

ViewLift Privacy Policy

Thank you for visiting ViewLift.com, a SnagFilms, Inc. website (“Site”). Your privacy is important to us and we know that you care about how we protect your information. This Policy covers information ViewLift collects when you use our Site, as well the nature of our relationships with certain third parties that provide services in connection with the Site. We invite you to review this Policy explaining how your information is collected, used and shared by ViewLift.

The Site provides a description of our web application development service. Other websites, applications or platforms may be co-branded with our name or logo, even though they are not operated or maintained by us. ViewLift is not responsible for the privacy practices of the websites, applications or platforms operated by third parties. If you are using another website, application or platform, you should check its privacy policy to determine how it handles any information it collects from you.

By visiting the ViewLift Site, you are accepting this Privacy Policy. If you do not want information about you to be used in the manner set forth in this Privacy Policy, please do not use the ViewLift Site.

I. INFORMATION WE COLLECT

Through the ViewLift Site, users can, among other things, learn about our services and request further information about our services. We may collect the following categories of information.

Information you provide directly to us:

- your first and last names, user name, email address, photo, and password (hashed);
- information posted in interactive online features; and
- emails you send to us.

Information automatically collected when you visit and interact with the Site:

- your usage behavior, such as the dates and times of your visit to the Site, the pages viewed, links clicked on, videos streamed, and search queries;
- the type of browser you are using (e.g., Firefox, Internet Explorer, Chrome);
- the type of operating system you are using (e.g., Microsoft Windows or Mac OS);
- the domain name of your Internet service provider (e.g., AOL, Earthlink);
- your computer’s Internet Protocol (IP) address and bandwidth speed;
- the web pages you were visiting immediately before and after you came to the Site and search terms you used to reach the Site;
- aggregated data about email click-through rates and user video viewing; and
- information collected via cookies, web beacons, and similar technologies.

To enhance your experience, many of our web pages use “**cookies**.” Cookies are text files we place in your computer’s browser to store your preferences. Cookies, by themselves, do not tell us your email address or other personally identifiable information unless you choose to provide this information to us by, for example, completing an online form at the ViewLift Site. However, once you choose to furnish the Site with personally identifiable information, this information may be linked to the data stored in the cookie. We use cookies to understand Site usage and to improve the content and offerings on our Sites. For example, we may use cookies to personalize your experience at our web pages (e.g., to recognize you by name when you return to our Site) or save your password in password-protected areas.

“**Web beacons**” or clear .gifs are small pieces of code placed on a web page to monitor the behavior and collect data about the visitors viewing a web page. For example, web beacons can be used to count the

users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page. We may and other third parties may use web beacons on this Site from time to time for this and other purposes.

Information we may collect from other sources:

- non-personally identifiable demographic data collected by Google Analytics (such as age range, gender and interests);
- unique identifiers, including mobile device identification numbers, that can identify physical location of such devices in accordance with applicable law; and
- information from other commercially available sources, such as data aggregators, public databases, online marketing firms, ad targeting firms, or our business partners, which may include your age, gender, interests, purchasing behavior and your online activities, such as websites visited and advertisements viewed.

We may combine all of the information we collect about you and use it individually or collectively in the manner described in this Privacy Policy.

II. COLLECTION OF INFORMATION BY OTHERS

Some of our pages contain links to other sites whose information practices may be different than ours. Visitors should consult the other sites' privacy notices. Please be aware that ViewLift does not warn you when you have chosen to link through to another website from the ViewLift Site.

ViewLift sometimes may offer content that is sponsored by or co-branded with identified third parties. By virtue of these relationships, the third parties may obtain personally identifiable information that visitors voluntarily submit to participate in the Site activity. We have no control over use of this information by these third parties.

III. HOW WE USE THE INFORMATION WE COLLECT

We may use the information we collect in order to establish and enhance our relationship with you and to improve the user experience we provide.

ViewLift's use of this information includes the following general purposes: customizing the content you view; responding to your inquiries about our offerings; fulfilling your requests for products, programs or services; offering products, programs or services we believe may be of interest to you; identifying any comments you post when you use the ViewLift Site; improving our services; conducting research; compiling aggregate data for internal and external business purposes; protecting our rights and other uses in accordance with our Terms of Use; and for any other purpose disclosed to you at the time we collect your information.

To Communicate With You.

We sometimes use your information to communicate with you, such as to notify you when we make changes to the ViewLift Site or to fulfill a request by you to receive our newsletter(s). We may also use your information to provide you with promotional information about ViewLift's features, services, and other offerings that may be of interest to you, or to provide information or offers to you that are related to the ViewLift Services on behalf of our business partners.

To Improve Our Services.

While using the ViewLift Site you may have the opportunity to post comments ("User Content"). If you choose to submit User Content for publication, we may publish your name and other information you have

provided to us, such as your photo. Please understand that when you post such User Content, it is made public and is not subject to this Policy. If you remove User Content, copies may remain viewable in cached and archived pages or if other users have copied or stored your User Content.

For Data Analytics.

We sometimes use the non-personally identifiable information that we collect to improve the design and content of our Site and to enable us to personalize your experience. We also may use this information in the aggregate to analyze Site usage, as well as to offer you products, programs, or services.

We may use anonymous data for purposes of research or analysis. Anonymous data is information (whether it was originally personally identifiable or non-personally identifiable) that subsequently is used in aggregate form. We may conduct research on our customer demographics, Internet usage, and interests and behavior based on personal data we gather. Although anonymous data may be based in part on such personal data, it does not identify you personally. ViewLift may share this type of anonymous data with a variety of third parties, including its affiliates, advertisers and other current and prospective business partners.

We also may use anonymous data for website administration, advertising and promotional purposes, and we may share such information with various affiliated and unaffiliated entities for such purposes. IP addresses also are used to provide anonymous aggregated data to advertisers about the volume of use on the ViewLift Site. Anonymous usage and demographic information also may be shared with our advertisers and business partners.

ViewLift has implemented Google Analytics. We use the data collected by Google Analytics to better understand who our users are. ViewLift will not facilitate the merging of your personally identifiable information with the non-personally identifiable information collected from this feature.

For Enforcement.

We may use the information that we collect to prevent illegal activities, to enforce the Site's Terms of Use, and to otherwise protect our rights and the rights of our users.

By using the Site, you consent to the uses identified above and any other use of information identified in this Privacy Policy. In addition, we may use the information that we collect for any other purposes disclosed to you at the time we collect your information or pursuant to your consent. We will not use or transfer personally identifiable information provided to us in ways unrelated to the ones described in this Privacy Policy without also providing you with prior notice.

IV. HOW WE SHARE THE INFORMATION WE COLLECT WITH THIRD PARTIES

We value your privacy, and we share information about our users only under certain circumstances. We may make information about you available to other companies, applications, or people in the circumstances listed below.

For Legal Purposes. We may disclose personally identifiable information in response to legal process, for example in response to a court order or a subpoena. We also may disclose such information in response to a law enforcement agency's request, or where we believe it is necessary 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, to verify or enforce compliance with the policies governing our Site and applicable laws, or as otherwise required or permitted by law or consistent with legal requirements.

If We Sell Our Business. As we develop our business, we have the right to buy or sell assets or business offerings. Customer, email and visitor information is generally one of the transferred business assets in these types of transactions. Accordingly, we may transfer personally identifiable information about you if we, or one of our business units, are acquired by, sold to, or merged with another company.

With Our Agents and Contractors. We may disclose personally identifiable information to our agents and contractors; however, they are required to protect this information in a manner that is consistent with this Privacy Policy by, for example, not using the information for any purpose other than to carry out the services they are performing for us.

Aggregated Information. We may share aggregated information or information that does not directly identify you with third parties to help us develop content, services, and advertising that we hope you will find of interest.

Public Activities on Site. If you choose to engage in public activities on the site, such as posting comments, any information you submit can be read, collected, or used by others. Please exercise caution when deciding to disclose any personal information in public activities or submissions.

Once we share your information with another party, the information received by that party becomes subject to the other party's privacy policies. Please note that third parties may independently collect data about you, including your IP address and information about the websites you visit and the links you click, through cookies, clicks on links, or other means when you visit the Site.

Please also note that we do not consider any companies that are within our "family" of companies to be "third parties" for purposes of this Policy. Thus, we also may share information provided with SnagFilms, Inc. affiliates. Any of these companies may use and further share this information in the same ways we do. However, if we pass on personal information to an affiliate, we require that it protect such information in a manner that's consistent with this Policy.

V. HOW YOU CAN CONTROL YOUR INFORMATION

At certain parts of the ViewLift Site, only persons who provide us with the requested personally identifiable information will be able to order services or otherwise participate in the relevant activities and offerings. If you have a ViewLift user Account, you can email us to edit your Account information, such as first and last names, company name, mailing address, telephone number, email address, and password.

You may have choices available to you through the device or software you use to access ViewLift. For example, your mobile device may provide you with choices around how and whether location or other data is shared with us. To learn more about these choices, please see the information provided by your device or software provider.

You may be able to opt out of Google Analytics, including the Display Advertising feature Demographics and Interest Reporting. For information on opting-out of this feature and customizing Google Display Network ads, please see <https://www.google.com/settings/ads>.

VI. "DO NOT TRACK" SIGNALS

Some web browsers may transmit "do not track" signals to the websites and other online services with which the browser communicates. There is no standard that governs what, if anything, websites should do when they receive these signals. ViewLift currently does not take action in response to these signals. If and when a standard for responding is established, we may revisit our policy on responding to these signals.

VII. CALIFORNIA RESIDENTS

If you are a California resident, you may make a written request to the Site about how we've shared your personal information with third parties for their direct marketing purposes during the prior calendar year. Please send your request (along with your full name, email address, postal address, and the subject line labeled "Your California Privacy Rights") by email to legal@viewlift.com.

VIII. OUR COMMITMENT TO SECURITY

We believe we have in place the appropriate physical and technical procedures to safeguard and help prevent unauthorized access, maintain data security, and correctly use the information we collect online.

Unfortunately, no security system can be guaranteed to be 100% secure. Accordingly, we cannot guarantee the security of your personal information and cannot assume liability for improper access to it. By using the Sites, or providing personal information to us through any means, you do so at your own risk and you agree that we can communicate with you electronically regarding security, privacy, and administrative issues relating to your use of this site.

An important element of our safeguards to protect your personal information is verification of your identity before granting you access to your Account. You are responsible for maintaining the secrecy of your Account information, and for controlling access to your email communications from ViewLift, at all times.

IX. OUR COMMITMENT TO THE PRIVACY OF CHILDREN

Protecting the privacy of young children is important to us. The Site is designed to be of interest and service to users ages 13 and older. If you are under 13 years of age, you should not use this Site. ViewLift does not knowingly collect or maintain information from persons under 13 years of age. If ViewLift learns that personally identifiable information of persons less than 13 years of age has been collected on the this Site without verified parental consent, then ViewLift will take the appropriate steps to delete this information. If you believe that we might have any information from or about a child under 13, please contact us at legal@viewlift.com.

X. USERS OUTSIDE THE UNITED STATES

ViewLift is a service based in the U.S., and our offices are headquartered in the U.S. Please be aware that information you provide to us or that we obtain as a result of your use of the ViewLift services may be processed and transferred to the U.S. and be subject to U.S. law. The privacy and data protection laws in the U.S. may not be equivalent to such laws in your country of residence. By using our website, participating in any of the ViewLift services, or by providing us with your information, you consent to this collection, transfer, storage, and processing of information to and in the U.S.

XI. HOW TO CONTACT US

If you have any questions or concerns about the online Privacy Policy for this Site or its implementation you may contact us at legal@viewlift.com.

XII. UPDATES & EFFECTIVE DATE

From time to time, we may update this Privacy Policy. We will notify you about material changes in the way we treat personally identifiable information by placing an updated Privacy Policy on our Site. We encourage you to periodically check back and review this Policy so that you always will know what information we collect, how we use it, and to whom we disclose it. If you do not agree with any changes to the Privacy Policy, you must leave the ViewLift Site and discontinue any use of the ViewLift services. Any visit to the ViewLift Site or use of the ViewLift Services by you after the new Privacy Policy is posted will indicate your agreement to the new Policy.

The Privacy Policy posted on this site was updated on or about February 11, 2015.