

## BuildMyPractice.com Privacy Policy

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By accessing, visiting, or using the Site, you expressly consent to our collection, use, disclosure and retention of your information as described in this Privacy Policy.

We will notify you of changes to this Privacy Policy by posting the amended terms on the Site at least thirty (30) days before the effective date of the changes.

- 1. Information Collected by Exactify.IT.** We may collect information that you provide to us in connection with your use of the Site when you complete and submit forms or otherwise send information to us through the Site.
- 2. Information Automatically Collected Through the Site.** Exactify.IT, along with our third party service partners, vendors and business partners may automatically collect information about you when you use the Site. The information automatically collected about you may include, but is not limited to, device ID, device type, browser type and version, geo-location information, computer and connection information, statistics on page views, traffic to and from the Site, ad data, and IP address and standard web log information. Some of our third party service partners, vendors, and business partners may allow you to opt-out from the automatic collection of your information.
- 3. Cookies and Web Beacons.** Exactify.IT, along with our third party service partners, vendors and business partners may use cookies, locally stored objects and web beacons to automatically collect information about your use of the Site. Cookies are small bits of information that are transferred to and stored in separate files within your computer’s browser. The Site may use both “persistent cookies” which remain on your computer after you have closed your browser as well as “session cookies” which exist only during a visitor’s online session and disappear from your device when you close the Site or browser. Locally stored objects or “flash cookies” are data files that can be created on your computer by the websites you visit and are a way for websites to store information for later use. Locally stored objects are different than cookies because they are stored in different parts of your device than cookies. Web beacons are small strings of code that provide a method for delivering a graphic image on a web page or in an email message for the purpose of transferring data. You may be able to set your browser to reject cookies or to notify you when you are sent a cookie. You may also be able to disable the storage of flash cookies. However, if you reject cookies or disable flash cookies you may not be able to use all portions or all functionality of the Site.
- 4. Use of Information by Exactify.IT.** Exactify.IT may use information that we collect from and/or about you through the Site to:

- provide access to the Site and to provide you with requested services and customer support and to process and respond to your inquiries;
- personalize, customize, measure, and improve our services, content, and advertising and otherwise to enhance your experience of the Site;
- prevent, detect, and investigate potentially prohibited or illegal activities, and enforce the BuildMyPractice.com Terms of Service;
- analyze the accuracy, effectiveness, usability, or popularity of the Site;
- generate and review reports and data about our user base and service usage patterns;
- compile aggregate data for internal and external business purposes;
- resolve disputes and troubleshoot problems;
- contact you with information, including promotional, marketing and advertising information and recommendations that we believe may be of interest to you;
- provide you with other services requested by you as described when we collect the information;
- as otherwise stated in this Privacy Policy or the BuildMyPractice.com Terms of Service.

**5. Exactify.IT's Disclosure of Information to Third Parties.** Exactify.IT may disclose your information to the following third parties:

- **Our Service Providers:** We may share your information with third party contractors or service providers who provide certain services to us or on our behalf, such as operating and supporting the Site, providing services in connection with any services you purchase from Exactify.IT via the Site, processing payments, or fulfilling orders you place through the Site or otherwise responding to your customer service requests. These service providers will only have access to the information needed to perform these limited functions on our behalf and are required to provide your information with at least the same level of protection and security as we use for the Site.
- **Companies that Acquire Our Business or Assets.** If Exactify.IT becomes involved in a merger, acquisition, sale of assets (including the Site), securities offering, bankruptcy, reorganization, dissolution, or other transaction or if the ownership of all or substantially all of our business otherwise changes, Exactify.IT may share or transfer your information to a third party or parties in connection with the applicable transaction.
- **Our Affiliates:** We may share some or all of your information with parent companies, subsidiaries and corporate affiliates, joint venturers, or other companies under common control with us. We will require these entities to comply with the terms of this Privacy Policy with regard to their use of your information.
- **Payment Card Companies:** If you make a purchase through the Site, the information you provide will be transmitted to your credit card company to verify and authorize your purchase.
- **Aggregate Information.** Exactify.IT may share information relating to visitors and users of the Site with affiliated or unaffiliated third parties on an aggregate basis. We note that, while this information will not identify you personally, in some instances these third parties may be able to combine this information with other data they have about you, or that they receive from third parties, in a manner that allows them to identify you personally.

- **Law Enforcement Authorities.** To the extent permitted by law, we may share your information with law enforcement, governmental agencies, or authorized third-parties, in response to a verified request relating to a criminal investigation or alleged illegal activity or any other activity that may expose us, you, or any other Exactify.IT user to legal liability, or to protect our rights or property, or during emergencies when safety is at risk.
6. **Security.** Exactify.IT takes reasonable measures to protect the information you provide to Exactify.IT or submit through the Site against loss, theft and unauthorized use, disclosure, or modification. However, we cannot guarantee or warrant the security of any information you transmit to Exactify.IT or submit through the Site and you do so at your own risk. No internet or email transmission is ever fully secure or error-free. Email sent to or through the Site may not be secure. You should use caution whenever submitting information online and take special care in deciding what information you send to us via email.
  7. **Third Parties.** The Site may contain links to websites that are not owned or operated by Exactify.IT. These third party websites and applications may place their own cookies or other files on your computer or mobile device, and may collect data or solicit personal information from you. Please be aware that we are not responsible for the privacy practices of these websites. If you visit these websites or provide any information directly to parties other than Exactify.IT (even if those websites display the Exactify.IT brand), different policies may apply to the collection and use of your information. We encourage you to investigate and ask questions before accessing third party websites or disclosing information to third parties.
  8. **Use of Information Outside of Your Country of Residence.** The Site is intended for users located in the United States. If you are located outside of the United States and choose to use the Site or provide your information to us, your information will be transferred, processed and stored in the United States. U.S. privacy laws may not be as protective as those in your jurisdiction. Your agreement to the terms of this Privacy Policy followed by your submission of information in connection with the Site represents your agreement to this practice. If you do not want your information transferred to or processed or stored in the United States, you should not use the Site. Use of the Site by users outside of the United States is not authorized by Exactify.IT and is at your own risk.
  9. **Retention of Your Information.** We retain information we collect from/about you through your use of the Site as long as it is necessary and relevant for our operations. In addition, we may retain information to comply with the law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigation, enforce the BuildMyPractice.com Terms of Service and take other actions permitted by law. The information we retain about you will be handled in accordance with this Privacy Policy.
  10. **How to Contact Us.** Please also feel free to contact us at [info@exactify.it](mailto:info@exactify.it) if you have any questions about this Privacy Policy.

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