

Realeflow Privacy Policy – May 20, 2014

Realeflow, LLC (“Realeflow”) has created this Privacy Policy to demonstrate our commitment to privacy and security. This Privacy Policy describes our policies and procedures regarding the collection, use and disclosure of personally identifiable information received from our users through our Products and this website (collectively, the “Products” or the “Website”). By using or accessing the Products or the Website, you are accepting the terms of this Privacy Policy and are consenting to our processing of your information as set forth in this Privacy Policy now and as amended by us.

This Privacy Policy may be updated from time to time for any reason and at our sole discretion. We will notify you of any changes to our Privacy Policy by posting the new Privacy Policy on our Website. You are advised to consult this Privacy Policy regularly for any changes.

This Privacy Policy only applies to the Website and Products operated by Realeflow. This Privacy Policy does not apply to companies that Realeflow does not own or control, or to individuals that Realeflow does not employ or manage. The Products and the Website may contain links to other sites. Realeflow is not responsible for the privacy policies and/or practices on other sites. You should review the privacy policy as stated on that site.

Personal Information Collected: We collect personally identifiable information (“PII”) from you when you voluntarily choose to utilize our Products and/or Website. Examples of PII we collect include first name, last name, address, email address, telephone number, billing and credit card information, the physical location of various web enabled devices, Product usage, Website usage, and information regarding your subscription where applicable.

Use of Personal Information: Realeflow utilizes PII primarily to provide a customized end user experience and to improve upon our Products and Website.

Use of Cookies: Realeflow utilizes a browser feature known as a cookie, which assigns a unique identifier to your computer. Realeflow may use cookies to collect, store and sometimes track information for statistical purposes to improve the Products and Website we provide.

Passively Collected Information: When you interact with us through the Products and/or the Website, we receive and store certain additional non-personally-identifiable information. For example, we automatically receive and record information on our server logs from your browser and/or mobile device including your device ID, IP address, browser type and language, referring/exit pages, URLs visited, clicks, landing pages, cookie information, pages requested and viewed, amount of time spent on pages, mobile device location, and the date and time. We only use this data in aggregate form, and not in a manner that would identify you personally. As part of the use of this information, we may provide aggregate information to our partners on how our users, collectively, use the Website and/or Product. Again, Realeflow never discloses aggregate information to a partner in a manner that would identify you personally.

Sharing Information: We may share your PII with the following:

- Realeflow Partners, Joint Ventures, and Resellers

These companies may have access to your PII to the extent necessary to perform their functions, but we do not allow them to share or use any of your PII for any other purpose. Sharing information with these companies enables us to provide you with information about a variety of products and services that might interest you. These companies will give you the opportunity to choose not to receive email messages in the future.

We may also share your PII under these situations:

- In response to a subpoena, a court order, or a request for cooperation from a law enforcement or other government agency
- To establish or exercise our legal rights
- To defend against legal claims
- To enforce our End User License Agreement
- To protect the rights, property, or safety of Realeflow, its employees and its users
- To investigate, prevent, or take action regarding illegal activity, suspected fraud or other wrongdoing
- In connection with a corporate transaction, such as the sale of Realeflow, a merger, consolidation, asset sale or the unlikely event of bankruptcy

Children: The Website and Products are not intended for children under 13. We do not knowingly collect information from children under the age of 13. By utilizing the Website and Products, you are representing that you are at least 18, or that you have your parents' or guardians' permission to use the Website and Product.

Information Security and Retention: Realeflow utilizes reasonable physical, electronic, and administrative safeguards to protect PII from loss, misuse and unauthorized access, disclosure, alteration and destruction. While Realeflow will make every effort to ensure the integrity and security of our network and systems, we cannot guarantee our security measures will prevent third-party "hackers" from illegally obtaining this information. We will keep your PII for only as long as we need it for the purposes for which we collect it, or as permitted by law.

Where to Direct Questions Regarding this Privacy Policy: If you have any questions regarding this Privacy Policy or the practices described herein, you may contact us at support@realeflow.com.