

DMS PRIVACY POLICY

Last Updated: April 18, 2023

This Privacy Policy describes how Deer Management Systems LLC (d/b/a DMS or Tactacam) and our subsidiaries and affiliated companies (collectively, “*Company*,” “*we*,” or “*us*”) collect, use, disclose and otherwise process information about you. This Privacy Policy applies to information we collect when you access or use our websites (collectively, the “*Website*”), our mobile applications (the “*App*”), and our connected cameras and other devices (“*Devices*,” and, together with the Website and App, the “*Services*”), or when you otherwise interact with us, such as through our customer support channels.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy. If we make material changes, we will provide you with additional notice (such as by adding a statement to the Website or the App or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

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COLLECTION OF INFORMATION

Information You Provide to Us

We collect information directly from you when you create an account, request customer support, or otherwise communicate with us. The categories of information we collect include:

- **Identifiers:** we collect your name, email, phone number, and mailing address.
- **Financial Information:** we collect your payment information through third-party payment processors.
- **Communication Information:** we collect information included in your communications with us.

We may also collect any other information you choose to provide.

Information We Collect Automatically

We automatically collect the following categories of information:

- **Internet Activity Information:** we collect information about how you access our Website and App, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, browser type, and app version. We also collect information about your activity on our Website and App and how you interact with our communications, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Website.

- **Transaction Information:** when you purchase, exchange, or return a Device, we collect information about the transaction, such as Device details, purchase price, and the date and location of the transaction.
- **Location Information:** with your consent, we collect precise geolocation through the App. You can control or disable that feature through your settings. Some of our Devices also transmit precise geolocation information.
- **Video and Photo Information:** some of our Devices capture videos and photos.
- **Information Collected by Cookies and Similar Tracking Technologies:** we use tracking technologies, such as cookies, pixels, and SDKs, to collect information about your interactions with our Website, App, and communications. These technologies help us improve our Website, App, and communications, see which areas and features of our Website and App are popular, count visits, and track clicks. You may be able to adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Website.

Derived Information

We may derive information or draw inferences about you based on the information we collect. For example, we may infer that you are interested in certain Devices based on your browsing behavior and past purchases.

USE OF INFORMATION

We use the categories of information we collect for the following business and commercial purposes:

- **Service Delivery:** we use information to provide and maintain our Services, including to process payments and authenticate your account.
- **Communication:** we use information to communicate with you about Company and our Services, including to respond to your complaints, claims, and inquiries, inform you of price or Services changes, and send you other transactional or relationship messages.
- **Marketing and Advertising:** we use information to send direct marketing messages (including via email and, with your consent, push notifications) and target advertisements to you on third-party platforms and websites as described [below](#). You can opt out of direct marketing messages we send by clicking “unsubscribe” in the emails, adjusting your notification settings for the App, or by [contacting us](#).
- **Conducting Analytics:** we use information to monitor and analyze Website and App trends, usage, and activities, improve our Website and App, and generate de-identified data.
- **Protection and Compliance:** we use information to detect, investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity, help protect the rights and property of Company and others, and comply with our legal and financial obligations.

TARGETED ADVERTISING AND ANALYTICS

We engage others to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Website and App, including your IP address, advertising identifier, web browser and mobile network information, pages viewed, time spent on pages, and links clicked. This information is used to deliver advertising targeted to your interests on other

companies' sites or mobile apps and to analyze and track data, determine the popularity of certain content, and better understand your activity.

You can also learn more about interest-based ads, or opt out of having your web browsing information used for behavioral advertising purposes by companies that participate in the Digital Advertising Alliance, by visiting www.aboutads.info/choices.

DISCLOSURE OF INFORMATION

We disclose the categories of information described [above](#) as follows:

- **Vendors:** we disclose information to vendors, service providers, contractors and consultants that need this information to provide services to us, such as companies that assist us with web hosting, payment processing, customer service, analytics, and marketing and advertising.
- **Advertising Partners:** we disclose information to third parties for the Marketing and Advertising purposes described [above](#).
- **Professional Advisors:** we disclose information to our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- **Legal Authorities:** we may disclose information to legal authorities and others for the Protection and Compliance purposes described [above](#), including if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements and if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Company, our users, the public, or others.
- **Corporate Transactions:** we reserve the right to disclose information in connection with or during negotiations of certain corporate transactions, including a merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **Affiliates:** we reserve the right to disclose information between and among Company and any current or future parents, affiliates, subsidiaries, and other companies under common control and ownership.
- **Consent:** we may disclose information when we have your consent or you direct us to do so.

We also disclose de-identified information that cannot reasonably be used to identify you.

TRANSFER OF INFORMATION

Company is headquartered in the United States and we have operations and vendors in the United States and other countries. Therefore, we and those that perform work for us may transfer your personal information to, or store or access it in, jurisdictions with different standards than those of your home jurisdiction.

CONTACT US

If you have any questions about this Privacy Policy, please contact us at support@tactacam.com.