

## Website Privacy Policy Statement

The Acadia™ software as a service application and these websites “www.systemsalliance.com”, “www.<companyname>.acadia.systemsalliance.com (hereafter collectively referenced as the “SAI websites”) are operated by Systems Alliance, Inc. (“Company”) and this policy applies to all websites owned, operated, controlled and otherwise made available by Company, its parent, their affiliates and subsidiaries (including, but not limited to, mirrored, co-branded and successor sites). Our office address is:

Systems Alliance, Inc.  
307 International Circle  
Suite 620  
Cockeysville, Maryland 21030

We may be reached via email at [info@systemsalliance.com](mailto:info@systemsalliance.com) or by telephone at 410-584-0595.

### Introduction

Company respects the privacy and security of your personal information. The following privacy policy describes the information we collect, how we use it and what rights you have to it. By using the SAI websites, you acknowledge and agree to the terms and conditions of this Website Privacy Policy Statement (“Privacy Policy”). If you do not agree to these terms and conditions, please do not use the SAI websites.

We reserve the right to change or modify our privacy practices from time to time simply by posting a revised Privacy Policy here: <http://www.systemsalliance.com/acadiaprivacypolicy.html>. We reserve the right to make the revised or changed Privacy Policy effective for information we already have about you, as well as any information we receive in the future. We encourage you to refer to this Privacy Policy on an ongoing basis so that you understand our current privacy practices.

### Privacy Policy

Like many websites, we gather information about how visitors use the SAI websites. We also gather information about you from services other than a website including, but not limited to, the telephone, mail and trade shows. In general, you can visit many of the web pages on the SAI websites without telling us who you are or revealing any personal information about yourself. We, however, may track your Internet Protocol (IP) address and other anonymous information from your web browser for trends and statistics (including, but not limited to, browser version, pages requested and pages visited), but you will remain anonymous unless you provide us with personal information during your visit to the SAI websites or during an earlier or subsequent visit and we are able to link your IP address between your current visit and one of these other visits.

We may also work with service providers who use tracking technologies to serve ads across the Internet or track email communication response rates on our behalf. These companies may collect personal information about your visits to the SAI websites and your interaction with our communications, including advertising.

In addition to anonymous information, we also collect personal information from you at the SAI websites when you voluntarily submit it to us. We may request personal information from you (which may include your name, address, telephone number, email address, when you:

- Complete a service request or registration, survey, application or other form;
- Sign-up to receive email newsletters or other correspondence;
- Submit materials to the SAI websites;
- Participate in a promotion, contest, sweepstakes or similar promotional activity;
- Request white papers, blogs or other electronic content from us; and/or
- Request e-mail, fax, mail or telephone support or services

We also may collect information about your activities on and through the SAI websites from our third party business partners, suppliers, vendors and other agents.

You may choose not to provide us with any personal information. In such event, you can still access and use many portions of the SAI websites; however, you will not be able to access and use those portions of the SAI websites or the services available on or through the SAI websites that require your personal information.

### **Using Information**

We may use the information we collect to:

- Customize and/or personalize your communications, viewing, and/or website experience;
- Better respond to your customer service inquiries;
- Communicate with you about your customer service needs;
- Communicate with you about our products and events, and for other promotional purposes;
- Improve our business;
- Administer contests, promotions, surveys or other website features;
- Provide technical support to you; and
- Perform any other lawful acts except for those acts expressly prohibited by the terms and conditions set forth herein.

### **Sharing Information**

Except as expressly set forth herein, we do not loan, give away, sell, distribute or rent your personal information to any third party.

We will disclose your personal information to third parties if you have previously consented to such disclosures and in special circumstances, including, but not limited to, the sale of the Company or any portion thereof; during the due diligence in connection with a potential sale of the Company or any portion thereof; during any bankruptcy, insolvency or liquidation of the Company; or in other similar circumstances.

For the purpose of operating our business and providing you with certain services and products, we may disclose your personal information to one or more of our business partners, distributors, suppliers, affiliates, service providers or other third parties who are assisting the Company in performing such services. Without limiting the foregoing, these third parties may provide the Company with payment processing, shipping, data management, email distribution, live text chat, email response, market

research, information analysis, and promotions management services. We provide such parties with the personal information they need to perform their respective services and we use commercially reasonable efforts to require them to safeguard your personal information and limit their use of it.

We also may disclose personal information about you upon request by the government; in response to a court order; when required by law or when we believe in good faith is required by law; to enforce our Privacy Policy, terms and conditions or other agreements and polices on the SAI websites; upon your request; or to contact, identify or bring legal action against someone who may be causing injury to or interference with our or others' rights or property including, but not limited to, claims for infringement of intellectual property, invasions of privacy or situations involving threats or alleged threats to the physical safety of a person's property. We may also share information with companies assisting in fraud protection or investigation. We do not provide information to these agencies or companies for marketing purposes.

We may also provide aggregated, non-personally identifiable information to third parties for any legal purposes whatsoever.

### **Protecting Your Information**

We use commercially reasonable efforts to safeguard and secure your personal information while stored on our computer systems. We use a variety of industry standard security measures, including authentication and other tools, to maintain the confidentiality of your personal information. Your personal information is stored behind industry standard firewalls and is only accessible by a limited number of persons who are authorized to access such systems, and are required to keep the information confidential. Regardless of these efforts by us, no system connected to the internet can be guaranteed to be 100% secure.

We use commercially reasonable efforts to safeguard and secure the transmission of your personal information from your computer to our computers. Regardless of these efforts by us, no data transmission over the public Internet can be guaranteed to be 100% secure.

### **Cookies**

The SAI websites may use cookies. A cookie is a small, removable data file that is stored by your web browser on your computer. Cookies allow you to place an order on this [www.systemsalliance.com](http://www.systemsalliance.com) Website and allow us to enhance, facilitate and personalize your online surfing and shopping experience. For example, we may use cookies to:

- Recognize you when you return to this Website;
- Present relevant content to you when you visit this Website;
- Analyze visitor behavior; and
- Facilitate other similar types of activities.

You can choose to have your computer warn you each time a cookie is being sent or you can choose to turn off all cookies. You do this through your web browser settings. If you turn cookies off, you may not have access to many features that make your visit to the SAI websites more efficient and enjoyable, and in some cases, some of our services may not function or may function with limited capability.

### **Chat Rooms and Forums**

This SAIA websites may now or in the future include web logs (*i.e.*, blogs), chat rooms, forums, message boards, and/or news groups. Any information that is disclosed in these areas becomes public information. You should exercise caution before disclosing your personal information via these public venues, which you do at your own risk. If you do so, you may receive, among other things, unsolicited emails or "spam" from others. The Company cannot safeguard the privacy of personal information that is disclosed online in this manner.

### **Other Websites**

When browsing the SAI websites, you may be directed to other websites that are beyond our control. These other websites may use cookies and pixel tags, collect data, or solicit personal information. Even though the Company may be affiliated with these websites, we have no control over them or how they collect, distribute or otherwise use your personal information or how they safeguard and secure your personal information. The Company is not responsible or liable for the conduct, policies or actions of the owners of such websites or the content displayed on these websites. These websites are linked to the SAI websites only for your convenience and you access them at your own risk.

### **Unsubscribing, Removing or Modifying Your Information**

We want to communicate with you only if you want to hear from us.

You may unsubscribe from receiving emails from us at any time by using the link included at the bottom of each email communication. You may also unsubscribe by sending us an email at [info@systemsalliance.com](mailto:info@systemsalliance.com).

In some limited circumstances, such as to resolve disputes, troubleshoot problems and enforce our Website Terms and Conditions of Use Agreement, we may retain in our files information you have requested to remove. Further, your personal information is never completely removed from our databases due to technical constraints and the fact that we back up our systems. Therefore, you should not expect that all of your personal information will be completely removed from our databases in response to your requests.

We reserve the right to send you certain communications related to the SAI websites that are considered part of your account, such as technical alerts, without offering you the opportunity to opt out of receiving them.

### **Phishing**

Phishing is the illegal attempt to mislead people into providing personal or financial information, including credit card numbers, login IDs, passwords and Social Security numbers, via email or through fraudulent websites. The most frequent phishing attacks occur through email disguised to appear as though it came from a reputable company. Most phishing attempts urge you to update or validate your account information, typically through a link in an email directing you to a fake website that appears to be legitimate.

Do not provide your personal or financial information in response to an email request or after clicking on a link from an email. The Company does not ask for this type of information through an email communication.

To help protect your computer and personal information, make sure you have current anti-virus and firewall software installed on your computer and update such software on a regular basis. Also, please review your credit card statements carefully and verify that all transactions are authorized and report any discrepancies immediately to your credit card company.

To learn more about phishing scams, you may wish to visit [www.antiphishing.org](http://www.antiphishing.org) or [www.consumer.gov/idtheft](http://www.consumer.gov/idtheft).

Some sections of the SAI websites may require you to set up a user ID and password. We recommend that you do not divulge your password to anyone. The Company will never ask you for your password in an unsolicited telephone call or email. If you suspect you have received a fraudulent email from the Company or any of its affiliates, please contact us immediately at [info@systemsalliance.com](mailto:info@systemsalliance.com).

### **Terms and Conditions**

The Company has a Terms and Conditions Agreement that sets forth the terms and conditions under which we provide products, services and information to you from the SAI websites. Please review the [terms and conditions](#) governing your use of, and access to, the SAI websites. It is your responsibility to read, understand and comply with the terms and conditions set forth therein.

### **Questions and Feedback**

We welcome your questions, comments, and concerns about this Privacy Policy and our privacy practices. Please send us feedback at [info@systemsalliance.com](mailto:info@systemsalliance.com) pertaining to these matters or any other issue you may have with the Company or this [www.systemsalliance.com](http://www.systemsalliance.com) Website.

If you feel that we are not following our stated Privacy Policy, you may also contact state or local chapters of the Better Business Bureau, your state or local consumer protection office, or The Federal Trade Commission at 202-FTC-HELP (202.382.4357) or at <http://www.ftc.gov/ftc/complaint.htm>.

Last Updated: February 28, 2018