

## DAYMARK PRIVACY POLICY

Daymark Solutions, Inc. ("Daymark", "we," "our," or "us") is committed to protecting the personal and/or private information of those that visit our website and/or purchase our services. This Privacy Policy (the "Policy") explains how Daymark collects and uses information, including the personal information that you provide to us. This information may be collected while visiting our website or, if you are a client of ours, (meaning you have a signed agreement with us to provide our services) ("Services") while obtaining those Services and/or via a client web portal set up for you as our client.

You should read this Policy before you submit any personal information to us. By browsing our website and/or by using our Services you consent to the collection and use of your personal information as outlined in this Policy. If you do not agree with the content of this Policy, you should refrain from using our website and Services.

### Personally Identifiable Information

We collect personally identifiable information ("PII") when you provide it to us voluntarily. We collect PII if and when you provide it to us, such as through our website contact functionality, or when you attend an event or training with us. In addition, as part of our Services we also maintain individual client portals for submitting support requests, to view invoices and account details and/or for purchasing additional services, among other options that may be available to you. If you use our Services and a client portal, then we may collect PII you provide to register with the portal and/or during interactions through the portal.

The PII we collect from clients, and which you give to us voluntarily may include your name, email address, your phone number, and occupation. If you do not want to disclose this information to us you may not be able to communicate with us via your client portal or otherwise access our Services.

We use the PII you provide for the following reasons: a) to contact you about your account or Services; and b) for internal business and marketing purposes. Daymark may also transfer your personally identifiable information to third party providers of your Services if indeed your Services include services that are sourced from said third parties. In the event we do share your information with third party providers, we share it pursuant to the privacy policies of those third parties. Your Agreements with us will identify any third party providers that assisting you're us with respect to your account. In the event of such transfer of your PII to third parties, the privacy policies of those third parties may apply to your PII. Beyond this disclosure, and except in the event of a transfer of our business (see below) Daymark does not sell, transfer or authorize third parties to use the PII you provide to us.

### Change of Ownership

Daymark reserves the right to transfer client information, including PII in the event of the sale or transfer of all all, or substantially all, of the assets of our business. In the event of such a transfer, Daymark or the new owner will use commercially reasonable efforts to notify you and provide you the opportunity to remove your personally identifiable information from the transferee's system.

### Other Information Collected Automatically

When you visit our website or a client portal, we may automatically collect and analyze certain non-PII about your computer. This information includes but may not be limited to the IP address used to connect your computer to the Internet, information about your browser type and language, the date and time you are accessing our site or your portal, the content of any undeleted cookies that your browser previously accepted from us, and the referring website address.

### Cookies

Daymark may use cookies to deliver a better and more personalized service. This cookie is set when you register. This cookie allows the user to easily retrieve saved information and to access personalized information. You can remove this cookie at any time using your own browser tools.

### Other Technologies

We may use standard Internet technologies, such as web beacons (also called clear GIFs or pixel tags) and other similar technologies, to deliver or communicate with cookies and track your use of our website and client portals. We also may include web beacons in e-mail messages or newsletters to determine whether messages have been opened and acted upon. The information we obtain in this manner enables us to customize the services we offer and measure the overall effectiveness of our online content, advertising campaigns, and the products and services we offer through the websites.

### **Links to Other Sites**

To provide increased value to users of our website and our client portals we may provide links to other websites or resources that are not part of our Services. Daymark does not exercise control over the websites available through these links. These websites operate under separate privacy policies and practices. We encourage our users to be aware when they leave our website and client portals to read the privacy statements of these third party sites.

### **Changing Your Privacy Options/Update Your Registration Information**

If you are a client obtaining Services and you have provided PII to us, you can correct or change the information collected during registration at any time by contacting your account administrator or by changing your preferences after you log in.

### **Security**

Daymark and its service providers have implemented commercially reasonable technical and administrative security measures to help protect against unauthorized access to, and unauthorized alteration, disclosure, or destruction of, PII. Unfortunately, no data transmission over the Internet can be guaranteed to be entirely secure, and Daymark assumes no liability for any damage suffered by you caused by the interception, alteration, or misuse of information during transmission.

Please note that the effective security with respect to our website and client portals depends, in part, on our clients ensuring that all log in details are kept confidential and secure and that users do not share those details with third parties.

### **User Obligations**

In addition to any obligations on users set out in any other agreement you may have with us, all users of our website, Services, and client portals agree to the terms of this Policy and further represent that they will not use our website, Services, or client portals for any illegal purpose. Without limiting the foregoing, users expressly agree not to impersonate any other person or entity, nor to use our website, Services, or client portal(s) in any way that misrepresents user identity or for any other fraudulent or illicit purpose.

### **Changes to the Daymark Privacy Policy**

This Policy may change from time to time, and we will post any Policy changes on our homepage. If we feel it appropriate, we will provide a more prominent notice at our discretion. Your continued use of our website, Services, and/or client portals will signal your acceptance of such changes

### **Questions?**

If you have any questions on our Privacy Policy, you can contact us at [info@daymarksi.com](mailto:info@daymarksi.com) .