

(Last updated: June, 2021)

## **ALERCA Privacy Policy**

**ALERCA Systems Consulting LLC** (“Alerca-US”, “We” or “Us”) has created this privacy statement in order to demonstrate our firm commitment to privacy. This privacy statement discloses the information collection and disclosure practices for our United States Websites accessed through [www.alercasystems.com](http://www.alercasystems.com) . By accessing the Site, you consent to the collection and use of information as described herein. We reserve the right to change this privacy statement at any time. If we make any material changes to our privacy statement, we will post a new statement on the Site and update the effective date set forth above. Therefore, we encourage you to check the date of our privacy statement whenever you visit the Sites to see if it has been updated since your last visit. If you object to any of the changes to our Privacy Policy, please discontinue your use of our Site as your continued use shall constitute your consent to the changes.

**Personal Information:** Our Site provide information regarding our SAP software solutions and consulting services for helping companies in a wide variety of industries manage their business processes. On some pages of our Site, you may be able to request information, provide feedback or submit information. In order for us to provide these services and insure authorized access, we may collect your e-mail address as well as contact information, including but not limited to your name, company, address, and phone number.

**Aggregate Information:** Aggregate information is data and statistics we collect when users visit our Site. Each time you visit our Sites, we may collect and store information in server logs automatically. We collect aggregate information about you and your use of our services and combine it with information about how others use the same service. Such aggregate information includes, without limitation, number and order of visits, access points, site traffic, page views, search queries, the date and time of site visits and impressions. This information may be correlated to you for our internal use only. However, we may collect, compile, store, publish, promote, or otherwise disclose or use any and all aggregate information (i.e., information that does not personally identify you).

**Log Files and IP Addresses:** Every time you use or access our Site, We may store data about these events and your IP address and host name in a log file. We may use this information to analyze trends, administer our Sites, and gather demographic information for other business purposes. When you access or leave our Sites using a hyperlink, we may receive the URL from prior or subsequently visited websites. We may also receive the IP address of your computer or proxy server used to access our Sites and collect information regarding failures, system activity, hardware settings, browser type, browser language, your operating system, the type of browser you used, the type of device you use, your mobile device carrier or your ISP.

**Cookies and Web Beacons:** We may use cookies to identify users and customize their experience on our site based on information they give us. Cookies are small pieces of information or files that are stored on a user’s computer by the Web server through a user’s browser for record keeping purposes. A cookie itself is not designed or intended to read any information from your computer (other than the contents of the cookie) or obtain personal

information; rather, it is an identifier used by the website that originally placed it on your hard drive. The actual contents of the cookie information can be retrieved by our Sites servers in order to personalize, monitor, or regulate the use of the Sites. For example, cookies allow us to recognize the Web browser of the user in order to make navigation easier, and allow access to areas of the Site or content or promotions of registered users without you having to register each time you use the Site. They may also be used to measure our audience and traffic parameters and other activity on our Site. You generally have the ability to configure your browser to be notified on the receipt of cookies and prevent their installation or to disable cookies, however, if you disable cookies it may impair the functionality of the Sites. The cookies used on our Sites are not used to collect personal information.

We do not use Web beacons or similar technology on our Site. However, we may from time to time permit third parties to place Web beacons on our Site to monitor the effectiveness of advertising and for other lawful purposes. A Web beacon, also known as a “Web bug,” is a small, graphic image on a Web page, Web-based document or in an e-mail message that is designed to allow the site owner or a third party to monitor who is visiting a site. Web beacons collect non-personally identifying information such as the IP address of the computer that the Web beacon is sent to, the URL of the page the Web beacon comes from and the time it was viewed. We do not use (or permit third parties to use) Web beacons to collect personal identifying information about you.

Usage Information: We may from time to time collect information regarding your usage of our free software tools to help you better use the tools and gain insights in your marketing efforts. This information is used strictly to communicate with you and improve our tools.

Location Information: When you use a location-enabled device, we may collect and process information about your actual location, like GPS signals sent by a mobile device. We also use various tools to determine location, such as sensor data from your device that may, for example, provide information on nearby Wi-Fi access points and cell towers.

## Use of personal information

We use personal information internally to provide our offerings to users, communicate with and serve our users and to enhance and extend our relationship with our users. More specifically, we use personal information for the purposes for which it was collected (such as to register you for, provide you with, and bill you for our tools and services), to anticipate and resolve problems with our Sites, to respond to customer support inquiries, and to send you periodic e-mails or newsletters, and for our own internal operations (including internal analysis as described below). You should review the following section to understand when we disclose personal information to third parties.

## Disclosure of personal information

Except as set forth in this privacy statement, we do not disclose, sell, rent, loan, trade or lease any personally identifying information collected at our Site to any third party. We will disclose personal information in the following circumstances:

Internal Analysis and Operations: We may use and disclose information about you for our own internal statistical, design or operational purposes, such as to estimate our audience size, measure aggregate traffic patterns, and understand demographic, user interest, purchasing and other trends among our users and to improve our products. We may outsource these tasks and disclose personal information about you to third parties, provided the use and disclosure of your personal information by these third parties is restricted to performance of such tasks. We may also share personal information with third-party vendors who assist us in performing internal functions necessary to operate our business, including our parent company and affiliates. We require our third party vendors to keep such information confidential and to only use the information for the purpose it was provided.

Commercial Communications: We may use your information to send commercial communications regarding our products or services, and those of our affiliates, collaborators or partners, via email, fax, SMS, MMS, social networks, or other electronic or physical means. We may also use your information to process orders and deliver announcements or newsletters. These communications are used to promote our products and services and those of our collaborators or partners. We do not share personal information with third parties.

Security and Access Controls: We use security techniques generally accepted in the industry, such as firewalls, security procedures, access controls, and cryptographic mechanisms to prevent unauthorized access to data. We may use your information for the purposes of authentication for access control.

Protection of **Alerca** and Others: We may disclose personal information when we believe it is appropriate to comply with the law (e.g., a lawful subpoena, warrant or court order); to enforce or apply this privacy statement or our other policies or agreements; to protect our or our users' rights, property or safety; or to protect our users from fraudulent, abusive, or unlawful use of, our Site.

Business Transfers: In addition, information about users of our Site, including personally identifiable information provided to us by our users, may be disclosed as part of any merger, acquisition, debt financing, sale of company assets, as well as in the event of an insolvency, bankruptcy or receivership in which personally identifiable information could be transferred to third parties as one of the business assets of the company.

## Links

Please be aware that we may provide links to third party websites from our Site as a service to our users and we are not responsible for the content or information collection practices of those sites. We have no ability to control the privacy and data collection practices of such sites and the privacy policies of such sites may differ from that of our Site. Therefore, we encourage you to review and understand the privacy policies of such sites before providing them with any information.

## Security

We use reasonable security measures to store and maintain personally identifying information to protect it from loss, misuse, alteration or destruction by any unauthorized party while it is under our control including password protection and SSL encryption for exchange of sensitive data between your web browser and our Site. We also periodically monitor our system for possible vulnerabilities and attacks. Please be aware that the Internet is not a 100% secure environment and we cannot ensure or warrant the security of information that you submit through our Site will not be accessed, disclosed, altered or destroyed in breach of our security protections. Note that emails, instant messaging and similar communications with Us are not encrypted and you should exercise caution in communicating confidential information through these means.

## Data Protection

Our Site accessed through [www.alercasystems.com](http://www.alercasystems.com) are intended primarily for use in the United States. Given the international scope of Internet access, your personal information may be visible to persons outside of your country of residence, including persons in countries that deem our policies deficient in ensuring an adequate level of protection for such information. Our affiliated companies maintain numerous sites directed at users outside of the United States which may have their own separate privacy policy applicable to such locations. If you are unsure whether this privacy statement is in conflict with applicable local laws, you should not submit your information. Individuals outside of the United States of America that submit personal information through our Sites hereby consent to the general use of such information as provided in this Privacy Policy and to its transfer and storage in the United States of America notwithstanding your country of origin or residence.

## Children

We do not intend, and our Sites are not designed, to collect personal information from children under the age of 16. If you are under 16 years old, you should not provide information on our Site. By accessing our Site or using our Tools, you are legally acknowledging that you are over the age of 18 or are an emancipated minor.

## California privacy and do-not-track law

California residents who provide personal information in obtaining products or services for personal, family or household use are entitled to request and obtain from us, once per calendar year, information about the customer information we shared, if any, with other businesses for their own direct marketing uses. If applicable, this information would include the categories of customer information and the names and addresses of those businesses with which we shared customer information for the immediately prior calendar year. To obtain this information from us, please send us an email with "Request for California Privacy Information" as the subject of your message, and we will send you a reply e-mail containing the requested information. Not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing will be included in our response.

Please note that We do not respond to “do not track” signals or other similar mechanisms intended to allow California residents to opt-out of Internet tracking. We also may track and/or disclose your online activities over time and across different websites to third parties when you use our services subject to our privacy policy.

## Choice and access

**Alerca Systems Consulting LLC** gives users the following options for accessing, changing and deleting personal information previously provided, or opting out of receiving communications from us:

**Email us at:** [info@alercasystems.com](mailto:info@alercasystems.com);

Call us at the following telephone number: +1 469 471 8106; or

Mail Us at: 9550 Forest Ln – Suite 460 Dallas, Texas 75243 USA