



Privacy Policy

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We are Midmo, Inc. (“Midmo”, “our”, “us” or “we”). Your privacy is extremely important to us. This privacy policy (this “Privacy Policy”) describes how we collect, store, share, and use the information you submit and entrust to us when you visit and access our products, services, websites, and mobile applications (the “Applications”) that we make available to you in connection with products and services sold or otherwise provided to you as a part of our Internet of Things solutions (collectively, the “Products” and the “Services,” respectively). We license access to the Services to you under our **Terms of Service** (our “Terms of Service”) available at the Terms of Service link that you may find on your IoT-enabled devices, including, without limitation, mobile devices (collectively, your “Devices”).

By accessing or using the Services and Products, by accepting the Terms of Service or by entering into any other agreement with Midmo that governs access to or use of the Services or Products, you agree on behalf of yourself and any organization or company that you represent (together, “you” and “your”) that you have read, understand this Privacy Policy, and consent to the collection and use of information in accordance with this Privacy Policy. If you do not agree with this Privacy Policy, do not access or use the Services and/or Products.

This Privacy Policy is incorporated into and made a part of our **Terms of Service** and any other agreement that references this Privacy Policy or that governs access to or use of the Services and/or Products.

1. When and What information do we Collect?

Personal Information. When you visit or access the Applications or the Services or Products, or purchase, download, activate, or register one or more of the Services with us, you may be prompted to provide (and we may collect) certain types of personally identifiable information (“PII”), such as your name, postal address, e-mail address, telephone number, and other unique information such as unique device identifiers, geo-location (with respect to Google Maps inclusion, also subject to Google’s Privacy Policy found at <http://www.google.com/policies/privacy> and Google’s Terms of Service found at <https://policies.google.com/terms>) and product and service preferences. We also may collect: (i) the e-mail address(es) of customers who communicate with us via e-mail or provide their e-mail address when joining our mailing list; (ii) PII that is voluntarily provided to us by individuals who use the Applications and/or the Services or Products in connection with activities such as contest participations, surveys, and account registrations, in each case, as further described in this Privacy Policy.

Accounts

Orders and Payment. We request information from you when you fill out an order form or otherwise purchase services or other products made available through the Applications. If you make a purchase, where that option is available, you must provide your contact information (e.g., name and shipping address) and we will collect your payment information, such as your credit card information and your billing and shipping address. We do not directly access, handle, or store credit card information submitted through the Applications. To make a purchase, you will need to provide your name and your credit card type, number, expiration date, security code, and billing address. This information is used for billing purposes and to fill your orders through a payment processing and commerce solution for internet businesses called Stripe, also subject to Stripe’s Privacy Policy found at <https://support.stripe.com/topics/privacy>. If we have trouble processing an order, we may use this information to contact you.

Job Applications. If you submit a resume, job application, or related materials or other information to us, we may use that information to evaluate your qualifications and consider or respond to your inquiry or application. Your submission of a resume, job application, or related information does not in any way require Midmo to review that information or consider you for employment. To view career opportunities at Midmo or to submit a job application, you may be redirected to an online career portal operated by a third party. We encourage you to review any terms and privacy policies posted on that portal (if applicable).

Contact Form, Quotes, Requests for Information or Support. To contact us for more information, quotes for our applicable Services and/or Products, or to request support or information via the Applications, you will need to provide your contact information (such as your first and last name, email address, telephone number, etc.) as applicable and the subject matter in which you are interested.

Marketing Communications. If you sign up or otherwise provide your email address to us, we will use this information to send you updates about Midmo and promotional and other electronic communications. You may opt out of receiving updates and other emails from us at any time by following the unsubscribe instructions in the applicable email or by contacting us using the contact information provided below under the “How to contact us” section below. Note that, even if you opt out of receiving promotional communications from Midmo, you may still receive administrative communications from us with respect to your use of the Applications, Services, and/or Products. We may use third-party email providers to deliver these communications to you.

Commercially Available Information. We may also collect information about you from commercially available sources. Such information may include, without limitation, your name, address, e-mail address, and demographic data. We may use the information that we collect from these sources, along with other information that we collect from you.

Anonymous Data. We may collect non-personally identifiable (anonymous) information from visitors to the Applications and/or the Services, regardless of whether they place an order with us, download software from us, volunteer such information to us, communicate with us, join our mailing list, or otherwise.

Service Data. We may collect data collected through or from Devices in connection with your use of the Services, such as (without limitation):

- Data collected by IoT sensors during monitoring, such as environmental data (temperature, humidity, etc.), security information (opened/closed doors and windows, smoke, motion, alarms triggered automatically or manually, etc.), and location information; and
- Device information, such as model and serial number, network information (including, without limitation, IP address), device activity logs, operating system, service carrier, location, and historic and current device configuration.

Some of the Services may allow you to choose to invite other users to grant you access to their Devices, or permit other users the right to gain access to your Devices. We strongly discourage the sharing of log-in information, passwords, and other PII. In any case, we are not liable for the disclosure or use of any of your PII or other information on your Devices to other users through the use of the Services or for the alteration of and/or damage to a Device resulting from the sharing of such information.

Cookies and Similar Tracking Technologies. Like many sites, the Applications use “cookies.” Cookies are small text files that reside on your computer and identify you as a unique user. Cookies allow us to, among other things, measure activity on the Applications and personalize your experience. For example, cookies enable us to remember your viewing preferences without requiring you to re-type a user name and password. We may also use cookies to help us improve your access to the Applications, to identify repeat visitors to the Applications, to track how you access and use the Applications, to learn when and how users visit the Applications, to learn whether our Applications and/or its pages are popular, to learn which search terms are used to find the Applications, to learn which websites direct you to the Applications, to help display certain information on the Applications, and to improve your enjoyment of the Applications.

The Applications may use both cookies that we implement, and cookies implemented by our suppliers and other third parties. “First-party” cookies allow your browser to talk to the actual website that you are visiting, whereas “third-party” cookies allow your browser to talk to third-party websites, such as the source of an ad that appears on the website you are visiting or a third-party analytics provider. Additionally, a cookie can either be a “session” cookie or a “persistent” cookie. Session cookies exist only for so long as you are visiting the applicable website. Session cookies are typically deleted or removed when you exit or quit your browser application. Persistent cookies exist for a set period of time, for example, six months or one year. Each time you visit a website that has implemented a persistent cookie, that cookie will remain active until its predetermined expiration date.

Our suppliers may use cookies and tracking technologies, such as pixel tags, to track Application visitors across the Internet to understand how you get to the Application and for the analytics purposes disclosed in this Privacy Policy. We do not have access or control over these cookies and this Privacy Policy does not cover the use of third-party cookies.

The types of information collected by a cookie and the purposes for which that information is used depends on the type of cookie. By way of illustration, the types of cookies used, the types of information collected by those cookies, and the purposes for which that information are used are described below. We may combine information collected by cookies with other information collected under this Privacy Policy.

- ***Operationally necessary cookies (also called essential cookies).*** These are cookies that are required for the operation of the Applications. For example, these cookies are required to identify irregular website behavior, prevent fraudulent activity, and improve security. They also allow users of the Applications to make use of its functions. Without these cookies, features and services you have requested will not be able to be provided.
- ***Functional cookies.*** These cookies allow us to offer you enhanced functionality when accessing or using the Applications. This may include to remembering choices you make, for example, remembering your preferences or settings, remembering if you reacted to something on or through the Applications so that you are not asked to react to it again, remembering if you have used any feature of the Applications before, remembering your username or preferences, remembering if you have used any feature of the Applications before, restricting the number of times you are shown a particular advertisement, and enabling social media components. If functional cookies are disabled, various functions of the Applications may be unavailable to you or may not work the way you want them to.
- ***Performance cookies (also called analytical cookies).*** These cookies assess the performance of the Applications, including as part of our analytic practices to help us understand how visitors use and interact with the Applications, for example, which pages on our websites users visit most often. These cookies also enable us to personalize content and remember your preferences. These cookies help us improve the way our websites work and provide a better, personalized user experience.
- ***Advertising or targeted cookies.*** These cookies record your visits to the Applications, the pages you visit on our websites, and the links you have clicked. They gather information about your browsing habits and remember that you have visited a particular website. Midmo and its third-party advertising platforms or networks may use this information to make the Applications and its content more relevant to your interests (this is sometimes called “behavioral” or “targeted” advertising and is further discussed above). These cookies are also used to limit the number of times you see an advertisement and to help measure the effectiveness of advertising campaigns. To find out more about interest-based ads and your choices, please visit the [Digital Advertising Alliance](#), the [Network Advertising Initiative](#), the [Interactive Advertising Bureau \(IAB\) Europe](#), <http://www.allaboutcookies.org>, and <http://www.youronlinechoices.com>.

Most browsers automatically accept cookies. Browsers generally also allow users to manage cookies in the browser’s settings. For example, a browser may allow you to reject cookies from certain websites, reject certain types of cookies regardless of the website, reject or disable all cookies from all websites, and/or delete cookies stored previously. Some browsers also give you the option of being notified every time a cookie is sent to your browser by a website. If you choose, you can set your browser to reject cookies, or you can manually delete individual or all the cookies on your computer by following your browser’s help file directions. However, if you reject or delete cookies, you may have some trouble accessing and using some of the Services. Changing your cookie preferences in one browser will not necessarily carry over to other browsers, so you may need to adjust your preferences each time you get a new computer, install a new browser, upgrade an existing browser, or alter or delete a browser’s cookie file.

We also use other common information-gathering tools such as web beacons and embedded web links.

We also use log files in order to track information such as internet protocol (IP) addresses, browser type, internet service provider (ISP), platform type, and date/time stamps. The log files may also contain information we gather that can be used in trend analysis, administration of the Applications, and overall demography tracking; this information is gathered through the counting of clicks and not linked to PII.

Analytics Tools. The Applications and Services uses third-party analytics tools (e.g., Google Analytics) to collect and process data about your use of the Applications and Services, including when you visit the Applications, URLs of the websites that you visit prior to visiting the Application and when you visit those websites, and IP addresses assigned to the devices from where you access the Internet. Our analytics providers may set and read cookies to collect this data and your web browser will automatically send data collected by those cookies to our analytics providers. Our analytics providers use this data to provide us with reports that we will use to improve the Application's and Services' structure and content.

For more information on how Google uses this data, visit [Google's Privacy Policy](#) and Google's page on [How Google uses data when you use our partners' sites or apps](#). To prevent this data from being used by Google Analytics, follow the instructions to download and install the [Google Analytics Opt-out Browser Add-on](#) for each browser you use. Using the Google Analytics Opt-out Browser Add-on will not prevent Midmo from using other analytics tools and will not prevent data from being sent to the Applications itself or to Google. For more information about how Google Analytics uses cookies to measure user interactions on websites, visit [Google Analytics Cookie Usage on Websites](#). You may disable cookies as discussed below, but that may impact your use and enjoyment of the Applications.

Advertising and Remarketing. From time to time the Applications and Services may use or participate in advertising networks and related advertising services that are managed and provided by third-party advertising servers, advertising agencies, technology vendors, and research firms, including, without limitation, [Google Ads](#). These services collect information about your visits to and interactions with the Applications and Services and other websites and will use that information to target advertisements for goods and services and to display those advertisements on other websites. The information collected may be associated with your personal information.

Advertising networks often gather data about consumers who view advertisements to make inferences about a consumer's interests and preferences, which enables their computers to deliver advertisements directly targeted to the consumer's specific interests. This practice is often referred to as "online behavioral advertising." For example, a third-party advertising network might collect the type of web browser you use, the type of computer operating system you use, the domain name of a website you visit, whether or not you visit specific pages of the Applications and Services and other websites, the location of your Internet service provider, the date and time of a visit to a website, and other interactions between you and a website.

Through Google Ads, Google uses your Internet searches, cookies, and similar identifiers (e.g., pixel tags) to collect information about your visits to the Applications and Services and your interaction with our products and services to generate targeted advertisements to you on other websites that you visit across the Internet.

We may also enable and implement the following Google Analytics Advertising Features on the Applications and Services: Remarketing with Analytics, Demographics and Interest reporting, Campaign Manager integration, Display & Video 360 integration, Google Display Network ("GDN") Impression Reporting, and Segments. Remarketing with Analytics uses Google Analytics cookies to serve advertisements to you across the Internet based on your visits to the Applications and Services. Demographics and Interest reporting uses a third-party cookie to collect information about our Applications and Services traffic by tracking users across websites and across time, which generates a report for us to better understand Applications and Services users. Campaign Manager integration allow us to view, analyze, and create remarketing lists using our Campaign Manager data in Google Analytics. Display & Video 360 integration allows us to create remarketing lists in Google Analytics and have those lists available in Display & Video 360. GDN Impression Reporting allows us to measure the impact of unclicked GDN Display ad impressions on website behavior and conversions. Segments allows us to isolate and analyze subsets of Applications and Services users by sorting our Google Analytics data.

To opt out of remarketing advertising provided through Google, to customize your ad preferences, or to limit Google's collection or use this information, visit [Google's Safety Center](#) and [Google's Ad Settings](#) and follow [Google's personalized ad opt-out instructions](#). Opting out will not affect your use of the Applications and Services.

To change your preferences with respect to certain online ads and to obtain more information about third-party ad networks and online behavioral advertising, please visit the [National Advertising Initiative Consumer opt-out page](#) or the [Digital Advertising Alliance Self-Regulatory Program](#). Please remember that changing your settings with individual web browsers or ad networks will not necessarily carry over to other browsers or ad networks. As a result, depending on the opt-outs you request, you may still see our ads from time to time. Your device may also include a feature ("Limit Ad Tracking" on iOS or "Opt Out of Interest-Based Ads" on Android) that allows you to opt out of having certain information collected through apps used for behavioral advertising purposes.

Embedded Content. The Applications and Services may incorporate content, including feeds, scripts embedded in the Applications' and Services' code, and visible content (e.g., videos), provided by third parties. In some cases, those third parties collect data about how you interact with their content. For example, Google Maps or YouTube.

YouTube. Our Applications and Services may use YouTube to make content in video format available to you. By accessing a part of the Applications and Services where videos are available, watching an embedded video, or otherwise interacting with any content made available through YouTube, you signify your agreement with YouTube's [terms and conditions](#). YouTube collects and otherwise has access to usage data (e.g., what videos you accessed and watched) through videos embedded in the Applications and Services as further described in [YouTube's Privacy Policy](#). YouTube adheres to Google's privacy policies and principles, part of which allow you to control certain privacy settings and which data are collected. For more information, please visit <https://www.youtube.com/howyoutubeworks/user-settings/privacy/>.

2. How is Information Used?

We use information we collect for the following purposes: provide you with, and improve, the Products and the Services;

- fulfill orders and process payments;

- administer your account and back-up your data;
- troubleshoot issues you encounter with the Products and/or the Services;
- respond to your questions and concerns, and provide customer support;
- contact you, and send you notifications about the Products and/or the Services according to your preferences;
- send you marketing communications, as permitted by applicable law; and
- analyze and better understand how users access and use the Products and/or the Services, both on an aggregated and individualized basis, in order to improve the Applications, the Products, create new features, provide you new offerings, respond to user preferences, and to protect your data.

Aggregate, anonymous data collected is statistical in nature and does not include PII. This data may be used for a variety of purposes in Midmo's sole discretion (whether or not specifically set forth in this Privacy Policy), such as to improve our offerings, improve your user experience and the overall quality of the Applications, the Products and/or the Services, or for marketing, advertising, research, or similar purposes.

When you provide us with your credit card information, we may redirect that information to our third party payment processors only for the purpose of payment processing in accordance with their own privacy and security policies.

Additionally, we may use and share information collected pursuant to this Privacy Policy as required or permitted in accordance with subpoenas, court orders, valid law enforcement requests, governmental agency requests, and other legal processes. We may use information collected under this Privacy Policy if we believe doing so is necessary or appropriate to protect our rights or the rights of others.

If Midmo undergoes a change in control, acquisition, merger, reorganization, or asset sale (in whole or in part), we may transfer, sell, share, or otherwise disclose information collected under this Privacy Policy to the subsequent owner(s) or successor(s) of those transactions. We may also disclose information collected under this Privacy Policy in connection with the evaluation of those transactions.

Other than as described in this Privacy Policy, you will not be subject to decisions based on automated information processing without your prior consent.

Pursuant to and consistent with the purposes for collecting your information as set forth in this Privacy Policy we disclose certain categories of personal data to third parties for a business (or other) purpose. The categories of personal information we disclose include:

- *Identifiers*: including but not limited to name, telephone number, address, or email address;
- *Internet or other electronic network activity information*: including but not limited to computer and connection information, IP address, and cookies and other tracking technologies described further above; and
- *Inferences*: drawn from the above categories of personal information.

We may share your information with:

- our corporate affiliates that provide aspects of the Services, Products or otherwise support our provision of the Services and/or Products;
- our third-party vendors, service providers, contractors, or agents who perform aspects or functions of the Applications and Services on our behalf (e.g., help deliver the Services to you, maintain the Applications, store data, or perform data analytics); for example, our data analytics and advertising providers, third-party payment processors, fraud prevention providers, cloud storage providers, IT service providers, and delivery partners;
- select business partners to facilitate their ability to offer products and services that we believe will be compelling to our customers and to those who have subscribed to our mailing list;
- other third parties: (i) in order to respond to the requests of and/or provide information to police, other emergency responders, and governmental authorities; (ii) in order to comply with any law, regulation, subpoena, or court order; (iii) in order to help prevent fraud, enforce or protect our rights, protect your information, or enforce the Terms of Service and this Privacy Policy; (iv) in order to protect your personal safety and/or that of our employees, and/or third parties; and (v) for business reasons, such as in the context of the sale or merger of our company or business.

We may share your aggregated, anonymous data for a variety of purposes, such as to improve our offerings, improve your user experience and the overall quality of the Applications, the Products and/or the Services, or for marketing, advertising, research, or similar purposes.

We may also share your PII with third parties in certain circumstances when we receive your prior express consent to do so.

We also work with third parties to monitor certain pages of the Applications for the purpose of reporting traffic and other statistics. These third parties may use cookies and/or other monitoring technologies to compile anonymous statistics about the users of the Applications, the Products, and/or the Services. Some web browsers and devices permit you to broadcast a preference that you not be "tracked" online. At this time, we do not modify your experience based upon whether such a signal is broadcast.

4. Third-Party Links & Social Media

The Services may contain links to third-party websites and/or applications for your convenience and information. Certain of those websites and/or applications may allow you to enable their products and/or services to be directly integrated into your Device. We do not control those third parties or make any representations or warranties about them. Any personal information that is obtained by third parties is not covered by this Privacy Policy. We encourage you to review the privacy policies of third-party websites and applications you visit.

The Applications may allow you to connect to and share information with social media platforms and we may be required to implement cookies, plug-ins, and APIs provided by those social media platforms in order to facilitate those communications and features. We may share information that you provide us or that we may collect about your use of the Applications, Services, and/or Products with those platforms and

that information will be subject to their privacy policies. We encourage you to review the privacy policy of any social media platform that you use in connection with the Applications, Services, and/or Products. In addition, by choosing to use any third-party social media platform or choosing to share content or communications with any social media platform, you allow us to share information with the designated social media platform. We cannot control any policies or terms of such third party platform. As a result, we cannot be responsible for any use or disclosure of your information or content by third-party platforms, which you use at your own risk.

Midmo is active on social media. You may have the opportunity to comment on those social media platforms regarding Midmo and the products we offer and/or to submit or upload related photographs and other materials. Midmo reserves the right to post on the Applications, other websites, and social media pages any comments, photographs, or content that you post on our social media pages or provide to us through social media.

5. Third-Party Provided Links and Components

The Services may contain links to third-party websites and/or applications for your convenience and information. Certain of those websites and/or applications may allow you to enable their products and/or services to be directly integrated into your Device. We do not control those third parties or make any representations or warranties about them. Any personal information that is obtained by third parties is not covered by this Privacy Policy. We encourage you to review the privacy policies of third-party websites and applications you visit. Please see our Terms of Service for more information on third-party provided websites, applications, software, and services.

6. Security

The security of your personal information is important to us. We follow generally accepted industry standards to protect the information transmitted to us, both during transmission and after our receipt. However, note that no method of transmission or electronic storage is 100% secure. Therefore, we cannot guarantee absolute security to your data. If you have any questions about the security of the Services, please contact us at connect@midmo.io.

7. Changes to this Privacy Policy

Midmo reserves the right, in its sole discretion, to modify, amend or supplement this Privacy Policy at any time, with or without notice, by posting such modifications, amendments, and/or supplements here. If you continue to use the Services or Products after any such modifications, amendments or supplements are made, you are then accepting and agreeing to be bound by them.

8. Other Rights & Important Notices

We do not knowingly collect PII from children under the age of 18 or allow them to purchase either Products or the Services from us.

Our business operations and the computer servers that handle data collected via the Services are hosted in data centers located in the United States, EU and APAC. Likewise, we may work with service providers outside these regions.

If you are accessing or using the Services in the E.U., EEA, or countries with similar laws whose privacy practices may differ from that of the U.S, then please note that your personal information may be transferred to the United States unless your agreement with Midmo specifies this data to remain exclusively in a specific region. If we transfer personal data from the E.U., EEA, and countries under the GDPR law, we rely on your approved practices, including using standard contract clauses approved by the European Commission or dealing with companies with "adequate" practices. You hereby agree with and consent to the transfer of your personal data to the U.S. and other countries where we operate and where our service providers operate.

9. Opt-Out / Unsubscribe from Email Marketing

You can access some of the Applications without providing any PII. However, you may not be able to use certain features (such as registering, opening an account, or making purchases) without providing PII. Please contact us at connect@midmo.com if you would like to discontinue receiving marketing-related e-mails and opt-out of certain uses of your PII by Midmo. Note that, even if you opt out of receiving promotional communications from Midmo, you may still receive administrative communications from us with respect to your use of the Applications, Services, and/or Products. We may use third-party email providers to deliver these communications to you.

10. How to Contact Us

If you feel that we are not following this Privacy Policy, or to be removed from our mailing list, you may contact us at connect@midmo.io.