

May 2025



Netop Privacy Policy

www.Netop.com
NETOP Privacy Policy

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Effective and Last Updated: May, 2025

This Privacy Policy describes how Netop (“we” or “us”) collect, use, disclose, and otherwise process the Personal Information we collect when you visit and interact with our website (<https://www.netop.com>, “Website”). Please read this Privacy Policy carefully before using the Website or submitting your Personal Information to us. From time to time, we may supplement this Privacy Policy with additional information about our privacy practices related to a particular service. If you are a Netop employee, contractor, or job applicant, this Privacy Policy does not apply to your Personal Information processed in the context of those relationships.

As used in this Privacy Policy, “**Personal Information**” is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household. Personal Information does not include publicly available information, de-identified or aggregated information, or information covered by certain federal and state laws.

How We Collect Your Personal Information

Depending on how you use our Website, we may collect Personal Information from you in the following ways:

- **Directly from you.** We may collect information from you directly through your use of the Website or other direct interactions with us, such as emails or phone calls.
- **Through automated data collection technologies.** We may collect information about your visits and use of our Website, including information through cookies and other logging technologies. For more information, see the Tracking Technologies section, below.

What Personal Information We Collect

When you access the Website, we may collect certain Personal Information directly from you or automatically from the devices you use. Depending on how you use the Website, we may collect the following types of information from or about you:

- **Identifiers**, such as your name, email address, telephone number, account username and password, and identifiers from devices and software. We use this information to provide you with our services, maintain your account, operate our business, and to otherwise communicate with you. We may provide this information to service providers and contractors or to other third parties as required by law.
- **Internet and Other Electronic Activity Information**, such as your website browsing history and information about your interactions with our Website. We use this information to improve our Website, including for analytics, attribution, performance tracking, and fraud prevention. We may provide this information to service providers, contractors or to other third parties as required by law. We may collect the following internet and other electronic activity data:
 - Your Use of the Website: We may collect information about your use of the Website, such as the number of visitors and the number of users that click on certain links or use certain services. We also collect the search terms, language and page views of visitors.
 - Log Data: We may receive information that is automatically recorded by our servers when you visit our Website, including your Internet Protocol ("IP") Address, device type and identifiers, and web browser type and version.
- **Geolocation data**. We may collect your location information to better tailor our services to you depending on your geographical region. We may provide this information to service providers, contractors, or to other third parties as required by law.

How We Use Your Personal Information

We may use your Personal Information as outlined below:

- **Operate and provide the Website**. We may use your Personal Information to operate the Website, create and maintain business records, respond to your questions and comments, and communicate with you.
- **Build and maintain our relationship with you**. We may use your Personal Information to improve your experience with our Website or other services, send you

marketing messages about our services that may be of interest to you, and respond to your feedback, questions, and comments. We may also draw inferences from the Personal Information we receive about you, such as information about your preferences, characteristics, and interest in our Website.

- **Improve our Website and products.** We may use your Personal Information to facilitate and improve the operation of the Website, perform market research and analysis, analyze how the Website is used and accessed, improve the functionality of the Website and your user experience, conduct quality assurance activities, perform internal business reviews, and develop new services.
- **Maintain the security of the Website.** We may use your Personal Information to maintain the security and integrity of the Website, detect security incidents, protect the Website against fraudulent and illegal activity, and enforce our Terms of Use (www.netop.com/legal/terms-and-conditions).
- **Comply with legal obligations and respond to legal proceedings.** We may use your Personal Information to comply with our legal obligations, including maintaining records of our compliance with federal and state law requirements. We may also use your Personal Information to establish, exercise, or defend legal claims.

We may also use your information for other purposes consistent with the context of the collection of your Personal Information, as otherwise disclosed to you at the time your Personal Information is collected, or with your consent.

How We Disclose Your Information

We may disclose your Personal Information with the following types of third parties:

- **With our affiliates.** We may disclose your Personal Information to other entities in Netop's corporate family, including our affiliates and subsidiaries.
- **With vendors and other service providers.** We may disclose your Personal Information to vendors and service providers that perform tasks on our behalf, such as website hosting and customer relationship management.
- **Third-Party Analytics Companies.** We use selected third parties to collect data about how you interact with our Website. This information may be used to, among other things, improve the functionality of our Website and services.

- **Other third parties, as reasonably necessary.** We may also disclose your Personal Information:
 - In relation to a merger, sale, acquisition, divestiture, restructuring, reorganization, dissolution, bankruptcy, or other change of ownership or control (whether in whole or in part); or
 - To: (1) comply with laws applicable to Netop, a request from law enforcement, a request from a regulatory agency, or other legal process; (2) protect the legitimate rights, privacy, property, interests or safety of Netop, our customers, business partners, personnel, or the general public; (3) pursue available remedies or limit damages; (4) enforce our Terms of Use (www.netop.com/legal/terms-and-conditions), and other agreements and policies; or (5) respond to an emergency.

We may use and disclose aggregated and deidentified data and information derived from your Personal Information with other entities for the purpose of performing activities that may help us provide and improve our Website. Where we aggregate or deidentify data, we take reasonable steps to ensure the information is not reidentified except as required or permitted by applicable law.

Your Preferences

Email Communications: You can opt-out of receiving certain email communications from us at any time by following the unsubscribe link in the footer of the email or by contacting us using the contact information below. If you are a customer with an online account, you can opt out of future mailings by updating the preferences in your online account. Opting-out of email communications does not mean Netop will not contact you about your account.

Voice Calls, Texts and SMS Messages: You may have the opportunity to receive occasional voice, text and SMS messages from Netop to receive updates on our products and services, or about products and services that we think may be of interest to you. Message frequency will vary. By providing your phone number and opting in to receive text messages, you expressly consent to receive these communications, including automated text messages to the phone number that you provide. Consent to receiving text messages is not required in order to receive products or services from Netop. Message and data rates may apply, and your carrier's rates will apply. You can opt out of receiving future text messages or receive help by following the directions in the text message you receive. As we are located in the United States, international rates may

apply depending on your location. We may disclose your mobile phone number to service providers with whom we contract in order to send you automated text messages, but we will not disclose your mobile phone number to third parties for their own marketing purposes without your express consent. Opting out of calls, texts and SMS messages does not mean Netop will not contact you about your account.

Retention of Your Personal Information

As a general matter, we may keep your Personal Information for as long as necessary to fulfill the purpose for which it was collected and to comply with our legal obligations. If a law requires us to retain your information for a longer period of time, we will comply with that law. We may also retain your Personal Information as necessary to protect or resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements and comply with applicable laws.

Tracking Technologies

Cookies:

When you visit or use our Website, our server may create cookies, which are small text files that a website can send to your Internet browser and may be stored in your browser or elsewhere on your computer. We use cookies and other similar technologies on our Website. We use cookies to evaluate website usage, provide our services to you, and to offer programs and/or services that you may be interested in.

- Netop Cookies: We use cookies on our Website to provide basic functionality to the Website for purposes such as logging into the system, maintaining session information, and enhancing access to the features of our Website.
- Google Analytics: Our Website uses Google Analytics to help us analyze how users use the Website. The information generated by the cookie about your use of the Website (including your IP address) will be transmitted to and stored by Google. [Read about Google's privacy practices.](#)
- Other third-party cookies: Our Website uses additional third-party cookies to customize your experience on our Website.

Cookie management:

You can accept or decline cookies. Most browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features on our Website.

You can use the methods described below to manage cookies. You must take these steps on each browser or device that you use. If you replace, change or upgrade your browser or device, or delete your cookies, you may need to use these opt-out tools again.

- [Google Chrome](#)
- [Apple Safari](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Microsoft Edge](#)

Some web browsers incorporate a “Do Not Track” or similar feature that signals to websites that a user does not want to have his or her online activity and behavior tracked. We are committed to providing you with meaningful choices about the information collected through the Website. However, like many websites, our Website is not currently designed to recognize a “Do Not Track” signal from a web browser.

Security of Your Information

We maintain administrative, technical, and physical safeguards designed to protect against unauthorized access, use, modification, and disclosure of your information in our custody and control. No data, on the Internet or otherwise, can be guaranteed to be 100% secure. While we strive to protect your information from unauthorized access, use, or disclosure, we cannot and does not ensure or warrant the security of your information.

Children’s Privacy

The Children’s Online Privacy Protection Act of 1998 and its rules (collectively, “**COPPA**”) require us to inform parents and legal guardians (as used in this Privacy Policy, “parents”) about our practices for collecting, using, and disclosing Personal Information from children under the age of 13 (“children”). It also requires us to obtain verifiable consent from a child’s parent for certain collection, use, and disclosure of the child’s Personal Information. We do not knowingly target children under the age of 13 or collect or process Personal Information related to children under the age of 13.

Notice to Residents of California

If you are a resident of California, you may be entitled to the privacy rights described below under the California Consumer Privacy Act (“CCPA”).

We collect the categories of information described in the “What Personal Information We Collect” section of this Policy.

We use the personal information we collect for the purposes described in the “How We Use Your Personal Information” section of this Policy.

We disclose the Personal Information we collect as described in the “How We Disclose Your Information” section of this Policy.

We have not sold Personal Information for any monetary value. However, our use of certain website cookies may be considered a “sale” or “sharing” of information under California law. We may have sold or shared your internet activity or non-specific geolocation with third parties whose cookies are on our websites. These cookies are used to analyze usage of our website, provide you with relevant advertising and products, and provide additional, dynamic functionality to our websites. You can opt-out of the use of these cookies as described in Tracking Technologies, above.

We have no actual knowledge that we sell or share the Personal Information of anyone under the age of 16.

We maintain your personal information for the periods described in the “Retention of Your Personal Information” section of this Policy.

In addition, as a resident of California, you may have certain rights with respect to your Personal Information:

Right to know.

You may have the right to request:

- the specific pieces of Personal Information we have about you;
- the categories of Personal Information we have collected about you in the last 12 months;
- the categories of sources from which that Personal Information was collected;
- if we sold or disclosed your Personal Information in the last 12 months and the categories of your Personal Information that we sold or disclosed;
- the categories of third parties with whom we share your Personal Information; and

- the purpose for collecting and selling Personal Information.

Right to deletion.

You may have the right to request that Netop delete the Personal Information that we have collected or maintained about you. We may deny your request under certain circumstances, such as if we need to comply with our legal obligations or complete a transaction for which your Personal Information was collected. If we deny your request for deletion, we will let you know the reason why.

Right to correct inaccurate personal information.

You may have the right to request that we correct inaccurate Personal Information that we maintain about you.

Right to opt-out of the “Sale” or “Sharing” of your Personal Information.

You may have the right to opt-out of the “sale” of Personal Information. To do so you can follow the instructions described in Tracking Technologies, above.

We have not sold consumers’ Personal Information in the preceding 12 months for any monetary value. However, our use of certain website cookies may be considered a sale or sharing of information under California law. In the past twelve months, we may have disclosed your internet activity or geolocation with third parties whose cookies are on our websites. These cookies are used to analyze usage of our website, provide you with relevant advertising and products, and provide additional, dynamic functionality to our websites.

For example, we contract with third-party advertising networks that may track your activity over time and across different channels, including our websites, email activity, and other websites and applications that display advertisements. They may use this tracking information to understand and predict your interests, to display an advertisement for Netop on another website, or email you with a marketing communication for a NetOp product. Specifically, in the preceding twelve (12) months, we may have sold or shared the following categories of Personal Information to these third parties: Identifiers and Internet Activity Information.

Non-discrimination.

Netop will not discriminate against you in any way if you choose to exercise your rights under the law. However, if we delete your Personal Information based on a request you

make, understand that you may be unable to use or access certain features of our Website.

How to make a CCPA request.

You may exercise your right to know twice a year free of charge. To exercise your CCPA rights, contact us at +1.800.210.0813 or email us at dpo@netop.com. Please note that you may exercise your right to know twice a year free of charge. We endeavor to respond to a verifiable consumer request within forty-five (45) days of receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing.

We will take steps to verify your identity before processing your CCPA requests. We will not fulfill your request unless you have provided sufficient information for us to reasonably verify you are the individual about whom we collected Personal Information. If you have an account with us, we will use our existing account authentication practices to verify your identity. If you do not have an account with us, we may request additional information about you to verify your identity. We will only use the Personal Information provided in the verification process to verify your identity or authority to make a request and to track and document request responses, unless you initially provided the information for another purpose.

You may use an authorized agent to submit a CCPA request and parents may submit requests on behalf of their children. When we verify your agent's request, we may verify both your and your agent's identity and request a signed document from you that authorizes your agent to make the request on your behalf. To protect your Personal Information, we reserve the right to deny a request from an agent that does not submit proof that they have been authorized by you to act on their behalf.

Other California Privacy Rights.

California's "Shine the Light" law also gives California residents the right to request certain information regarding our disclosure of their Personal Information to third parties for those third parties' direct marketing purposes. You may request information regarding the disclosure of your Personal Information to third parties for those third parties' direct marketing purposes by emailing dpo@netop.com or by writing us at the address in the Contact Information section below. Please indicate "California Rights" in the subject or attention line of your communication.

Third-Party Links

While browsing our Website, you may encounter and choose to access websites or online services operated by our business partners, companies or agencies that may not be associated with us by clicking on hypertext links or icons. These websites may collect data or Personal Information about you and your online activities. We do not control and are not responsible for what these other parties do in connection with their websites or online services, or how they handle your Personal Information.

Changes to this Privacy Policy

We review this Privacy Policy regularly. If we make material changes to this Privacy Policy, we will attempt to notify you and/or obtain your consent, as required by law. We recommend that you regularly review this Privacy Policy.

Contact Us

Please feel free to contact us at any time if you have any questions or comments about this Privacy Policy.

You can contact us or otherwise communicate your privacy concerns by email at:
dpo@netop.com