

## **BLOWING ROCK SOFTWARE (D/B/A HIVE TRACKS)- PRIVACY POLICY**

Thank you for visiting Blowing Rock Software, LLC's ("Hive Tracks") Internet web site ("Site") located at the URL [www.hivetracks.com](http://www.hivetracks.com). This Privacy Policy details certain policies implemented by Blowing Rock Software, LLC d/b/a "Hive Tracks" governing Hive Tracks use of personally identifiable information about users of our Site and users of our beekeeping record keeping services that are available through this Site.

### **Privacy Policy Updates**

Due to the Internet's rapidly evolving nature, Hive Tracks may need to update this Privacy Policy from time to time. If so, Hive Tracks will post its updated Privacy Policy on our Site along with a change notice located at [hivetracks.com](http://hivetracks.com). Hive Tracks may also send registered users of our services a notice that this Privacy Policy has been changed. Hive Tracks encourages you to review this Privacy Policy regularly for any changes. Your continued use of this Site and/or continued provision of personally identifiable information to us after the posting of such notice will be subject to the terms of the then-current Privacy Policy.

### **Information Collection and Use**

You can generally visit our Site without revealing any personally identifying information about yourself. However, in certain sections of this Site and when you use our services, we may invite you to contact us with questions or comments or request information, provide us with feedback, or complete a profile or registration form. Due to the nature of some of these activities, we may collect personally identifying information such as your name, address, zip code, email address, phone number, username, password, industry or employment information and other contact information that you voluntarily transmit with your communication to us. We also may collect information about you and your use of our services through your use of our services that you voluntarily elect to upload to our services. For example, you may elect to enter personal information about your beekeeping staff members (if applicable) to the services.

We may use your personally identifying information to register you to use our services, deliver our services or information you have requested, verify your authority to enter our Site and use our services, improve the content and general administration of the Site and our services, provide you with notices regarding goods or services that you have purchased or may wish to purchase in the future, and for targeted advertising. You will be able to opt out of receiving any communications from us that are not essential to the functioning of the Hive Tracks services that you use.

### **Children's Privacy**

Hive Tracks recognizes the privacy interests of children and we encourage parents and guardians to take an active role in their children's online activities and interests. Neither our Site nor our services are intended for children under the age of 13. Hive Tracks does not target its services or this Site to children under 13. Hive Tracks does not knowingly collect personally identifying information from children under the age of 13.

### **Cookies**

We may use small text files called cookies to improve overall Site experience. A cookie is a piece of data stored on the user's hard drive containing information about the user. Cookies generally do not permit us to personally identify you.

We use Google Analytics' 3rd-party audience data such as age, gender, and interests to better understand the behavior of our customers and work with companies that collect information about your online activities to provide advertising targeted to suit your interests and preferences. You may see certain ads on other websites because we contract with Google and other similar companies to target our ads based on information we or they have collected, including information that was collected through automated means (such as cookies and web beacons). These companies also use automated technologies to collect information when you click on our ads, which helps track and manage the effectiveness of our marketing efforts.

You may edit or opt-out of the automated collection of information by third-party ad networks for the purpose of delivering advertisements tailored to your interests, by visiting Google Display Network ads' preferences at <http://www.google.com/ads/preferences>

### **Aggregate Information**

The Site may track the total number of visitors to our Site, the number of visitors to each page of our Site, browser type, IP addresses, External Web Sites (defined below) linked to and other aggregated data collected through our services and we may analyze this data for trends and statistics in the aggregate, but such information will be maintained, used and disclosed in aggregate form only and it will not contain personally identifying information. We may use such aggregate information to analyze trends, administer the Site, track users' movement, and gather broad demographic information for aggregate use.

### **Disclosure of Personally Identifying Information**

We may provide your personally identifying information and the data generated by cookies and the aggregate information to the vendors and service agencies that we may engage to assist us in providing our services to you. For example, we may provide your personally identifying information to an email management company to provide you with notices about our services. If you use our Support Center, our support service provider will have access to any personally identifying information that you upload or submit to the Support Center. We will disclose your personally identifying information if we reasonably believe we are required to do so by law, regulation or other government authority or to assist in any investigation, to protect our or our users' rights or to enforce our terms of use. We will not sell your personally identifying information to any company or organization except we may transfer your personally identifying information to a successor entity upon a merger, consolidation or other corporate reorganization in which Hive Tracks participates or to a purchaser of all or substantially all of Hive Tracks' assets to which this Site relates.

### **Disclosure of Beekeeping Records and Personally Identifying Information within Beekeeping Records**

We will provide your personally identifiable information to third parties per your instructions if you are a user of our services and through the services you request us to send certain information that may include personally identifiable information (for example, reports) to third parties (such as a regulatory agency). Within our services, you may give access to your beekeeping records to other users and those users with such access will be able to view your records (and any personally identifying information included in such records). Except as otherwise stated in this Privacy Policy, we will not disclose your records to third parties.

### **Links to Third Party Sites**

The Site may provide links to other Web sites or resources over which Hive Tracks does not have control ("External Web Sites"). Such links do not constitute an endorsement by Hive Tracks of those External Web Sites. You acknowledge that Hive Tracks is providing these links to you only as a convenience, and further agree that Hive Tracks is not responsible for the content of such External Web Sites. Your use of External Web Sites is subject to the terms of use and privacy policies located on the linked to External Web Sites.

## **Security**

We may employ procedural and technological measures that are reasonably designed to help protect your personally identifying information from loss, unauthorized access, disclosure, alteration or destruction. Hive Tracks may use firewalls, password protection, secure socket layer, and other security measures to help prevent unauthorized access to your personally identifying information. When you register for our services, we encourage you to choose a strong password (typically long, contain capital and lowercase letters as well as numbers and symbols, and do not consist of dictionary words or any of your biographical information).

## **Access**

If you are a registered user of our services, you may correct, amend or delete your personally identifying information that Hive Tracks stores, except where the burden or expense to Hive Tracks of providing access would be disproportionate to the risks to your privacy or where the legitimate rights of persons other than you would be violated. Please access your service account to correct, amend or delete your personally identifying information. Additionally, if you wish for all of your personal information to be removed from Hive Tracks 's systems, you may submit a request for your account to be deleted. Upon deletion, all of your personal information will be permanently expunged from our primary production servers and further access to your account will not be possible. However, portions of your information, consisting of aggregate data derived from your personal information, may remain on our servers indefinitely.

## **Notice to European Users**

This Site and our services are targeted for users in the United States of America. Any information you enter on this Site or otherwise provide to Hive Tracks may be transferred outside of the European Union to the United States of America which does not offer an equivalent level of protection to that required in the European Union. In particular, you are advised that the United States of America uses a sectoral model of privacy protection that relies on a mix of legislation, governmental regulation, and self-regulation. Article 26 of the European Union's Data Protection Directive (Directive 95/46/EC, 1995 O.J. (L 281) 31) allows for transfer of personal data from the European Union to a third country if the individual has unambiguously given his consent to the transfer of personal information, regardless of the third country's level of protection. By agreeing to the Terms of Use and this Privacy Policy, you consent to the transfer of all such information to the United States of America which may not offer an equivalent level of protection to that required in the European Union and to the processing of that information by Hive Tracks on its servers located in the United States of America as described in this Privacy Policy.

## **Questions**

If you have any questions regarding this Privacy Policy please contact us via email at [support@hivetracks.com](mailto:support@hivetracks.com) or by mail at:

## **Privacy and Data Security**

Blowing Rock Software, LLC

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This Privacy Policy was last updated: March 31, 2017

This Privacy Policy is effective as of: March 24, 2014