



## PRIVACY POLICY

This Privacy Policy is meant to help you understand the information Ranch Systems, Inc. (“we”, “us”, or “our”) collects, why we collect it, and how you can update, manage, export, and delete your information.

### Information We Collect

You have the choice to provide us with certain information at the time you create your user profile, when you use the Ranch Cloud Data and User Portal, (“Services”), or during the course of general business communication such as email, quotes, billing, etc.,. We may also collect automatically-generated and technical information. Information we have (“Collected Information”) may include:

- A. **Profile Information.** You may provide us with profile information such as your e-mail address, username, a profile image, and password when you create an account or when you edit your account information. If we provide and you choose to use federated authentication from a third party service provider, such as Facebook, Google, etc., in addition to any details that we need to run the federated authentication service, we may collect information from that service provider that you would have otherwise provided to us as part of signing up for our Services, that the service provider provides as a standard part of its federated authentication process, or that you authorize that service provider to provide to us.
- B. **Information from External Services.** If you choose to connect your account to an account of an external service, such as a social networking site or cloud storage service, we may collect certain information from those accounts. We will not collect any information other than the types of information you authorize such services to provide to us. You may provide such authorization during the connection process, or it may be implicit in the service authorization itself. For example, if you choose to connect your Ranch Systems account to a social networking account, we may collect your public profile information or your list of friends if you agree to the collection of this information during the connection process
- C. **Information on our Services.** We may store information about our Services when you install a device, connect to a Ranch Systems Server that you or another person has configured, or use our products. This information may include an IP address and port number(s), the name of a server, and information used to secure access to our Services. We store this information for security and auditing purposes, including to enable you to access our Services at a later time or from a remote location.
- D. **Information about Interfacing Software.** We may store copies of any software that you obtain or provide and that access or call any software provided by Ranch Systems as part of the Services including, but not limited to, plug-ins for the Services, channel plug-ins, metadata agents, and client applications that communicate directly or indirectly with the Services (“Interfacing Software”).
- E. **Debugging and Other Information Voluntarily Provided.** You may send us logs, metadata, or other information about your devices, media, and experiences for the purpose of resolving an issue you may have with the equipment, software, or suggesting desired features. Such information will only be used to help resolve your issue and / or improve our Services, and using our Services and provision of such information, you agree to such use by us.
- F. **Interaction Information.** We may collect information about your interactions with the Services to provide you with a better user experience as further described below. For example, we may maintain an anonymous list of input selections made during use of the Services.
- G. **Device Information.** Like many networked services, we may collect information about the devices that are used to access our Services, such as the IP address of the device, the operating system and version of the device, the browser that you use to access a web page, and the versions of the Ranch Systems technologies being used. We may also collect location information about the devices that access our Services.
- H. **Application Information.** When a request for information or content is sent to a Ranch Systems Server, we may collect an application identifier that identifies which application or client sent the request. An application identifier

uniquely identifies a particular copy of an application or client. For example, if you download an application from us, fully uninstall the copy of the application, and then re-download the application from us, the new copy of the application will be associated with a different application identifier than the uninstalled copy of the application. Note that simply deleting the app without fully uninstalling may not reset the application identifier.

- I. **Cookies and Other Tracking Technology.** Like many online services, Ranch Systems uses cookies, tracking pixels, and similar technologies to collect information that helps us provide our Services to you. We also use these technologies to help market our products and services to you and other customers.

### **Use and Sharing of Your Information**

- A. We use the Collected Information to provide you with the Services, improve the Services, enhance your user experience, and communicate with you. For example, we may use information about your interactions with the Services to track the state of devices. We may use this information to debug, repair or reconfigure devices, or to assist you to do so.
- B. We may use your profile information to contact you about your account or about new functionality and certain Ranch Systems news and information. You may opt-out of certain types of communications by editing your account settings.
- C. If you choose to connect your account to an account of a third party to have us and /or that third party provide a particular feature or service, we will provide that external service with the information needed to have us and / or that third party perform the requested feature or service. For example, if you connect your account to a social networking site and give us permission to publish posts on your behalf, we will do so. Additionally, unless you request or allow us to publish other information, the content of the published posts will be limited to describing your interactions with the Services.
- D. We will not share Collected Information with any third parties, except as expressly stated in this Privacy Policy, including that we will share Collected Information in the following limited situations:
  - i. With affiliates and third parties that assist us in providing you with our Services, such as payment processors, business and analytics providers, content providers, and cloud service providers, but we will require our affiliates and third parties to only use or disclose your information for the purposes of providing the services requested of them and in accordance with this Privacy Policy.
  - ii. If we believe that the disclosure is reasonably necessary to (a) satisfy an applicable law, regulation, legal process, or enforceable governmental request; (b) detect, prevent, or otherwise address illegal or suspected illegal activities; or (c) protect or defend the safety, rights, or property of Ranch Systems, the public, or any person.
  - iii. In connection with a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction or other proceeding involving Ranch Systems that includes or requires the transfer of the information.
  - iv. If your information is a part of a set of non-private, aggregated, anonymized, or otherwise non-personal information, such as anonymized and / or aggregated usage statistics and viewing trends.

### **Protection of Your Information**

- A. In order to help keep your media secure, we use LetsEncrypt technology to provide publicly trusted SSL certificates for end-to-end encrypted connections among all of our servers, Services, and client applications.
- B. We have put in place commercially reasonable physical, electronic and organizational procedures to safeguard and secure the information we collect. For example, password information is stored on our servers and is protected by the use of encryption technologies.
- C. We do not store any of your payment or credit card information on our servers. [[The data is encrypted and securely stored by an independent company, N, which provides payment processing services for us.]]

## Your Information and Terms of Third-Party Products and Services

- A. Ranch Systems may offer, and you may choose to use products or services from third parties in connection with our Services that may contain links to or otherwise interface with third-party websites, products, services, or other technologies. Any such third-party technology may collect information from you or use other services or technologies that collect information from you. Any information collection by these third-party technologies is governed by the privacy practices of those third-party technologies. Ranch Systems does not control and is not responsible for the collection of information by such third-party technologies.
- B. We may also use third-party advertising companies to serve ads, which may, directly or indirectly, collect or use information about user visits to websites to display advertisements more tailored to users' interests. If a user wishes to know more about this practice or would like to know more about his/her options, the user can visit the Network Advertising Initiative ("NAI") website: <http://www.networkadvertising.org>. The NAI is a cooperative of online advertising companies who are committed to responsible practices and consumer protection.

## Children

- A. The Service and Ranch Systems products are not intended to be used by children.
- B. We do not knowingly collect personal information from children under the age of 13, except that we may collect persistent identifiers, such as Internet Protocol (IP) addresses of devices used to access the Services. Any such persistent identifiers will be used solely to support the internal operations of the Services. If we learn that we have collected the personal information of a child under the age of 13, we will take steps to delete the information as soon as possible.

## Privacy Policy Changes

This Privacy Policy may be updated from time to time. We will notify you of any changes to our Privacy Policy by posting the new Privacy Policy on the Ranch Systems website. You are advised to consult this Privacy Policy regularly for any changes.

## Controlling Your Information

You may control your information by:

- A. Changing your profile information by accessing your information within the access portal you are using. You can also send a message to [privacy@ranchsystems.com](mailto:privacy@ranchsystems.com) with the information you want to change.
- B. Linking or unlinking your account from another account of an external site, such as a social networking website.
- C. Deleting your account. You may delete your account by selecting the option to delete your account in the access portal you are using. You can also send a message to [privacy@ranchsystems.com](mailto:privacy@ranchsystems.com) with your information and the request to be deleted from the platform(s) you have used. We will delete your information within a reasonable amount of time after receiving the request except that we may retain archived copies of your information to the extent permitted by law.

## Your Choices, Including Opt-Out Options

You have the following choices regarding how we and third parties use certain information collected from or about you.

- A. Opt-Out from Promotional Communications.
  - i. You may opt out of receiving marketing, promotional product and services updates, and other communication(s) from us by clicking the "unsubscribe" link included at the bottom of any promotional email. Please note that you cannot opt out from receiving all communications from us, including administrative messages, service announcements, and messages regarding the terms and conditions of your account.
  - ii. You can choose to receive push notifications from Ranch Systems on your device. If you do not wish to receive push notifications, you can use your device's settings to turn them off.

- B. Opt-Out Options for Third-Party Online Behavioral or Interest-Based Advertising within Mobile Applications. On your mobile device, you may also go to your device settings and select "Limit Ad Tracking" (for iOS devices) or "Opt out of interest-based ads" (for Android devices), which will allow you to limit our use of information collected from or about your mobile device (such as precise location data) for the purposes of serving online behavioral advertising to you.
- C. Opt-Out from Collection of Precise Location Data from Your Mobile Device You can opt out of our collection of precise location data from your mobile device in your device settings, for example, by disabling "Location Services" for the Ranch Systems application in your iOS device's settings. Please note that by opting out of our collection of precise location data, your use of the Services on your mobile device may be limited.

## Contacting Us

You can contact us as follows:

Mail: Ranch Systems, Inc.  
865 Sweetser Ave  
Novato, CA 94945

E-Mail: [privacy@ranchsystems.com](mailto:privacy@ranchsystems.com)

Phone: +1 415 884 2770

## Questions

You may contact us any time at [privacy@ranchsystems.com](mailto:privacy@ranchsystems.com) with questions and comments regarding this policy.