



## EZSHIELD PRIVACY POLICY

This PRIVACY POLICY (this “Policy”) of EZShield, Inc. and EZShield Sales Co. (collectively heretofore referred to as “EZShield”) applies to: (a) EZShield’s relationships with individual consumers, and, in Canada, sole proprietors, who subscribe for services (each such consumer being addressed herein as “you” and possessively, as “your”); (b) the EZShield Services (hereinafter defined); and (c) EZShield’s Internet websites (collectively, the “Site”).

**1. Collection of Information.** Due to the nature of EZShield’s Services, EZShield may collect Information (hereinafter defined) about you from the following sources: (a) from you when you are subscribing for any of the services to be performed by EZShield, its agents or its marketing partners (all such services collectively, the “EZShield Services”), whether you are subscribing directly with EZShield or through one of its agents or marketing affiliates; and (b) from EZShield and its agents as we perform the EZShield Services. As used herein, the term “Information” means: (a) for residents of the United States of America or its territories, (i) personally identifiable financial information, and (ii) any list, description, or other grouping of consumers (and publicly available information pertaining to them) that is derived from using any personally identifiable financial information that is not publicly available, and (b) for residents of Canada, information about an identifiable individual, but does not include the name, title or business address or telephone number of an employee of an organization.

**2. Types of Information Collected.** Depending upon which of the EZShield Services is being provided to you, EZShield may collect Information including, without limitation, the following: your name, street address, telephone numbers, email address, checking account numbers, birthdates, social security numbers, check numbers of checks drawn or to be drawn from your accounts, credit card numbers and credit information.

**3. Reasons for Collecting Information.** EZShield collects the Information for the following five (5) reasons: (a) in order for EZShield or its agents to perform the EZShield Services for which you have subscribed; (b) to the extent required, to correctly identify you as subscribed to EZShield Services, (c) to the extent required, to appropriately compensate marketing partners that have sold to you the applicable EZShield Services; (d) for EZShield’s marketing purposes; and (e) in the event of a sale, merger or other corporate reorganization of EZShield, we may transfer your information to the successor company in order to continue to provide EZShield Services to you. The Information will not be used for any other purpose without your prior consent.

**4. Limitations on Disclosure to Third Parties.** EZShield will not disclose, sell or provide the Information to a third party, except as stated in this Policy, without your consent. EZShield will only disclose the Information to non-affiliated third parties: (a) if compelled by law to do so, and (b) to our agents (including, without limitation, third party service providers) and marketing partners for the reasons set forth in paragraph 3; provided however, EZShield will not disclose (unless compelled to do so by law or unless EZShield has received your prior consent):

- (i) checking account numbers;
- (ii) check numbers;
- (iii) social security numbers;
- (iv) birthdates;

- (v) credit card numbers; and
- (vi) credit information.

**5. Marketing Partners.** If one of our marketing partners sold you the EZShield Services for which you have subscribed, such marketing partners privacy policy will apply to the Information that you have given them, provided that once EZShield receives such Information from such marketing partner, your rights regarding EZShield's treatment of such Information shall be governed by this Policy.

**6. No Fiduciary Relationship and Accuracy of Information.** Nothing herein shall be construed to establish a trust or fiduciary relationship between you and EZShield. Nothing herein shall be construed to require EZShield to use a higher standard of care with respect to the Information than what is otherwise prescribed under applicable law. EZShield does not vouch for, and bears no responsibility for, incomplete, inaccurate or not current data about you (including, without limitation, any part of the Information) that may be supplied to EZShield by you or any third-party source, including, without limitation, EZShield's agents (including, without further limitation, third party service providers) or marketing partners.

**7. Data Security.** EZShield is committed to protecting your personal information. Security measures are in place on the Site to protect against the loss, misuse, and alteration of the Information under our control. We offer industry-standard security measures available through your Web browser. When you are on this Web site, the sensitive information you provide such as credit card and financial information is encrypted with secure socket layer (SSL) technology and scrambled en route and decoded once it reaches us. Please remember that e-mail, which is different from the encrypted sessions above, is not secure. Therefore, we ask that you do not send sensitive information such as credit card, social security numbers or account numbers to us via an unsecured e-mail message.

In addition to our online security efforts, we take steps to protect your personal data offline, as well. All of your Information, not just the sensitive information mentioned above, is restricted in our offices. EZShield employees are granted access on a need-to-know basis (for example, our billing clerk or a customer support specialist). Furthermore, all employees are kept up-to-date on our security and privacy practices. Finally, the servers on which we store personally identifiable information are kept in a secure environment, behind a locked cage.

EZShield's main servers are operated from a dedicated Internet hosting facility with state-of-the-art physical security features, including smoke detection and fire suppression systems, motion sensors, and 24x7 secured access, as well as video camera surveillance and security breach alarms.

**8. Automatic Collection of Data.** When you visit the Site, the web server for the Site automatically recognizes your domain name and IP address. An electronic record of the pages you access on the Site and the amount of time you spend on each page is captured in statistical form. EZShield uses these statistics for internal informative purposes only. Some of our marketing partners may use tracking cookies on our site. EZShield does not have access to or control over these cookies. This Policy covers the collection of data by EZShield only and does not cover the use of cookies by any third party.

**9. Our Commitment to the Gramm-Leach-Bliley Act.** EZShield maintains policies and procedures to help ensure that Information is used appropriately and within the scope of applicable laws. Information is made available for fraud prevention and detection purposes and for authorized criminal or government investigations. This Information is made available in order to protect consumers and financial services companies; such disclosures are permitted by law.

**10. Third Party Offers.** While you are visiting or using the Site, you may be presented with an opportunity to subscribe for or purchase third-party services. If you click on one of the presented offers, you will be redirected to the Web site of the third party, and any Information you provide in response to the offer will be collected and used by the third party. Such Information you provide to the third party and any dealings you have with the third party will be governed by the privacy and other policies of that third party.

**11. Children Visiting our Site.** The Site is directed at adults. EZShield does not knowingly collect or use information from children. If you are under 18, you may use this Site only with the involvement of a parent or guardian. EZShield is committed to protecting the privacy and rights of children online. EZShield believes that children should be able to use the Internet in a safe, productive, and efficient manner and should be afforded the highest protection available with respect to their personal information. As such, EZShield has made it policy to not collect any individually identifiable information from users whom EZShield knows to be under the age of 18. The Children's Online Privacy Protection Act (COPPA) imposes certain requirements upon Web sites and online services that are directed toward children. To learn more about COPPA, [click here](#) for the Federal Trade Commission COPPA Web Site.

**12. Other Web Sites Linked to EZShield's Site.** EZShield is not responsible for the content or information practices employed by other Web sites that are linked to or from the Site. In most cases, links to non-EZShield Web sites are provided solely as pointers to information on topics that may be useful to the users of the Site.

**13. Best Practices for Your Online Activities.** Even the best policy can't protect your online privacy and security in all circumstances. Unscrupulous advertisers, hackers, and scam artists are constantly searching the Internet looking for new targets. Your best protection is to understand the limits to privacy on the Internet and use common sense in all of your on-line activities.

Be aware that e-mail is an inherently insecure form of communication. Remember that third parties are sometimes able to illegally intercept your unencrypted messages, including online greetings. Anytime you visit a chat room or post a message to an on-line bulletin board, your e-mail address can be accessed by advertisers looking to compile lists for unsolicited commercial e-mail (also known as spam). Be sure that you only disclose your e-mail address in circumstances in which it is safe to do so.

Beware of scams in which persons unknown to you request your screen name, password, credit card or other personally identifiable information. Make sure you verify the identity of anyone asking for personal information. Always monitor your children's on-line activities and educate them as to the rules for safe Internet use. For more information, [click here](#) for the Internet Education Foundation's Online Safety Guide for Kids.

**14. Access to the Information.** You can ask to view the Information about you held by EZShield, and request corrections to such Information, by writing to the Privacy Officer at the address designated below. Please note that under certain circumstances EZShield may be prohibited by law from disclosing certain Information to you.

**15. Miscellaneous.** EZShield reserves the right to amend this Policy from time to time by posting a revised version of this Policy on the Site, so please review it frequently. This Policy is effective as of January 1, 2010 and shall remain in effect until EZShield amends, restates, supplements, or otherwise modifies or replaces this Policy. This Policy supersedes all previous versions of EZShield's privacy policy.

EZShield's Contact Information:

EZShield, Inc.  
4005 Miranda Avenue  
Suite 175  
Palo Alto, California 94304  
Attn: Privacy Officer

[info@ezshield.com](mailto:info@ezshield.com)

1-888-4-EZSHIELD (1-888-439-7443)