

## **Merify Privacy Policy**

EFFECTIVE DATE: **11/12/21**

In this Privacy Policy ("Policy"), we describe how Merify Inc. ("Merify") collects, uses, and discloses information that we obtain about visitors to our website [Merify](#) and App (the "Site" and "App") and the services available through our Site and App (collectively, the "Services").

By visiting Merify, or using any of our Services, you agree that your personal information will be handled as described in this Policy. Your use of our Site or Services, and any dispute over privacy, is subject to this Policy and our [Terms of Use](#) including its applicable limitations on damages and the resolution of disputes. The Merify Terms of Use are incorporated by reference into this Policy.

### **The Information We Collect About You:**

We collect information about you directly from you, from others and automatically through your use of our Site or App.

***Information We Collect Directly From You.*** The information we collect from you depends on how you use Merify.

- If you contact us through the Merify Website or App, we will collect your name, contact information, and your communications with us.
- When you sign up for a Merify profile, we will collect various data points around personal information including but not limited to: Name, Contact Information, Demographic information & other fields that may change over time.
- When you build out your profile we will ask for a list of your hard and soft skills.
- When you add raters into the system, we will collect their email addresses via your inputs.

***Information We Collect Directly From Others About You.*** The information we collect from others about you will inform your skill ratings.

### **Information We Collect Directly From Others About You.**

- When you add raters into the system, we will request information from them on your performance in that skill based on their experience working with you.

- You will always be in charge of what information shows up on your profile so if you do not wish to display a skill score, you can hide that data from your public profile.
- We may receive personal data (e.g., your job title and work email address) about you when you use the services of our customers and partners, such as employers or prospective employers and applicant tracking systems providing us job application data.

***Information We Collect Automatically.*** We automatically collect information about your use of Merify through cookies, web beacons, and other technologies. To the extent permitted by applicable law, we may combine this information with other information we collect about you, including your personal information. Please see the section “Cookies and Other Tracking Mechanisms” below for more information.

**Information Automatically Collected from Site:**

- domain name
- your browser type and device operating system
- web pages you view on the Site; links you click on the Site; your device’s IP address
- the length of time you visit our Site and or use our Services; and
- the referring URL, or the webpage that led you to our Site.

**How We Use Your Information**

We use your information, including your personal information, for the following purposes:

*Service Provisioning/Transactional Purposes:*

- To provide our Website, App and Services to you.
- To communicate with you about your use of Merify.
- To respond to your inquiries, and for other customer service purposes.
- To tailor the content and information that we may send or display to you, to provide personalized help and instructions, and to otherwise personalize your experiences while using Merify.
- To match you with open positions that you may be interested in.

- To prompt you to add recommend skills, invite more raters, alert you to learning opportunities and other areas for career growth.
- Your profile can be found by those looking to hire.
- You can signal that you are interested in changing jobs and share information with recruiters.
- We will use your data to recommend jobs to you and you to recruiters.
- Keeping your profile accurate and up-to-date may help you better connect to others and to opportunities.

*Marketing Communications:* In accordance with applicable laws, we may use your information:

- To send you marketing communications about our Merify and our services.
- To send you news, newsletters, and event information.
- To send you marketing communications about services that we jointly sponsor or offer with other entities that we think may be of interest to you.

*Advertising:*

- To assist us in determining relevant advertising content and media and to create lookalike and custom audiences for our advertising campaigns.
- To evaluate the success of our advertising campaigns (including our online targeted advertising and offline promotional campaigns).
- See also the Ad Networks section discussed below.

*Site and Services Improvement/Research:*

- To better understand how users access and use Merify, both on an aggregated and individualized basis. For example, we will evaluate which features of Merify are more (or least) used by users, and we will use this information to update or add new features to Merify. We may also use feedback provided by users to update our Services or develop new offerings.
- To administer surveys and questionnaires, such as for market research or user satisfaction purposes.
- To create aggregated, anonymized, pseudonymized or de-identified data sets. We may use such data sets for research, product improvement and development, marketing, advertising, trend analysis and other purposes.

### *Legal Purposes:*

- To comply with legal obligations and act in accordance with legal authorizations, as part of our general business operations, and for other business administration purposes, including to comply with our legal and regulatory requirements, authenticating your identity, maintaining our records, to monitor your compliance with your agreements with us, to collect debts owed to us, to safeguard our business interests, and to manage or transfer our assets or liabilities, for example in the case of an acquisition, disposition or merger, as described below.
- Where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person or property, or violations of this Policy, your customer agreement, and any applicable terms of use.
- For other purposes we may inform you about from time to time. Where required by applicable laws and regulations, we will obtain your consent if we wish to use your personal information for purposes requiring such consent.

### **How We Share Your Information**

We may share your information, including personal information, as follows:

- ***Service Providers.*** We disclose the information we collect from you to service providers, contractors or agents who perform functions on our behalf. These service providers include our hosting provider for the Site and our payment processors.
- ***Affiliates.*** We may disclose your information to our affiliate and subsidiary organizations for the purposes described in this Policy.
- ***Jointly Promoted Events.*** We may jointly offer, sponsor, or promote events with other organizations. If you register to attend a jointly promoted event or fundraiser, we will share your registration information with the other event organizers.
- ***Public Profile Scoring.*** Some user information (not including email addresses and some location information) will be publicly visible to anyone visiting that

user's Merify profile. This will include scores determined by the system for skills selected by the user. A user can pick which scores are publicly visible and amend that at any time.

We also disclose information in the following circumstances:

- **Business Transfers.** *If (i) we are or may be acquired by, merged with, or invested in by another organization, or (ii) if any of our assets are or may be transferred to another organization, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may transfer the information we have collected from you to the other organization. As part of the business transfer process, we may share certain of your personal information with lenders, auditors, and third party advisors, including attorneys and consultants.*
- **In Response to Legal Process.** We disclose your information to comply with the law, a judicial proceeding, court order, law enforcement request, or other legal process, such as in response to a court order or a subpoena.
- **To Protect Us and Others.** *We disclose your information when we believe it is appropriate to do so to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of our Terms of Use or this Policy, or as evidence in litigation in which we are involved.*
- **Aggregate and De-Identified Information.** We may share aggregate, anonymized, or de-identified information about users with third parties for marketing, advertising, research or similar purposes.

## **Our Use of Cookies and Other Tracking Mechanisms**

Merify and our service providers use cookies and other tracking mechanisms to track information about your use of Merify. We may combine this information with other personal information we collect from you (and our service providers may do so on our behalf).

**Cookies.** Cookies are alphanumeric identifiers that we transfer to your device's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate Merify, while others are used to enable a faster log-in process or to allow us to track your activities at our Site and Service. There are two types of cookies: session and persistent cookies.

- **Session Cookies.** Session cookies exist only during an online session. They disappear from your device when you close your browser or turn off your device. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the Site and Services. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site, App and Services.
- **Persistent Cookies.** Persistent cookies remain on your device after you have closed your browser or turned off your device. We use persistent cookies to track aggregate and statistical information about user activity.

**Disabling Cookies.** Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to Merify who disable cookies will be able to browse certain areas of Merify, but some features may not function.

**Analytics.** We use automated devices and applications, such as Google Analytics to evaluate usage of our Site. We also may use other analytic means to evaluate Merify. We use these tools to help us improve Merify's performance and user experiences. These entities may use cookies and other tracking technologies, such as web beacons or local storage objects (LSOs), to perform their services. To learn more about Google's privacy practices, please review the Google Privacy Policy at [Privacy Policy – Privacy & Terms – Google](#) . You can also download the Google Analytics Opt-out Browser Add-on to prevent your data from being used by Google Analytics at [Google Analytics Opt-out Browser Add-on Download Page](#) .

**Do-Not-Track** Currently, our systems do not recognize browser "do-not-track" requests. You may, however, disable certain tracking as discussed in this section (e.g., by disabling cookies); you also may opt-out of targeted advertising by following the instructions in the Ad Network section.

## **Ad Networks**

We use network advertisers to serve advertisements on unaffiliated websites and other media (e.g., social networking platforms). This enables us and these network advertisers to target advertisements to you for products and services in which you might be interested. Ad network providers, advertisers, sponsors and/or traffic measurement

services may use cookies, JavaScript, web beacons (including clear GIFs), Flash LSOs and other tracking technologies to measure the effectiveness of their ads and to personalize advertising content to you. These cookies and other technologies are governed by each entity's specific privacy policy, not this one. We may provide these parties with information, including personal information about you, to as part of our advertising efforts.

Users may opt out of many ad networks. For example, you may go to the Digital Advertising Alliance ("DAA") [Consumer Choice Page](#) for information about opting out of interest-based advertising and their choices regarding having information used by [DAA companies](#). You may also go to the Network Advertising Initiative ("NAI") [Consumer OptOut Page](#) for information about opting out of interest-based advertising and their choices regarding having information used by [NAI members](#).

Opting out from one or more companies listed on the DAA [Consumer Choice Page](#) or the NAI [Consumer Opt-Out Page](#) will opt you out from those companies' delivery of interest-based content or ads to you, but it does not mean you will no longer receive any advertising through Merify, or on other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing (i.e., contextually based ads). Also, if your browsers are configured to reject cookies when you opt out on the DAA or NAI websites, your opt out may not be effective. Additional information is available on the DAA's website at [YourAdChoices.com](#) or the NAI's website via this [link](#) .

## **Links**

Merify may contain links to non-affiliated websites. Any access to and use of such linked websites is not governed by this Policy, but instead is governed by the privacy policies of those websites. We are not responsible for the information practices of such websites.

## **Security of My Personal Information**

We have implemented reasonable precautions to protect the information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee security.

You should take steps to protect against unauthorized access to your password, phone, and computer by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows or can easily guess, and keeping

your log-in and password private. We are not responsible for any lost, stolen, or compromised passwords or for any activity on your account via unauthorized password activity.

### **What Choices Do I Have Regarding Promotional Emails?**

We may send periodic promotional emails to you. You may opt-out of promotional emails by following the opt-out instructions contained in the email. Please note that it may take up to 10 business days for us to process opt-out requests. If you opt-out of receiving promotional emails, we may still send you emails about your transactions or any services you have requested or received from us.

### **Children Under 13**

Our Site and Services are not designed for children under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems.

### **Contact Us**

If you have questions about the privacy aspects of our Site Services or would like to make a complaint, please contact us at: [support@merifyme.com](mailto:support@merifyme.com).

### **Changes to this Policy**

This Policy is current as of the Effective Date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any changes to this Policy on Merify channels. If we make any changes to this Policy that materially affect our practices with regard to the personal information we have previously collected from you, we will endeavor to provide you with notice in advance of such change by highlighting the changes.