

## **PRIVACY STATEMENT**

This document was last updated on March 15, 2017.

**This statement discloses the privacy practices for The Profit Experts Inc., a Texas corporation (“TPE” or the “Company”) and the TPE website, which may be accessed through [www.theprofitbeacon.com](http://www.theprofitbeacon.com) (the “Site” or “Website”). The purpose of this statement is to notify you of the personal information of yours that will be collected by the Website, how it will be used, and what options are available to you regarding the collection, correction, and/or deletion of information.**

### **1. Acknowledgment and acceptance of terms**

TPE is committed to protecting your privacy. TPE has created this Privacy Statement in order to demonstrate our firm commitment to privacy. We have established this Privacy Statement so that you can understand what information we collect and how we use it. This Privacy Statement sets forth our current privacy practices with regard to the information we collect when you or your computer interact with our Website. By accessing [www.theprofitbeacon.com](http://www.theprofitbeacon.com), you acknowledge and fully understand TPE’s Privacy Statement and freely consent to the information collection and use practices described in this Privacy Statement.

The user (sometimes referred to herein as “you” or the “Visitor”) understands and agrees that the use of TPE (sometimes referred to herein as “us”, “our” or “we”) website, including any dispute concerning privacy, is subject to this Privacy Statement and the Terms and of Use and Service Agreement. All defined and capitalized terms herein shall have the same meaning as in the Terms of Use Agreement. **BY USING OUR WEBSITE, YOU ARE ACCEPTING THE PRACTICES SET OUT IN THIS PRIVACY POLICY AND OUR TERMS AND CONDITIONS OF SERVICE.**

### **2. Participating Merchant Policies**

Related services and offerings with links from this Website, including vendor sites, have their own privacy statements that may be viewed by clicking on the corresponding links within each respective website. TPE has no control over the policies or practices of participating merchants and other third parties; the Visitor understands TPE is not responsible for the privacy practices or contents of those sites. We recommend and encourage that you always review the privacy policies of merchants, advertisers and other third parties before you provide any personal information or complete any transaction with such parties.

### **3. Information We Collect and How We Use It**

When you register with TPE, we may collect personally identifiable information from you that may include your name, address, email address, phone number, and billing information. We use your personal information for the following general purposes: to fulfill the products and

services you request, to customize the advertising and content you see, to contact you for service or marketing related purposes, to communicate with you and use the online community aspects of our services, and to constantly improve our services. Once you register with TPE and sign in to use our services, you are not anonymous to us. In addition, we may combine this personal information with certain anonymous information, as further described below. By submitting this information to us, you represent that the age of the owner of this personal information is at least 18 years.

TPE collects certain information from and about its users three ways: directly from our Web Server logs, the user, and with Cookies. There is information collected or supplied during the manner and method of the Visitor's access to the Site and during use of the Service.

When you visit our Website, we may track information to administer the site and analyze its usage. Examples of information we may track include certain personal information, or contact data, traffic data or demographic data.

### **Methods of Information Collection**

We automatically collect IP addresses and web site usage information from you when you access any of our online services. This information helps us evaluate how our Visitors and subscribers use and navigate our Web sites on an aggregate basis, including but not limited to, the number and frequency of visitors and subscribers to each web page and the length of their visits.

TPE utilizes a number of internal and third party methods to recognize visitor data such as IP addresses and browser settings (collectively "Visitor Data").

### **Automatic Collection**

TPE's internal servers and software automatically recognize Visitor Data. No personal information is revealed in this process. The Site may also use such Visitor Data to compile data about the kind and types of Visitors that use the Website at specific intervals (collectively "Traffic Data").

#### **a. Web Server Logs**

We may collect the following information from your use of the Site:

- Your Internet protocol address.
- The kind of browser or computer you use.
- Number of links you click within the Site.
- State or country from which you accessed the Site.
- Date and time of your visit.
- Name of your Internet service provider.
- Web page you linked to our Site from.
- Pages you viewed on the Site.

Please note that Contact Data and Traffic Data are used to gather general statistics regarding our Visitors to enhance the experience on the Website.

**b. Use of Information and Cookies**

We may use information in the following ways:

- To perform the actions or services for which you specifically provided the information (for example, enabling us to process, validate, and verify purchases).
- To register you as a client and establish an account for you.
- To send you email notifications about our new or existing TPE's products and services, special offers, or to otherwise contact you if necessary.
- To enhance existing features or develop new features products and services.
- To provide advertisers and other third parties with aggregate information about our user base and usage patterns.
- To allow us to personalize the content and advertising that you and others see based on your personal characteristics or preferences.
- To use the information we collect for the following general purposes: products and services, billing, identification and authentication, services improvement, customer contact, and research.
- In order to provide you an email address as part of the selling process on TPE, you will obtain the email address and/or shipping address of your customers. By acknowledgment and acceptance of our Terms of Use Agreement and Privacy Statement, you agree that, with respect to other users' personal information that you obtain through TPE or, through a TPE related communication, or a TPE facilitated transaction, TPE hereby authorizes you to use such information only for TPE related communications. This information may not be used for unsolicited commercial messages. TPE does not tolerate spam. Therefore, without limiting the foregoing, you are not licensed to add the name of someone who has purchased an item from you, to your mail list (email or physical mail) without his or her express consent.

TPE may use cookies to personalize or enhance your user experience. Like most websites, we may use cookies to collect anonymous visitor information when you visit our websites. "Cookies" are small files containing a unique identifier that we transfer to your computer through your web browser. We use this information to store contents of your search sessions and reservation requests until you are ready to check out, track user trends, recognize you when you visit us again, and provide you with a better web experience. If you set your browser to reject cookies, certain aspects of our website and services may not work. There is no personal information stored in the Cookie itself, but once you register and sign-in, we will link this information to your personal information on our servers. We may also use web beacons and other similar technologies, to track your use inside and outside of our websites. We may also include web beacons in promotional or other e-mail messages or newsletters to determine whether messages have been opened and acted upon. We use this information to customize our services for you, to deliver targeted advertisements, and

to measure the overall effectiveness of our online advertising, content, programming, or other activities.

From time to time, TPE may use the standard Cookie feature of major browser applications and third party providers as well as employ internally developed cookies and tracking codes that allow TPE to store a small piece of data on a Visitor's computer about the visit to the Website.

TPE reserves the right to share aggregated site statistics with partner companies, but does not allow other companies to place Cookies on our Website unless there is a temporary, overriding customer value.

You have the ability to accept or decline cookies. Most Web browsers automatically accept Cookies, but you can usually modify your browser setting to decline cookies. If you reject Cookies by changing your browser settings then be aware that this may disable some of the functionality on our Website.

### **c. Personal Information**

Visitors to our Website have the ability to register to purchase services. When you register, we will request some personal information such as name, address, email address, telephone number or facsimile number, account number and other relevant information. If you are purchasing a service, through our merchant services provider, we will request financial information. Any financial information collected is used only to bill you for the services you purchase. If you purchase by credit card, this information may be forwarded to your credit card provider. For other types of registrations, we will ask for the relevant information. You may also be asked to disclose personal information to us so that we can provide assistance and information to you. For example, such data may be warranted in order to provide online technical support and troubleshooting.

**YOUR PERSONAL CONTACT INFORMATION WILL NOT BE SHARED WITH OR SOLD TO A THIRD PARTY EXCEPT AS EXPRESSLY PROVIDED HEREIN.**

Examples of situations or events that may trigger the dissemination of your information are:

- To fulfill your requests for services;
- To protect ourselves from liability;
- To respond to legal process or comply with law; or
- In connection with a merger, acquisition, or liquidation of the Company.

### **d. Information Sharing and Disclosure**

We will not rent, sell, or share personal information about you with other people or nonaffiliated companies except to provide TPE products or services that you have requested, when we otherwise have your permission, or under the following circumstances:

We provide the information to our trusted partners who work on behalf of or with the Company. These third parties may also use your personal information to help TPE communicate with you about offers from TPE and our marketing partners. These third parties do not have any independent right to share this information.

#### **4. Use of Web Beacons or GIF files**

The Website pages may contain electronic images known as Web beacons – sometimes also called single-pixel gifs – that allow TPE to count users who have visited those pages and to deliver co-branded services. TPE may include Web beacons in promotional e-mail messages or newsletters in order to determine whether messages have been opened and acted upon.

Some of these Website beacons may be placed by third party service providers to help determine the effectiveness of our advertising campaigns or email communications. These Website beacons may be used by these service providers to place a persistent cookie on your computer. This allows the service provider to recognize your computer each time you visit certain pages or emails and compile anonymous information in relation to those page views, which in turn enables us and our service providers to learn which advertisements and emails bring you to our Website and how you use the Site.

#### **5. Accessing Web Account Information**

We will do our best to provide you with the means to ensure that personally identifiable information in your web account file is correct and current. You may review this information by contacting us by sending an email to our support attendant – [service@theprofitbeacon.com](mailto:service@theprofitbeacon.com).

### **SECURITY**

#### **a. Data Storage**

TPE owns the data storage, databases, and all rights to the TPE application and the profit beacon software; however, we make no claim to the rights of your data. You retain all rights to your data and we will never contact your clients directly, or use your data for our own business advantage or to compete with you or market to your clients.

#### **b. Lost or stolen data**

TPE is committed to using its best efforts to protect the security of your personal information. TPE has security technologies and procedures in place in attempt to prevent the loss, misuse, destruction, and alteration of the information that you provide us or we obtain from you. In the event however that any of your information is compromised due to a situation beyond the control of TPE, the user understands and agrees that TPE shall not be liable to the user or any third party for any damages which may arise from the loss, misuse, distinction or dissemination of such information.

**c. Information Supplied by Your Browser**

TPE also logs IP addresses for systems administration purposes. IP addresses are logged to track a user's session. This information gives TPE an idea of which parts of our Site the users are visiting. We do not link IP addresses to anything that could identify the personal information of the IP address. This means that a user's session may be tracked, but the user will be anonymous.

**d. Third party websites**

The Website may maintain links to other websites. If you choose to visit other websites, we are not responsible for the privacy practices or content of those other websites, and it is your responsibility to review the various privacy policies at those websites to confirm that you understand and agree with their policies.

**e. Use of your information for research purposes**

You understand and agree to allow TPE to anonymously use the information obtained by you and your experiences through TPE to continue our research into successful relationships.

**f. Customized content**

Information provided to TPE (or to third parties with whom it offers combined services) is also used to customize your experience on our Website.

**g. Third-Party advertising**

Advertisements, promotions, and other offers from third-party advertisers may be provided to you while you are visiting the Website. These third-party advertisers are independent from TPE and TPE expressly disclaims any and all liability for any damages you may experience due to use of these third-party advertisers.

We may use third-party advertising companies to communicate advertisements on our behalf. These companies may employ cookies and action tags also known as single pixel gifs or web beacons to measure advertising effectiveness. We do not control the use of those cookies or action tags and expressly disclaim responsibility for information collected through them.

**h. Security**

The security of your personal information is important to us. When you enter sensitive information, such as payment information, we encrypt that information using secure socket layer technology (SSL). The personally identifiable information we collect about you is stored in limited access servers. We maintain safeguards to protect the security of these servers and your personally identifiable information. We retain personally identifiable information only as long as necessary to complete a purchase, thwart fraud, provide customer service, or maintain your account with us.

**i. Access to Your Account Information and Preferences**

You have the right and ability to edit your member account information, including your marketing preferences, at any time. To do so, log into your account's Profile Settings. We reserve the right to send you certain communications relating to the services, such as service announcements and administrative messages, which are considered part of your account membership.

**6. Changes to this Statement**

TPE has the discretion to update this Privacy Statement at any time. When we do, we will use our best efforts to also revise the "updated" date at the top of this Privacy Statement. It is your responsibility to review it frequently. We encourage you to periodically review this privacy statement to stay informed about how we are helping to protect the personal information we collect. YOUR CONTINUED USE OF THE SERVICE CONSTITUTES YOUR AGREEMENT TO THIS PRIVACY STATEMENT AND ANY UPDATES.

**7. Governing Law**

This Privacy Statement shall be governed and construed in accordance with the laws of the State of Texas. The Parties hereby irrevocably submit to the exclusive jurisdiction of any federal or state court located in Dallas County, Texas over any dispute arising out of or relating to this Agreement or any of the transactions contemplated hereby and each party hereby irrevocably agrees that all claims in respect of such dispute or any suit, action proceeding related thereto shall be heard and determined in such courts.

**8. Comments and Questions**

If you have any questions, comments, or concerns about our Privacy Statement, you may contact us by submitting your inquiry to our Customer Service department or by mail at [service@theprofitbeacon.com](mailto:service@theprofitbeacon.com).