

## INTRODUCTION

Your privacy is important, so Digital LPR, LLC, a Texas corporation d/b/a Digital LPR ("Digital LPR"), has created the following Privacy Policy to let you know what information we collect when you visit our Site, why we collect it and how it is used. This Privacy Policy explains the data collection and use practices of Digital LPR. The terms "you," "your," "yours" and "Customer" refer to the customer/purchaser utilizing our Site. The terms "Digital LPR," "we," "us," and "our" refer to Digital LPR and its subsidiaries and affiliates. This Privacy Policy is governed by our Terms of Use / Terms of Service (collectively, "Terms"). The terms "Site", "Website", "Application", "Product", and "Service" refer to the websites and services provided by Digital LPR. This Privacy Policy does not apply to any third-party websites and apps that you may use, including any that are linked to in our Services. You should review the terms and policies for third-party websites and apps before clicking on any links.

### 1. INFORMATION WE COLLECT

**Information you provide to us.** When registering for or using the Digital LPR Services we collect personal information provided by you. For example, when you create a Digital LPR account, you may provide us with your name, account name, alias, employment-related information (to the extent you are using an employer's business account), email address and a password, your phone number and your address ("Account information").

**Information that we collect automatically.** We collect information related to how you use the Services, including actions you take in your account ("Usage information"). We use this information to provide, improve, and promote our Services, and to protect Digital LPR users. We also collect information from and about the devices you use to access the Services. This includes things like IP addresses, unique personal identifiers or online identifiers, the type of browser and device you use, the web page you visited before coming to our sites, and identifiers associated with your devices ("Device information"). Your devices (depending on their settings) may also transmit location information to the Services. For example, we use device information to detect abuse and identify and troubleshoot bugs.

**Information that we collect from third parties.** We may share and/or collect additional information about you from third parties primarily to assist us in understanding how we can maintain and improve the services we offer to better serve you. We collect information like your purchasing or consuming history or tendencies, including products or services purchased, obtained or considered ("Commercial information"). For example:

- **Analytics:** We use services like Google Analytics and Heap, which use cookies and other tracking technologies to gather usage data that allows us to improve our products and services.
- **Advertising:** We use certain Google advertising features including Google Analytics Demographics and Interest Reporting and Remarketing. Third-party vendors, including Google, may show Digital LPR's ads on sites across the Internet. You may opt out at any time [here \(adssettings.google.com/\)](https://adssettings.google.com/). We and third-party vendors, including Google, use first-party cookies and third-party cookies together to inform, optimize, and serve ads based on someone's past visits to our website.
- **Mobile:** We use mobile analytics software to allow us to better understand the functionality of our mobile software on your phone. This software may record

information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. We do not link the information we store within the analytics software to any personal information you submit within the application.

**Information we collect and process on behalf of you.** The use of information collected through our service shall be limited to the purpose for which you have engaged Digital LPR. When you use our Services, we process and store certain information on your behalf as a data processor. For example, when a customer uploads license plate images, we act as a data processor and process information on the customer's behalf and in accordance with the customer's instructions. In this situation, the customer is the data controller and is responsible for most aspects of the processing of the information. Digital LPR acknowledges that you have the right to access your personal information. Digital LPR has no direct relationship with the individuals whose personal data it processes. An individual who seeks access, or who seeks to correct, amend, or delete data should direct their questions to Digital LPR's customers (the data controller). If requested to remove data we will respond within a reasonable timeframe. If you have any questions or concerns about how information is processed in these cases, including how to exercise your rights as a data subject, we recommend contacting the relevant customer.

**Cookies and other technologies.** We use technologies like cookies and pixel tags to provide, improve, protect, and promote our Services. For example, cookies help us with things like remembering your username for your next visit, understanding how you are interacting with our Services, and improving them based on that information. We may also use third-party service providers that set cookies and similar technologies to promote Digital LPR services.

Digital LPR and its partners use cookies or similar technologies to analyze trends, administer the website, track users' movements around the website, and to gather demographic information about our user base. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our Website or Services.

We do not recognize or respond to browser-initiated Do Not Track signals.

## **2. HOW WE USE YOUR INFORMATION**

We may use the information we collect through our products for a number of reasons, including to:

- provide, improve, protect, and promote our products and services;
- set your account(s);
- send you records of your use of the service, including for purchases or other events;
- understand how you use our products and customize your experience;
- send you marketing communications (in accordance with your subscription preferences);
- provide customer support;
- respond to your inquiries and requests;
- fix issues or problems with our products and services;
- prevent abuse of the products and services we offer; and
- carry out other lawful purposes about which we will notify our users and customers.

We may also combine the information we collect (or that is otherwise provided to us) through aggregation and other means to limit the identification of any particular individual to help with our business goals (such as research and marketing).

We give users the option to use some of our Services free of charge. These free Services are made possible by the fact that some users upgrade to one of our paid Services. If you register for our Services, we may, from time to time, send you information about upgrades. Users who receive these marketing materials can opt out at any time. If you don't want to receive a particular type of marketing material from us, click the 'unsubscribe' link in the corresponding emails, or **contact us using the contact details provided below (if using the contact details please provide your complete name, e-mail address, and any other relevant information that may be required to respond to your request)**. Please note that such marketing opt-out does not impact any transactional or operational notices that we may need to send you.

We sometimes contact people who don't have a Digital LPR account. If you receive an email and no longer wish to be contacted by Digital LPR, you can unsubscribe and remove yourself from our contact list via the message itself.

**Bases for processing your information.** We collect and use the personal data described above in order to provide you with the Services in a reliable and secure manner. We also collect and use personal data for our legitimate business needs. To the extent we process your personal data for other purposes, we ask for your consent in advance or require that our partners obtain such consent.

If you have questions about, or need further information concerning, the lawful bases for processing your data, please contact us using the contact details provided under the 'How to contact us' heading below.

### **3. HOW WE MAY SHARE YOUR INFORMATION**

We do not sell your information. We may share your personally identifiable information as described below:

- Vendors and other third-party service providers: We may share your information with third parties that we use for the business purposes of helping us to provide and support our Services. These parties provide services such as authentication, billing and collections, customer support, or data storage. We enter into legally binding agreements with these third-party service providers that protect your personal information and forbids such providers from using your information for their own purposes.
- Digital LPR has collected and disclosed the following categories of personal information, as described above, to vendors and third-party service providers in the preceding 12 months:
  - Account Information: includes your identifying information, which could be your real name, alias, unique personal identifier or online identifier, and it could include other personal information like your postal address, Internet Protocol address, email address, account name or similar identifiers.
  - Commercial information: such as your purchasing or consuming history or tendencies, including products or services purchased, obtained or considered.
  - Your content: what you and your users decide to input into the fields in the Digital LPR forms that you create and/or fill out.
  - Contacts: includes identifying information about contacts that you've chosen to give us access to, like a real name, alias or email address.

- Usage information: includes information relating to your use of the Services. Because Digital LPR provides online services, this may include internet or other electronic network activity information, such as information regarding your interaction with websites, applications, or advertisements.
- Device information: information about the particular devices you use to access the Services, which may include Usage information or device-specific information, such as an online identifier or Internet Protocol address, or geolocation data.
- Cookies and other technologies: technologies like cookies and pixel tags. These technologies can lead to the collection of online identifiers, Internet Protocol address, or other similar identifiers, as well as Usage information.
- Other Companies: Digital LPR shares infrastructure, systems, and technology with other companies owned or operated by RepoSystems.Com, Inc. (“RS Companies”) to provide, improve, protect, and promote services provided by RS Companies. We process your information across the RS Companies for these purposes, as permitted by applicable law and in accordance with their terms and policies.
- Compliance with Law, Safety, Security, and Business Transactions: We may disclose your information to third parties if we determine that such disclosure is reasonably necessary to: (a) comply with any applicable law, regulation, legal process, or appropriate government request; (b) protect any person from death or serious bodily injury; (c) prevent fraud or abuse of Digital LPR or our users; (d) protect Digital LPR’s rights, property, safety, or interest; or (e) perform a task carried out in the public interest.
- To other persons with your consent.
- Other users: Our Services display information like your name, profile picture, device, email address, and usage information to other users you collaborate or choose to share with. When you register your Digital LPR account with an email address on a domain owned by your employer or organization, we may help collaborators and administrators find you and your team by making some of your basic information - like your name, team name, profile picture, and email address - visible to other users on the same domain. This helps you sync up with teams you can join, and helps other users share files and documents with you.
- If you choose to opt-in to Digital LPR updates or marketing, we will email you with updates and offers, or inform you about other services and features.

#### **4. RETENTION OF INFORMATION**

We will retain your personal information for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law, for legal, tax or regulatory reasons, or other lawful purposes.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

#### **5. HOW WE PROTECT YOUR INFORMATION**

The security of your personal information is important to us. We follow generally accepted standards to protect the personal information submitted to us, both during

transmission and once it is received. If you have any questions about the security of your personal information, you can contact us at [legal@digitalLPR.Com](mailto:legal@digitalLPR.Com).

## **6. YOUR CHOICES ABOUT YOUR INFORMATION**

Upon your written request (for which email is sufficient), Digital LPR will provide you with information about whether we hold any of your personal information, the business or commercial purpose for collecting it, the types of sources we got it from and types of third parties we've shared it with. You may submit a data access request, request that your personal data be deleted, or object to the processing of your personal information by logging into your account, or by contacting us using the contact details below. We will respond to your request within a reasonable timeframe. We will not discriminate against you for exercising any of these rights.

## **7. CHILDREN'S PRIVACY**

This site and our Services are not intended for use by or directed to minors. We do not knowingly collect or ask for information from minors. We do not knowingly allow minors to use our Services. Any person who provides their information to Digital LPR through the Account Login page for new customers, Signup Page, or any other part of the Digital LPR Site represents to Digital LPR that they are of legal age (18 years of age or older or otherwise of legal age in your resident jurisdiction) and competent to agree to these Terms. We will delete any information we discover is collected from a minor without permission from their parent(s) or legal guardian(s). Please contact us using the contact details below if you believe you may have provided Digital LPR with a minor's information without permission from their parent(s) or legal guardian(s).

## **8. WHERE WE MAY STORE, PROCESS, OR TRANSMIT YOUR INFORMATION**

**General.** By using the Digital LPR Services you acknowledge and agree that: (i) your information will be processed as described in this Privacy Policy; and (ii) you consent to have your information transferred to us and our facilities in the United States or elsewhere, including those of third parties as described in this Privacy Policy.

## **9. CHANGES TO THIS POLICY**

If we change our privacy policies and procedures materially, we will post those changes to keep you aware of what information we collect, how we use it and under what circumstances we may disclose it. Changes to this Privacy Policy are effective when they are posted on this page. When we change the policy in a material manner we will update the 'effective date' at the top of this page, and we may also notify you of the change via email or other prominent notice posted on this site or the Service.

## **10. HOW TO CONTACT US**

For questions or concerns regarding the collection, use, or disclosure of your information, you can contact us by sending an email to [legal@digitalLPR.Com](mailto:legal@digitalLPR.Com).