Privacy Policy for Clear Estimates

Clear Estimates, Inc. ("CE") provides websites and mobile apps for Clear Estimates and Snaptimate ("Sites"), with information, tools, and resources ("Services") to simplify and facilitate the work of creating and presenting construction estimates.

This Privacy Policy describes CE's policy regarding how we collect, hold, and use information ("Personal Data") about individuals who visit the Sites ("Users"). The amount and type of information received depends on how you use our Sites.

By using any part of the Sites, including by submitting a form or information request, you accept the terms of this Privacy Policy.

Please contact us using the email or phone number listed below or through the form on our Contact page if you have any questions about this Privacy Policy.

Personal Data We Collect and How We Collect It

We collect several types of information and Personal Data from and about users of our Sites, including information:

We will collect and use the following Personal Data:

- Identifiers, including full name, home address, phone number, email address, company, title, browser type, IP address, and Site browsing history.
- Financial information, including credit card details.
- Other information you provide to us directly, including information you input in our Sites, responses to surveys, records and copies of correspondence, and any other information you choose to provide us.

We collect this information:

- Directly from you when you provide it to us.
- Automatically as you navigate through the Sites.

We use Personal Data that we collect about you or that you provide to us to:

- Present our Sites and its contents to you.
- Improve our Sites and services.
- Increase the accuracy of the data presented in our Sites and services.
- Advertise to you or others.
- Provide you with information, products, or services that you request from us.
- Refer to you prospective project opportunities for your business type & region(s).

- Fulfill any other purpose for which you provide it.
- Provide you with notices about your account, including expiration and renewal notices.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you about changes to our Sites or any products or services we offer or provide though it.

We may use your information in other ways we may describe when you provide the information and for any other purpose with your consent.

Disclosure of Personal Data

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

We may disclose Personal Data that we collect or you provide as described in this Privacy Policy to:

- Our subsidiaries and affiliates.
- Contractors, service providers, and other third parties we use to support our business.
- 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 our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by us about our Sites users is among the assets transferred.
- Fulfill the purpose for which you provide it.
- Achieve any other purpose disclosed by us when you provide Personal Data, or when we obtain your consent.

We may also disclose your Personal Data to:

- Comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- Enforce our Terms of Use or other relevant agreements.
- Protect the rights, property, or safety of us, our customers, or others.

Security Measures

We provide reasonable physical, electronic, and procedural safeguards to protect your personal data. For example, we limit access to this information to authorized employees, service providers, and contractors who need access to perform the activities described in this Privacy Policy.

CE utilizes encryption and authentication technology and related best practices to protect data entered and accessed by Users. Users have the right to view any and all records CE maintains

pertaining to that User's account(s) upon written request. In addition to refraining from selling, licensing, or otherwise providing Personal Data to any third party, we will refrain from knowingly using your contact information to send you unsolicited communications. Any emails or other notifications sent by CE will only be in connection with the provision of its primary Services or sending information you have requested.

Log Files

CE reserves the right to use Internet Protocol addresses, i.e. "IP addresses," to analyze trends, administer the Sites and estimating tools, track User activities, improve features and services, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information. Additionally, for systems administration, detecting usage patterns, and troubleshooting purposes, our web servers may log certain non-personal access information including browser type, access times, and requested or referred URLs. This information is not shared with third parties, except on occasion in anonymous, aggregate form, and is disclosed among CE personnel only on a need-to-know basis. Any individually identifiable information related to this data will never be used in any way different to that stated above without your explicit permission.

Use of Cookies

Like most interactive web sites, CE's Sites may use cookies to enable the retrieval of User details for each visit. Cookies may be used in some areas of our Sites to enable functionality and ease of use for those people visiting.

Use of Tracking Pixels

CE uses Facebook tracking pixels and LinkedIn tracking pixels allowing Users of the Sites to see interest-based advertisements when visiting the social networks Facebook or LinkedIn. The Facebook and LinkedIn pixels are integrated directly by Facebook respectively LinkedIn when you visit our Sites and can store a cookie on your device. If you then log in to Facebook or LinkedIn or visit those sites when logged in, the visit to our Sites will be recorded in your profile. We do not process any information to Facebook or LinkedIn allowing you to be identified directly. However, Facebook respectively LinkedIn stores and processes the data so that a connection to your user profile is possible. By using our Sites, you agree that we can place these tracking pixels on your device.

Use of Analytics

We use data analytics to ensure site functionality and improve the Sites. We use mobile analytics software to allow us to understand the functionality of the Sites on your mobile device. This software may record information such as how often you use the Sites, what happens within the Services, aggregated usage, performance data, app errors and debugging information, and where the Services were downloaded from. We collect analytics information either directly or through third parties acting on our behalf. For example, Google Analytics is one of the providers we use to collect analytics information. These data analytics and online advertising providers may combine and use data collected through your use of the Sites with data they collect over time and across different websites for their own purposes. You can learn about how Google collects and processes data at https://policies.google.com/technologies/partner-sites. You can learn about the controls Google offers to manage the collection and use of your information at

https://policies.google.com/privacy.

Social Media Plug-Ins

CE uses the following social media plug-ins: Facebook, LinkedIn, Twitter, Google+. These social media plug-ins enable direct communication between your device and the servers of the social network providers. Data will be transmitted to these social networks only if you actively click on the respective social media icon. In this case, your web browser starts a connection to the respective social network's servers. By clicking on the social media icon you agree that your browser will produce a link to the respective social network's servers and transmit usage data to the respective operator of the social network and vice versa. CE has no influence upon the nature and extent of the data that is then gathered by the social networks.

Choices Regarding Your Personal Data

We strive to provide you with choices regarding the Personal Data you provide to us. We have created the below mechanisms to provide you with the following control over your information.

Tracking Technologies and Advertising. 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, please note that some parts of this Sites may then be inaccessible or not function properly.

Promotional Offers from the Company. If you do not wish to have your email used by CE to promote our own or third parties' products or services, you can opt-out by unsubscribing within the body of the communication.

Other Internet Based Advertising. 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.

Your U.S. Privacy Rights

Certain U.S. states including California and Colorado provide state residents with rights to:

- Confirm whether we process their Personal Data.
- Access and delete certain Personal Data.
- Correct inaccuracies in their Personal Data, taking into account the information's nature processing purpose (excluding Iowa and Utah).
- Data portability.
- Opt-out of Personal Data processing for:
    - targeted advertising (excluding Iowa);
    - sales; or

    - profiling in furtherance of decisions that produce legal or similarly significant effects (excluding Iowa and Utah).

- Either limit (opt-out of) or require consent to process sensitive Personal Data.

The exact scope of these rights may vary by state. To exercise any of these rights please email us at support@clearestimates.com or call us at (800) 540 – 3935. To appeal a decision regarding a consumer rights request, follow the instructions provided in the communication denying your request.

Nevada provides its residents with a limited right to opt-out of certain Personal Data sales. However, please know we do not currently sell data triggering that statute's opt-out requirements.

Your California Privacy Rights

Shine the Light Request. If you are a California resident you also may have the right to request that we provide you with (a) a list of certain categories of Personal Data we have disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year and (b) the identity of those third parties. CE does not currently make such disclosures to third parties.

If you are a California resident, you may exercise any of your California privacy rights by contacting us using the contact information listed below.

Children Under Age of 13

The Sites is not intended for use by children under the age of 13. We do not knowingly collect Personal Data from children under the age of 13. If you are under 13 do not use our Sites or provide any information about yourself including, without limitation, your name, address, email address, or any screen name or user name you may use. If we learn that we have collected or received Personal Data from a child under 13 without verification of parental consent, we will delete that information. If you believe that we may have any information from or about a child under 13, please contact us at the address below.

Changes to this Privacy Policy

We may update or change this Privacy Policy from time to time. We will post the changes on our Sites and will indicate the effective date. Your continued use of our Sites after the changes are effective constitutes your acceptance of the Privacy Policy.

Our Contact Information

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Ann Arbor, MI 48104

support@clearestimates.com
(800) 540-3935

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