

Aerial, Inc. Privacy Notice

Last Updated: January 3, 2023

Introduction

This Privacy Notice is provided by Aerial, Inc. (“**Aerial**,” “**we**,” “**our**,” or “**us**”) to describe the Personal Information (defined below) that we collect in relation to your access to and use of the Services, how we use it, with whom we share it, and the choices available regarding our use of the Personal Information we collect. We also describe the measures we take to protect the security of information and the Services and how to contact us about our privacy practices. **IF YOU DO NOT AGREE WITH THIS PRIVACY NOTICE, DO NOT ACCESS OR USE ANY PART OF THE SERVICES OR REGISTER FOR AN ACCOUNT.** All capitalized terms not defined in this Privacy Notice have the respective meanings set forth in the Terms of Service at: <https://aerialops.io/terms>.

Updates to this Notice

We may update this Privacy Notice based upon evolving laws, regulations, and industry standards, or as we may make changes to our business, including the Services. We will post changes to our Privacy Notice on this page and encourage you to review our Privacy Notice when you use our Services to stay informed. If we make changes that materially alter your privacy rights, we will take appropriate measures to inform you, consistent with the significance of the changes we make. If you disagree with the changes to this Privacy Notice, you should discontinue your use of the Services.

Children

You must be at least 18 years old to use the Services. The Services are not directed to or intended for use by minors. If you are under 18, do not use or provide any information through the Services. If we learn we have collected or received Personal Information from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us.

Personal Information We Collect

Information You Provide Us

We collect certain information from you by which you may be personally identified, such as your first name, last name, email address, physical address, and phone number (“**Personal Information**”), when you use the Services, such as when you submit an inquiry through our “Join Waitlist” page, create an account, or set up two-factor authentication. You may also upload documents and files to the Services that include personally identifiable information. Uploaded documents and files are scanned and hosted in order to provide the Services to you. If you choose to upload documents with personally identifiable information, that information will only be used to provide the Services to you.

Information We May Automatically Collect

When you visit the Services, we may automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device using cookies, localStorage, indexedDB and similar technologies. Additionally, as you browse the Services, we may collect and record information about the individual web pages and services that you view, what websites or search terms referred you to in the Services, and information about how you interact with the Services, including without limitation mouse clicks, mouse movements, key presses, or other actions you may take on the Services.

We may automatically collect this information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <https://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Services, and collect data including without limitation your IP address, browser type, internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Services.

How We Use Your Personal Information

We use the Personal Information we collect from you in the following ways:

- To provide and maintain the Services;
- To manage your account;
- For the performance of a contract and the development, compliance, and undertaking of any contract you may have with us;
- To personalize your experience on the Services;
- To manage your requests;
- To process your transactions;
- To communicate with you, which may include marketing communications;
- To screen for and investigate potential risks and fraud in our systems;
- To optimize our Services;
- To comply with legal obligations; and
- To establish, exercise, or defend a legal claim.

We use cookies and similar technologies that automatically collect your information to:

- Authenticate you and protect your account;
- Remember user preferences;
- Enable plugins that allow you to share information on social media platforms;
- Deliver and measure advertising; and
- Analyze traffic and trends through the Services.

Sharing your Personal Information

We do not sell or share your Personal Information with third parties unless you provide us with advance notice. Any documents and files you upload to our Services are shared with your permission. We may share your Personal Information to comply with applicable laws, regulations, respond to a subpoena, search warrant, or other lawful request for information we receive, or to otherwise protect our rights.

We may disclose your Personal Information as part of a corporate business transaction such as a merger or acquisition, divestiture, sale of company assets, or in the event of insolvency, bankruptcy, or receivership. In these cases, Personal Information could be transferred to third parties as a business asset. We may also disclose your Personal Information to any affiliated entity, organization, or business partner and to agents and service providers to help us operate the Services and improve our business or the Services.

We may also use Google Analytics and Inspectlet to help us understand how you use the Services. You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/> and about how Inspectlet uses your Personal Information here: <https://www.inspectlet.com/terms-of-service#privacy>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Use of Non-Personal Information

We may use non-personally identifiable information and aggregate information for any lawful purpose, including without limitation analyzing trends, managing and administering the Services, tracking users' movements, to create new products or services, or to improve our business and the Services. We may also share aggregate information with third parties to develop and deliver targeted advertising and to analyze and report on the advertising you see. In addition, we may share aggregate statistical information with our business partners. We may also combine your non-personally identifiable information and aggregate information with other non-personally identifiable information and aggregate information collected from other sources. We will take reasonable steps to ensure that aggregate information is never associated with you or your Personal Information.

Privacy Technology Practices

Do Not Track Signals

Some browsers have incorporated "do not track" features to enable users to make privacy and security choices. By using these settings, your browser may send a signal to our Site not to collect tracking information. Please note that we do not alter our Site's data collection and use practices when we see a "do not track" signal from your browser.

Data Security

We are committed to protecting the security of your Personal Information. Depending on the circumstances, we may hold your information in hard copy and/or electronic form. For each medium, we use technologies and procedures to protect Personal Information. We review our strategies and update as necessary to meet our business needs, changes in technology, and regulatory requirements. These measures include without limitation technical and organizational security policies and procedures, security controls, and employee training.

If you make any purchases through the Services, we may use a third party payment processor, such as Stripe, to assist with securely processing your payment information, and your credit card data will be encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Stripe will not sell or lease your Personal Information. Your purchase transaction is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information will be deleted. You can review Stripe's Privacy Policy here: <https://stripe.com/privacy>.

You are responsible for maintaining the security of your account credentials related to the Services. We will treat access to the Services through your account credentials as authorized by you. Unauthorized access to password-protected or secure areas is prohibited. We may suspend your use of all or part of the Services without notice if we suspect or detect any breach of security. If you believe that information you provided to us is no longer secure, please notify us immediately using the contact information provided below.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted to our Services. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Services.

Data Retention

We retain your Personal Information for as long as we have a business relationship with you. When you delete your account, we will initiate a deletion process of the information and documents that you have uploaded. Please note that we may have to retain certain information associated with your account to comply with legal obligations, resolve disputes, and enforce our agreements.

California's Shine the Light Law

California Civil Code Section 1798.83 permits users of our Services that are California residents to request certain information regarding our disclosure of the information you provide through the Services to third parties for their direct marketing purposes. To make such a request, please contact us at: legal@aerialops.io.

Contact Us

For more information about our privacy practices or if you have any questions, please contact us at: legal@aerialops.io.