

Lynk Me Inc. Privacy Notice

Last modified: July 17, 2024

1. Introduction

Lynk Me Inc. ("**Company**" or "**We**") respect your privacy and are committed to protecting it through our compliance with this notice. This notice describes:

- The types of information we may collect or that you may provide when you visit our website <https://lynk-me.com> (the "**Website**") or use our data management and analytics services (collectively, the "**Services**" and, together with the Website, the "**Platform**") in connection with our role as a data management and analytics platform.
- Our practices for collecting, using, maintaining, protecting, and disclosing that information.

This notice applies to all electronic data or information submitted to and stored in the Services ("**Customer Data**").

This notice DOES NOT apply to information that:

- We collect offline or through any third-party applications or websites, including websites you may access through this Platform.
- You provide to, or is collected by, any third party (see [Third-Party Information Collection](#)).

Third parties have their own privacy policies, which we encourage you to read before providing information on or through them.

Please read this notice carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not access, register with, or use this Platform. By accessing, registering with, or using the Platform, you acknowledge notice of the provisions in this privacy notice. This notice may change from time to time (see [Changes to Our Privacy Notice](#)). Your continued use of the Platform after we revise this notice means you accept those changes, so please check this notice periodically for updates.

2. Children Under the Age of 16

The Platform is not intended for children under 16 years of age, and we do not knowingly collect personal information from children under 16. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us at [\[privacy@lynk-me.com\]](mailto:privacy@lynk-me.com).

3. Information We Collect and How We Collect It

We collect information from and about users of our Platform:

- Directly from you when you provide it to us.
- Automatically when you use the Platform.

Information You Provide to Us

When you access, register with, or use the Platform, we may ask you provide information:

- By which you or your company may be identified, which may include but is not limited to you or your company's name, postal address, street address, email address, telephone number, or any other identifier by which you may be contacted online or offline ("**Personal Information**").
- That is about you, your company, or your clients but individually may not specifically identify you, such as your physical characteristics, geolocation, national origin, current employer, employment history, bank account numbers and other financial information, you or your company's commercial information such as operational, financial or marketing data, purchasing or consuming history, and audio, electronic, visual, or other similar information such as voice recordings, including inferences drawn from any other information identified above to create a profile about you, or any other similar information you may have the option to provide to fully take advantage of the Platform.

This information may include but is not limited to:

- Information that you provide by filling in forms or applications on the Platform. This includes information provided at the time of registering to use the Platform, posting material, and requesting further services. We may also ask you for information when you report a problem with the Platform.
- Records and copies of your correspondence (including email addresses and phone numbers) if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions or activities you carry out through the Platform.
- Information that you provide by applying for a job, internship, or fellowship with us.

We may provide reports, summaries and other information obtained through your use of the Platform for distribution either directly to you or to our institutional customers who directed you to use our Platform (collectively, "**User Content**"). We only share your User Content with our customers pursuant to written instructions they provide to us, but we cannot control the actions of our institutional customers or third parties with whom you may choose to share your User Content. Therefore, we cannot and do not guarantee that your User Content will not be viewed by unauthorized persons.

Automatic Information Collection and Tracking

When you access and use the Platform, it may use technology to automatically collect:

- **Usage Details.** When you access and use the Platform, we may automatically collect certain details of your access to and use of the Platform, including traffic data, location data, logs, search terms, and other communication data and the resources that you access and use on or through the Platform, including the dates, times, duration, and frequency of your interactions with the Platform, and whether you clicked on any links or opened any messages through the Platform.
- **Device Information.** We may collect information about your computer, mobile device, and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Stored Information and Files.** The Platform may also access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.
- **Location Information.** The Platform may collect real-time information about the location of your device.

If you do not want us to collect this information, do not access the Platform from your device. You may also opt out at any time by emailing us or adjusting your account settings. For more information, see [Your Choices About Our Collection, Use, and Disclosure of Your Information](#). Note, however, that opting out of the collection of location information will disable location-based features.

We also may use these technologies to collect information about your activities over time and across third-party websites, apps, or other online services (behavioral tracking).

Information Collection and Tracking Technologies

The technologies we use for automatic information collection may include:

- **Cookies (or mobile cookies).** A cookie is a small file placed on your computer or smartphone. It may be possible to refuse to accept cookies by activating the appropriate setting on your device or in your web browser. However, if you select this setting you may be unable to access certain parts of our Platform.
- **Web Beacons.** The Platform and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related app statistics (for example, recording the popularity of certain content and verifying system and server integrity).

Third-Party Information Collection

When you use the Platform, or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include:

- Advertisers, ad networks, and ad servers.
- Analytics companies.
- Your device manufacturer.
- Your mobile service provider.
- Your internet service provider.

These third parties may use tracking technologies to collect information about you when you use the Platform. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see [Your Choices About Our Collection, Use, and Disclosure of Your Information](#).

4. [How We Use Your Information](#)

We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with the Platform, and any other information, products, or services that you request from us.
- Give you notices about your account/subscription, including expiration and renewal notices.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including our End User License Agreement.
- Notify you when updates to the Platform are available, and of changes to any products or services we offer or provide through it.

The usage information we collect helps us to improve our Platform and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Platform or .
- Recognize you when you use the Platform.
- To present the Platform to you.
- Provide you with information, products, or services that you request.
- Allow you to participate in interactive features of the Platform.

Depending on how you use the Platform and your device settings, type, and connectivity, we may collect location-based information including your IP address, GPS location, city, county, zip code and region, and your device's proximity to "beacons", Bluetooth networks, and/or other proximity systems. You will have the ability to opt-in or out of our collection of location information by selecting the location and Bluetooth settings in your device, but this may affect your ability to use certain location-dependent Services.

5. [Disclosure of Your Information](#)

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

In addition, we may disclose personal information that we collect or you provide:

- To our subsidiaries and affiliates.

- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company about our Platform users is among the assets transferred.
- To fulfill the purpose for which you provide it. For example, if you are using the Platform to process your information, you may upload and store information in the Platform for your further use.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the End User License Agreement.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.

6. Your Choices About Our Collection, Use, and Disclosure of Your Information

We strive to provide you with choices regarding the information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of your information.

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the Platform may become inaccessible or not function properly.
- **Location Information.** You can choose whether or not to allow the Platform to collect and use real-time information about your device's location through the device's settings. If you block the use of location information, some parts of the Platform may become inaccessible or not function properly.

We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.

7. Accessing and Correcting Your Personal Information

You can review and change your personal information by logging into the Platform and visiting your account profile page.

You may also send us an email at privacy@lynk-me.com to request access to, correct, or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Content from the Platform, copies of your User Content may remain viewable in cached and archived pages. Proper access and use of information provided on the Platform, including User Content, is governed by our End User License Agreement.

8. Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on our secure servers behind firewalls. Any payment transactions will be encrypted using SSL technology. We are not responsible for the accuracy of any data you provide, nor are we responsible for the data security practices or policies of any authorized third party entities with whom we share Customer Data to provide the Services.

The safety and security of your information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Platform, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the Platform like message boards. The information you share in public areas may be viewed by any user of the Platform.

Unfortunately, the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted through our Platform or any authorized third party entities with whom we share Customer Data to provide the Services. Any transmission of Customer Data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide.

9. Changes to Our Privacy Notice

We may update our privacy notice from time to time. If we make material changes to how we treat our users' information, we will post the new privacy notice on this page with a notice that the privacy notice has been updated and/or an alert on the homepage of our Platform the first time you use the Platform after we make the change.

The date the privacy notice was last revised is identified at the top of the page. You are responsible for ensuring you periodically visit this privacy notice to check for any changes.

10. Contact Information

To ask questions or comment about this privacy notice and our privacy practices, contact us at:

privacy@lynk-me.com