

## Lakeside Software Privacy Policy

### GENERAL INFORMATION

Lakeside Software respects the privacy of our customers, business partners and other visitors and users of our websites and services. We recognize the need for appropriate protections and management of your personal information that you provide to us. Lakeside Software has established this Privacy Policy to assist you in understanding what personal information we collect and how that personal information is used. This Privacy Policy applies only to data collected by Lakeside Software SysTrack Community software ("Service").

If you have questions about how other Lakeside Software websites, products or services handle your personal information, please see the Privacy Policy and terms of service relevant to the particular website or service.

### EU-US SAFE HARBOR

Lakeside Software adheres to the EU-US Safe Harbor Privacy Principles, as described in more detail in our General Safe Harbor Privacy Notice. If you are a website visitor from the European Economic Area or Switzerland, your personal information will be processed by Lakeside Software in line with this Privacy Policy and the General Safe Harbor Privacy Notice.

### WHAT INFORMATION DOES SYSTRACK COMMUNITY COLLECT?

SysTrack is a data collection service that allows you to upload to a cloud service information that is helpful to identify the behavior of systems, applications, users, hardware and other IT components in order to more effectively and efficiently service your user community. Lakeside Software may receive personal information, including Account Information (defined below) and Non-personal Customer Data (defined below) (collectively, "Your Information"). Specifically, Your Information includes the following:

#### Account Information

Account Information is any information collected by Lakeside Software when you register for Lakeside's portals or services, contact Lakeside Software sales and marketing or request technical or customer support services. For example, Account Information includes: your name, email address, street address, telephone number, company

name, title, your portal user ID and account password (collectively, "Account Information").

#### Non-Personal Customer Data

Non-personal Customer Data is any and all information collected and processed by our SysTrack software in order to create comparative analytics and to provide you and others with the reports, data and tools that are available in SysTrack Community. SysTrack collects this data on a regular and frequent basis. Non-personal Customer Data includes details about: your IT environment and the configurations and behavior of your applications and systems; your end users and their devices; and your end user's use of systems, servers, applications, web history, URL access, networks and software. Non-personal Customer Data does not contain personally identifying content; that is, the names of users, computer systems, IP addresses and other identifying information is removed before uploading to the cloud service. Usage Data for your access to the SysTrack Community Service Offering may be tagged to your Account Information, Non-Personal Customer Data or other personally identifiable information, including information about individuals or their devices, such as their name, Internet Protocol ("IP") Address, computer name and/or MAC Address.

For example, Non-Personal Customer Data may include:

User Information: information about your end users, excluding names, emails, addresses, titles, and organization information from your Active Directory. User Information may include information about how you group your users.

Configuration Data: data regarding the configuration settings for your IT environment, including information about your hardware, applications, software, networks and web browsers used by you and your end users.

Hardware Profile Information: information about your hardware including details about central processing units, networks, random-access memory (RAM), disks, graphic processing units (GPU), hardware and BIOS, peripherals, end user's devices and firmware.

Network Data: data regarding network configurations and the use of your networks, including information about browser information, WiFi networks, IP Addresses, latency,

gateways, netmasks, proxy configurations and URL usage from your web traffic, history and browser configuration.

**Resource Utilization:** information about your use of resources in your IT environment, including applications and resources consumed by those applications, disk storage and IOPS performance data, network traffic and latency.

**Operating System Information:** data about the Operating Systems used in your IT environment and used by your end users. Data may include information about operating system versions, configuration settings, update settings, drivers loaded, and Active Directory settings.

**Application Data:** information about the applications and web browsers used by your end users, including inventory and names of applications installed, details of application usage, latency, login events, system reboots, data about user productivity trends (for example, when the application is idle, restarted or disconnected).

**Error Information:** data about technical malfunctions in your IT environment (including end user devices and applications). Error Information may include Windows error logs, information about which drivers are loaded, data tracking login times and information about reboots.

### HOW DOES LAKESIDE SOFTWARE USE YOUR INFORMATION?

Lakeside Software will process Your Information to: deliver services to you and others; provide you and others with reports and tools that provide insight, planning and recommendations; compare Your Information with information about other users of the SysTrack Community Service, maintain and improve Lakeside Software products; and provide technical or customer support services.

Additionally, Lakeside Software may use Your Information to: communicate with you; provide you with information about Lakeside Software products and services and products and services of its Marketplace partners; learn more about your business needs; conduct trend analysis; improve Lakeside Software products and services; develop new products and service offerings; contact you for quality assurance purposes; store your preferences and settings; enforce security and authentication requirement; and abide by our contractual, regulatory and legal obligations.

We reserve the right to fully use and disclose any information that is not in personally identifiable form.

### WITH WHOM DOES LAKESIDE SOFTWARE SHARE YOUR INFORMATION?

#### Sharing with Service Providers

Lakeside Software contracts with third party service providers and suppliers (including distributors and resellers) to deliver certain products, services and customer solutions. Lakeside Software may share personal information with its service providers and suppliers to the extent needed to deliver the service or respond to requests for information on products or services or otherwise support the customers' business needs. Third party service providers and suppliers receiving personal information are expected to apply the same level of privacy protection as contained in this Privacy Policy. They are required to keep confidential the personal information received from Lakeside Software and may not use it for any purpose other than as originally intended.

#### Sharing with Partners

In order to receive additional services and information, we may assist you in providing Account Information and Customer Assessment Information to a partner. Lakeside Software may provide the partner with Your Information. Lakeside Software does not control those partners or their privacy practices, which may differ from Lakeside Software policy and this Privacy Policy. The personal data and information you choose to give to unrelated third parties is not covered by this Privacy Policy. We encourage you to review the privacy policy of any company before choosing to provide them with Your Information. Some third party companies may choose to share their personal data with VMware; that sharing is governed by that third party company's privacy policy.

Except as described in this Privacy Policy, Lakeside Software is not in the business of selling or renting your personal information to others. We may also disclose Your Information, including across country borders:

- to our subsidiaries, affiliates, and worldwide offices,
- to comply with the law or in response to a subpoena, court order, law enforcement or government request, or other legal process,
- to produce relevant documents or information in connection with litigation, arbitration, mediation,

adjudication, government or internal investigations, or other legal or administrative proceedings,

- if we determine in our good faith judgment that such disclosure is necessary to provide its services or to protect the rights, interests, safety, or property of its business, employees, suppliers, customers, or others,
- in connection with any proposed or actual sale or other transfer of some or all assets of Lakeside Software, and/or any proposed or actual sale or merger of Lakeside Software or any division of Lakeside Software,
- to enforce the terms of any agreement with Lakeside Software,
- to combat fraud or other criminal activity,
- for any other purpose disclosed by us when you provide the information,
- as otherwise required or permitted by law, and/or
- with your consent.

## COMMUNICATION PREFERENCES

If you would like to opt-in to future marketing communications from Lakeside, please [Click Here](#). If you would like to opt-out of future marketing communications please send an email request to [salesinfo@lakesidesoftware.com](mailto:salesinfo@lakesidesoftware.com); you may also click the unsubscribe link at the bottom of any Lakeside marketing communication to be immediately removed from all future marketing communications.

## TRANSFER OF DATA

In accordance with applicable law, personal and other information covered by this Privacy Policy may be transferred to, and processed and stored in, the United States or any other country in which Lakeside Software or its affiliates, subsidiaries, or service providers maintain or otherwise acquire facilities or computing resources. By submitting Your Information to Lakeside Software, you consent to such transfers and to the worldwide processing of your personal information.

### Sharing with Others

Lakeside Software uses Your Information to provide comparative analytics and other services to others. In such use, Lakeside Software will not provide any

Personally Identifying information about you to such parties. Your Information may be used by Lakeside Software and Others in non-personalized form for any purpose approved by Lakeside Software.

## ACCESS AND CORRECTION

If you would like to request access to or have a correction made to personal information that we may have collected from you (possibly subject to handling fees), please contact [privacy@lakesidesoftware.com](mailto:privacy@lakesidesoftware.com). To protect your privacy and security, we may take steps to verify your identity, such as a password and user ID, before granting access to data.

We will retain your information for as long as your account is active or as needed to provide you services. We will retain your non-personalized information indefinitely. If you wish to cancel your account or request that we no longer use your personally-identifying information to provide you services contact us at [privacy@lakesidesoftware.com](mailto:privacy@lakesidesoftware.com). We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## SECURITY OF PERSONAL INFORMATION

Lakeside Software is committed to taking reasonable efforts to secure the personal data you choose to provide us. To protect the privacy of any personal information you may have provided, Lakeside Software employs industry-standard controls including physical access controls, encryption, Internet firewalls, intrusion detection, and network monitoring as it may deem necessary. In addition, access to confidential information is limited to individuals and agents on a need-to-know basis.

## FORUMS AND BLOGS

Some of Lakeside Software's websites allow our users to publish content via discussion forums, blogs, user-editable documents, and commenting systems. Any information that is disclosed in these forums becomes public information which could be read, collected or used

by other users to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums. You should exercise caution when deciding to disclose your personal information.

Lakeside Software may, from time to time, send an email regarding our products and services to users who have posted to our discussion forums, blogs, user-editable documents, and commenting systems. Each participant's opinion expressed is his or her own and should not be considered as reflecting the opinion of Lakeside Software. Note also that your use of these online communication tools is subject to our Terms of Use, which contain disclaimers, limitations of liability and a choice of Michigan law. Personal information given to Lakeside Software may be transferred across state and country borders for reasons that include data consolidation, storage and simplified information management.

## COOKIES, LOGGING AND SPOTLIGHT TAGS

Lakeside Software uses cookies on some of its web sites. Cookies are small amounts of data sent to your browser from a web server and stored on your computer's hard drive. Cookies can help a website recognize repeat users, and allow a website to track web usage behavior. Cookies work by assigning a number to the user that has no meaning outside of the assigning website. If a cookie is placed, thereafter when you visit a web site, a message is sent back to the web server by the browser accessing the web site. You can set your browser to notify you when you are sent a cookie, and you may also elect not to accept cookies by changing the designated settings on your web browser. However, not utilizing cookies may prevent you from using certain functions and features of web sites.

Lakeside Software uses some cookies that are strictly necessary for the delivery of services on our website. Cookies that are strictly necessary allow us to improve the safety and security of our website, authenticate account users, allow you to access your private accounts on our site, allow you to sign into many portals with the use of only one login, balance the traffic on our site, and remember information that you have submitted on forms when you request services on our site. Cookies that are strictly necessary do not gather any information about you that could be used for marketing or remembering where you've been on the internet.

Lakeside Software also uses cookies to improve our service to you and personalize your web-browsing

experience, such as by gaining a better understanding of your interests and requirements regarding our website. Cookies that Lakeside Software uses to improve your website experience may remember your language and site preferences, invite you to participate in surveys and evaluations, show you when you are logged into our system and allow you to remain logged-in for a period of time, provide you with support services including our live chat service, remember your login information, and prepopulate forms that you have already completed.

Lakeside Software also uses 'performance' cookies that collect information about how you use our website, including which pages you visit, and if you experience any errors. These cookies don't collect any information that could identify you and use anonymous information to provide statistics on how our website is used, help us improve our website by measuring any errors, test different designs on our site, and help us measure the traffic on our site so that we can optimize our content accordingly. Lakeside Software's performance cookies are only used to help us improve how our website works, understand what interests our users and measure how effective our advertising is.

Some Lakeside Software pages use cookies that permit select third party partners, including Google, Adobe and Demandbase, to serve you Lakeside Software-related content, including Lakeside Software advertisements, on their sites or elsewhere on the Internet. This is based on your prior visits to our site. Additionally, third parties may use cookies to allow you to link to social networking sites like Facebook and LinkedIn and may analyze your activity and your purchase selections in our online store. As noted above, you can set your browser to notify you when you receive a cookie, giving you the chance to decide whether to accept it. You can control whether or not these cookies are used, but preventing them may stop us from offering you some services. Alternatively you may use the third parties' own tools to prevent these cookies. You may also opt out of Google's use of cookies by visiting <http://www.google.com/privacy/ads/>, and you may opt out of Adobe's use of cookies and web beacons by visiting <http://www.adobe.com/privacy/opt-out.html>

As is true of most websites, Lakeside Software collects and/or logs Internet Protocol addresses, user geolocation information, Internet domain names, the web browser and operating system used to access the Lakeside Software web site, the website visitor's location, the files visited, the time spent in each file, and the time and date

of each visit. Lakeside Software collects these through the use of log files and web beacons.

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## LINKS TO NON-LAKESIDE SOFTWARE WEBSITES AND THIRD PARTIES

Lakeside Software may provide links to third-party web sites for your convenience and information. If you access those links, you will leave the Lakeside Software website. Lakeside Software does not control those sites or their privacy practices, which may differ from Lakeside Software policy. We do not endorse or make any representations about third party web sites. The personal data you choose to give to unrelated third parties is not covered by the Lakeside Software Privacy Policy. We encourage you to review the privacy policy of any company before submitting your personal information. Some third party companies may choose to share their personal data with Lakeside Software; that sharing is governed by that third party company's privacy policy.

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## CONTACT INFORMATION

If you have any questions regarding this Privacy Policy or believe that the privacy of your personal information has not been respected, you may submit a complaint in writing to the attention of Lakeside Software's General Counsel, 40950 Woodward Ave, Ste 200, Bloomfield Hills, Michigan, 48304, USA or email: [privacy@LakesideSoftware.com](mailto:privacy@LakesideSoftware.com). If you have a comment or concern that cannot be resolved with Lakeside Software directly, you may contact the competent local data protection authority.

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## CHANGES TO THIS STATEMENT

Lakeside Software will review and update this Statement periodically and will note the date of its most recent revision above. If we make material changes to this Statement, we will notify you either by prominently posting a notice of such changes prior to implementing the changes or by directly sending you a notification. We encourage you to review this Privacy Policy frequently to be informed of how Lakeside Software is protecting your information.

## CHILDREN UNDER THE AGE OF 13

The Service is not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on our websites or applications. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this website or application, or on or through any of its features/register on the website or application, make any purchases through the website or application, use any of the interactive or public comment features of this website or application, or provide any information about yourself to us, including your name, address, telephone number, e-mail address or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information.