privacy practices.

Contact Us Regarding This Policy

If you have any questions about this Privacy Policy or the practices described herein, you may contact:

ATTN: Data Stocks Inc. Legal Department.

1531 Inspiration Dr. #4002

Dallas, TX 75207

E-mail: support@datastocksinc.com

Applicable to All Reseller Relationships

In addition to all of the terms and conditions set forth above, the following terms apply to Data Stocks's Reseller relationships only. If the reseller that do not follow our Privacy Policy and the Terms and Conditions associated, Data Stocks can remove their reseller status and prosecute any violations.

Information Related to Data Collected through Resellers

Data Stocks may collect information under the direction of Resellers, and Data Stocks has no direct relationship with the individuals whose personal data is provided, processed or obtained by Data Stocks's Resellers. Active businesses who seek access, or who seek to correct, amend, or delete inaccurate data should direct their query to the Reseller's data controller. If the Reseller requests that Data Stocks remove the data, Data Stocks will respond to such request within thirty (30) business days.

Choice



If an active business is a customer of one of Data Stocks's Resellers and would no longer like to be contacted by such Reseller, the active business must contact the Reseller from whom the active business purchased products or services.

Data Retention

Data Stocks retains personal data it processes on behalf of Data Stocks's Resellers for as long as needed to provide services under the relationship. Data Stocks will retain and use this personal information as necessary to comply with Data Stocks's legal obligations, resolve disputes, and to enforce its agreements. Data Stocks has the right to delete or transfer any data from any data rental environment related to an active business's violations of this Privacy Policy, Terms and Conditions, and other justifications.