

Privacy Notice

I. General

AXS Lab Inc. and its affiliates (collectively, “we,” “our,” “us,” or “AXS”) owns and operates www.axsmap.com (the “Site”) and we are committed to protecting your privacy and Personal Information (as defined below) about you. This Privacy Notice is intended to describe our practices regarding information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household (collectively “Personal Information.”) relating to visitors to the Site (“you” or “your”), for what purposes Personal Information may be used, and with whom we may share Personal Information.

II. What Personal Information Do We Collect?

a) When You Register on the Site

When you register on the Site, we collect the following identifiers that may, alone or in combination with other information, constitute Personal Information:

- Name;
- E-mail;
- Password;
- Address; and
- Your newsletter subscription choice.

You have no obligation to provide the Personal Information described above, but if you don’t provide such Personal Information, you may not be able to use some of the features on the Site. Please note that you have the right to opt out of receiving electronic direct marketing communications, such as newsletters, from us. All electronic direct marketing communications that you may receive from us, such as e-mail messages and SMS-messages, give you an option of not receiving such communications from us in the future. If you have any additional questions about electronic direct marketing received from us, please contact us at axsmap@axslab.org.

b) When You Communicate With Us

When you communicate with us in and through the Site, e-mail us, or otherwise communicate with us, we collect the following identifiers that may, alone or in combination with other information, constitute Personal Information:

- Name;
- Contact information such as email address and a street address; and
- Content of communications sent to us.

You have no obligation to provide the Personal Information described above, but if you don't provide such Personal Information, we may not be able to respond to your communications to us.

c) When You Request Information From Us

When you use the "Contact" function on the Site, we collect the following identifiers that may, alone or in combination with other information, constitute Personal Information:

- Name;
- Contact information such as e-mail address; and
- Content of communications sent to us.

You have no obligation to provide the Personal Information described above, but if you don't provide such Personal Information, we may not be able to respond to your requests.

d) Surveys, Sweepstakes, and Promotions

You may be able to participate in surveys, sweepstakes and other promotions on the Site (collectively "Promotions"). If you choose to participate in the Promotions, we may collect the following identifiers that may, alone or in combination with other information, constitute Personal Information:

- Name; and
- Contact information such as e-mail address, postal address and phone number.

You have no obligation to provide the Personal Information described above, but if you don't provide such Personal Information, you may not be able to participate in Promotions.

e) Internet Activity Information

Software used on the Site collects Internet or other electronic network activity information that may, alone or in combination with other information, constitute Personal Information:

- The domain from which you access the Site;

- The type of browser and operating system used in the device you use to access the Site;
- Internet Protocol (IP) address;
- The date and time you visited the Site (time stamp);
- The pages browsed on the Site;
- The website used to link to the Site from;
- Any search terms used to navigate the Site;
- Products purchased and viewed on the Site;
- A browsing session ID; and
- Whether you are a first-time visitor to the Site.

For additional information about cookies used on the Site, please review Section 10 below.

Google Analytics is an element of the Site. By using cookies, Google Analytics collects and stores data such as time of visit, pages visited, time spent on each page of the Site, the Internet Protocol address, and the type of operating system used in the devices used to access the Site. By using a browser plugin available at <http://www.google.com/ads/preferences/plugin/> provided by Google, you can opt out of Google Analytics.

III. The Sources of Personal Information

We collect Personal Information from the following categories of sources:

- You: When you voluntarily provide Personal Information to us;
- Third party identity management providers such as Facebook or Google; and
- Software: Information automatically collected via cookies, web logs, web beacons, and other software-based analytics tools.

IV. Why We Collect Personal Information About You

We use Personal Information about you for the following purposes:

- To operate and improve our Site, including through analytics to help us understand how you use the Site, so that we can present content in the best manner;
- To provide the services, such as the ability to organize Mapathons, made available on the Site;
- To provide you with any information that you request from us. If you do not provide us with the information we need to respond to your request, we may not be able to provide you with the information that you request from us;
- To notify you about changes to the Site;

- To enable us to issue a notice, administrative, or corrective action to you in relation to the Site, if required;
- To send you direct marketing messages that you have consented to receive;
- To protect against, identify and prevent fraud and other unlawful activity, claims and other liabilities;
- To comply with applicable legal requirements, industry standards, and our own policies; and
- Where permitted by law, to provide you with information about other products and services we offer that are similar to those that you have already subscribed to or enquired about and we feel may interest you.

V. **How We Disclose Personal Information**

We may disclose the following categories of Personal Information with the following categories of third parties for business purposes:

Category of Personal Information	Category of Third Party
<ul style="list-style-type: none"> • Identifiers • Internet activity information • Professional information 	Our affiliates (such as subsidiaries that we own)
<ul style="list-style-type: none"> • Identifiers • Professional information • Internet activity information 	Service providers: We use services providers such as website hosting and management companies, and data storage and data analysis companies. Such service providers can only use Personal Information to provide such services to us and for no other purpose.
<ul style="list-style-type: none"> • Identifiers • Professional information • Internet activity information 	Parties to a corporate transaction or proceeding: In the event of a corporate sale, merger, reorganization, bankruptcy, dissolution or similar event, Personal Information may be part of the transferred assets.
<ul style="list-style-type: none"> • Identifiers • Professional information 	Public authorities and legal proceedings: AXS may disclose Personal Information about you to government or law enforcement officials or private parties as required by law, and disclose and use such information as we believe necessary or appropriate to (a) comply with applicable laws and lawful

	requests and legal process, such as to respond to subpoenas or requests from government authorities; (b) enforce the terms and conditions that govern the Site; (d) protect our rights, privacy, safety or property, and/or that of you or others; and (e) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity.
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VI. California Privacy Rights

a) Introduction

California Civil Code Section 1798.83 permits the users of the Site who are California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes. To make such a request, please contact us at axsmap@axslab.org.

VII. Data Retention

We will only retain Personal Information about you for as long as necessary to fulfill the purposes Personal Information was collected for, including the purposes of satisfying any legal, accounting or reporting requirements. To determine the appropriate retention period for Personal Information, we consider the amount, nature, and sensitivity of the Personal Information, the potential risk of harm from unauthorized use or disclosure of Personal Information, the purposes for which we process Personal Information and whether we can achieve those purposes through other means, and applicable legal requirements.

VIII. Links to Other Websites

The Site may contain links to other websites of interest. However, once you have used these links to leave the Site, we do not have any control over third party websites. We cannot be responsible for the protection and privacy of any Personal Information which you provide whilst visiting such sites and such sites are not governed by this Privacy Notice. You should exercise caution and review the privacy notice applicable to the website in question.

IX. Children

The Site and the Services are not intended for children under the age of 16. Accordingly, we do not intend to collect Personal Information from anyone we know to be under 16 years of age. We do not intentionally collect, sell, or process the Personal Information of individuals under 16 years of age.

X. How Do We Use Cookies?

Some of the features on the Site require the use of "cookies" - small text files that are stored on your device's hard drive. We use cookies to measure which pages are being accessed, and which features are most frequently used. This enables us to continuously improve the Site to meet the needs of our visitors.

The following sets out how we may use different categories of cookies and your options for managing cookie settings:

Type of Cookies	Description	Managing Settings
Required cookies	Required cookies enable you to navigate the Site and use its features, such as accessing secure areas of the Site and using our services. If you have chosen to identify yourself to us, we use cookies containing encrypted information to allow us to uniquely identify you. These cookies allow us to uniquely identify you when you are logged into the Site and to process your online transactions and requests.	Because required cookies are essential to operate the Site, there is no option to opt out of these cookies.
Performance cookies	These cookies collect information about how you use the Site, including which pages you go to most often and if they receive error messages from certain pages. These cookies do not collect information that individually identifies you. Information is only used to improve how the Site functions and performs. From time to time, we may engage third parties to track and analyze usage and volume statistical information relating to individuals who visit the Site. We may also utilize Flash cookies for these purposes.	To learn how to opt out of performance cookies using your browser settings, click here . To learn how to manage privacy and storage settings for Flash cookies, click here .
Functionality cookies	Functionality cookies allow the Site to remember information you have entered or choices you make (such as your username, language, or your region) and provide enhanced, more personal	To learn how to opt out of functionality cookies using your browser settings, click here . To learn how to manage

	<p>features. These cookies also enable you to optimize your use of the Site after logging in. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customize. We may use local shared objects, also known as Flash cookies, to store your preferences or display content based upon what you view on the Site to personalize your visit.</p>	<p>privacy and storage settings for Flash cookies, click here.</p>
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XII. Security

We take reasonable and appropriate measures to protect Personal Information from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into account the risks involved in the processing and the nature of the Personal Information. Despite these efforts to store Personal Information collected on and through the Site and otherwise by us in a secure operating environment that is not available to the public, we cannot guarantee the security of Personal Information during its transmission or its storage on our systems. Further, while we attempt to ensure the integrity and security of Personal Information, we cannot guarantee that our security measures will prevent third-parties such as so-called hackers from illegally obtaining access to Personal Information. We do not warrant or represent that Personal Information about you will be protected against, loss, misuse, or alteration by third parties.

XIII. Changes to This Notice

This Privacy Notice may change from time to time, effective from the date mentioned in the updated version of the Privacy Notice. You can tell when this Privacy Notice was last updated by reviewing the Last Updated legend at the top of this page. Please check the Site periodically to review such changes in the Privacy Notice.

XIV. Do Not Track ('DNT') Settings

California law requires us to let you know how we respond to web browser Do Not Track (DNT) signals. Because there currently isn't an industry or legal standard for recognizing or honoring DNT signals, we don't respond to them at this time.

XV. Contact Us

If you have any questions or concerns about this Privacy Notice or about our privacy or data security practices, please contact us via the following:

axsmap@axslab.org.