

## **MEASURABL INC. AND THE EU-U.S. PRIVACY SHIELD**

Measurabl complies with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union to the United States. Measurabl has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in Measurabl's Privacy Policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, please visit <https://www.privacyshield.gov/>.

**Scope.** Measurabl collects the following personal information as part of its standard practices. Personal information is used to identify users in our system and ensure they are designated to appropriate roles and to facilitate customer support activities when users need assistance using the Measurabl application.

- Name (first name, last name)
- Company
- Internet Protocol (IP) address numbers — to monitor activity in the Measurabl application (e.g. last log on, frequency of log on, etc.)
- Electronic mail address

**Access.** Measurabl acknowledges the right of EU individuals to access their personal data. Users can access, correct, and update their personal information by going to their Profile settings and updating their personal information.

**Third Parties.** Measurabl does not transfer personal information to third parties. However, individuals have the right to choose (opt-out) whether their Personal Information is to be disclosed to a third party. If Measurabl should make personal information available to third parties in the future, users will be given notification and provided with an explicit option to opt-out of having their personal data shared. In accordance with the Privacy Shield Principles, Measurabl is liable for any processing of personal data by such third parties that is inconsistent with the Privacy Shield Principles unless Measurabl was not responsible for the event giving rise to any alleged damage.

**Legal Requests.** Personal data may be subject to disclosure pursuant to legal requests or other judicial and government processes, including to meet national security or law enforcement requirements.

**Enforcement.** The Federal Trade Commission has jurisdiction over Measurabl's compliance with the Privacy Shield.

**Questions and Disputes.** In compliance with the Privacy Shield Principles, Measurabl commits to resolve complaints about our collection or use of your personal information. European Union individuals with inquiries or complaints regarding our Privacy Shield policy should first contact Measurabl at:

Customer Success  
Measurabl  
2150 W. Washington Street, Suite 308  
San Diego 92110  
United States  
+1 (619) 719-1716

You can also email [info@measurabl.com](mailto:info@measurabl.com).

Please [contact us](#) with any questions or concerns relating to our Privacy Shield certification. If you do not receive timely acknowledgment of your complaint from us, or if we have not resolved your complaint, please contact or visit EU-US Privacy Shield Principles BBB EU PRIVACY SHIELD, a non-profit alternative dispute resolution provider located in the United States and operated by the Council of Better Business Bureaus. Please visit [www.bbb.org/EU-privacy-shield/for-eu-consumers/](http://www.bbb.org/EU-privacy-shield/for-eu-consumers/) for more information and to file a complaint. The services of EU-US Privacy Shield Principles BBB EU PRIVACY SHIELD are provided at no cost to you.

An individual has the possibility, under certain conditions, to invoke binding arbitration for complaints regarding Privacy Shield compliance not resolved by any of the other Privacy Shield mechanisms. Please see [Annex I](#) of the Privacy Shield for more information.

Additionally, as part of the Privacy Shield Framework, the U.S. State Department Senior Coordinator serves as the Ombudsperson to facilitate the processing of requests relating to national security access to data transmitted from the EU to the U.S.

For more information about Measurabl's privacy practices please review our [Privacy Policy](#).