

PRIVACY POLICY

This Privacy Policy was last updated on April 10, 2024.

CALIBO, INC. (collectively also referred to as “Calibo,” “we,” “our,” “us”) is in the business of providing a self-service, cloud based integrated digital Platform.

This Privacy Policy governs the collection, storage, and use of your personal data as a user of Calibo website (“Website”), Calibo platform, Calibo services, or attendees of Calibo events (collectively “Calibo Offerings”). This policy provides you with details about the personal data we collect from you, how we use it and your rights to control personal data we hold about you. This policy is addressed to users located in the United States and European Union.

PLEASE READ THIS PRIVACY POLICY CAREFULLY. BY CONTINUING TO USE THE CALIBO OFFERINGS, YOU AGREE TO THIS PRIVACY POLICY. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, DO NOT PROVIDE US WITH YOUR PERSONAL DATA.

- [1. What Information Do We Gather?](#)
- [2. What Do We Do With the Information We Collect?](#)
- [3. Who Can Use the Information We Collect and How?](#)
- [4. How Do We Protect the Personal Information We Collect?](#)
- [5. What Are Your Rights Regarding Your Personal Data?](#)
- [6. How Do You Opt-out of Personal Information Sharing with Our Business Partners?](#)
- [7. How Do You Correct and Update Your Personal Data?](#)
- [8. What is Our Privacy Policy If You Are an Underage Child?](#)
- [9. What Happens When You Link to a Third-Party Web Site?](#)
- [10. What Happens When We Update Our Privacy Policy?](#)
- [11. What If You Have Questions?](#)

1. What Information Do We Gather?

When you use our Calibo Offerings we collect only the information and personal data you have agreed to provide us that is necessary to provide you with the services you have requested. Depending on the jurisdiction, information about you may be called “personal information,” “personally identifiable information,” or just “personal data.” In this Privacy Policy, we call it both personal data and personal information in an effort to match the jurisdictional preference.

Through your use of the Calibo Offerings, we may request personal data including, but not limited to:

- Name, company, and job title.
- Contact information including email address and phone number.
- Demographic information including postal code, product preferences, and interests.
- Internet Protocol (“IP”) Address and other persistent identifiers.
- Other information relevant to customer surveys and offers.
- Login credentials including username and password.
- If you become a registered user or if you conduct transactions through Calibo Offerings, we will collect information about the transactions you engage and other activities in while using Calibo Offerings. This information may include, without limitation, areas of the Calibo Offerings that you visit, transaction type, content that you view, download, or submit, transaction amount, payment, and billing information as well as the nature, quantity, and price of the goods or services you exchange and the individuals or entities with whom you communicate or transact business.

Some of this personal data, including name, company, and contact information, will only be collected if you *voluntarily* provide it during the user registration process. We may also track information such as the domain name and the name of the web page from which you accessed our Calibo Offerings, and how much time you spend on each of our pages. We collect information that is combined with other web visitors' information, such as how many times visitors click on each web page and the methods by which our Calibo Offerings was found.

We may collect IP addresses and website usage information from you when you use our Calibo Offerings via the use of "cookies." An IP address is a number that is assigned to your computer when you are using your browser on the Internet. A cookie is a small file that is stored on the hard drive of your computer ready for future access when you return to our Calibo Offerings. We use cookies to deliver web content specific to you and to keep track of your online order activity. Cookies cannot pass viruses, harm your computer, or pass on private information such as an email address without the computer user's intervention. Cookies contain session identification numbers that allow our systems to recall previous sessions for authentication efforts and assemble information from our gathered data. You can configure your computer's browser to alert you when a site is attempting to send you a cookie and allow you to accept or refuse the cookie. Further information on how to prevent cookies from being stored on your device can be found on <http://www.allaboutcookies.org> under the 'manage cookies' section. Alternatively, you can access further information by going to the help menu within your internet browser. To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

We use cookies to give you the best experience of our Calibo Offerings. If you continue without changing your cookie settings, we assume that you consent to our use of cookies on this device. You can change your cookie settings at any time but if you do, you may lose some functionality of our Calibo Offerings.

2. What Do We Do With the Information We Collect?

You will be asked to provide personal data in certain fields when using the Calibo Offerings that allow you to be able to use our services. The personal data we collect is used only for the purpose we state at the time of collection or for purposes contained below. For example, our uses may include, but are not limited to, the following:

- ***To process transactions.*** Calibo uses personal data such as name, address, telephone number, email address, and company/institution to engage in interactions with you, including contacting you about your transactions with the site.
- ***To process payments.*** We use financial/credit card and payment information to process your order and may need to share some of this information with delivery services, credit card clearing houses, and other third parties to complete the transaction.
- ***To provide support or other services.*** Calibo may use your personal data to provide you with support or other services that you have ordered or requested. Calibo may also use your personal information to respond directly to your requests for information, including registrations for newsletters, webinars, or other specific requests, or pass your contact information to the appropriate Calibo distributor or reseller for further follow-up related to your interests.
- ***To provide information based on your needs and respond to your requests.*** Calibo may use your personal data to provide you with notices of new product releases and service developments.
- ***To administer products.*** Calibo may contact you if you purchase products to confirm certain information about your order (for example, that you did not experience problems in the download process). We may also use this information to confirm compliance with licensing and other terms of use and may share it with your company/institution.
- ***To select content, improve quality, and facilitate use of the websites.*** Calibo may use your personal data, including the information gathered as a result of site navigation and electronic protocols and cookies (including third-party cookies), to help create and personalize website content, improve website quality, track marketing

campaign responsiveness, evaluate page response rates, conduct usability testing, and facilitate your use of the websites (for example, to facilitate navigation and the login process, avoid duplicate data entry, enhance security, keep track of shopping cart additions, and preserve order information between sessions).

- **To assess usage of Calibo products and services.** Calibo may track your usage of Calibo products and services to determine your level of usage, and those usage statistics may be made available to Calibo's content licensors and your company/institution.
- **To communicate with you about events.** We may communicate with you about events hosted or co-sponsored by Calibo or one of our business associates. This may include information about the event's content, event logistics, payment, updates, and additional information related to the event. Information you provide when registering for or participating in a conference managed or co-sponsored by parties, other than or in addition to Calibo may be shared with those parties, and the treatment of such information is further subject to the privacy policies of those parties. Calibo and its conference co-sponsors may contact you after the event about the event, subsequent iterations of the event and related events. Please note that Calibo event organizers, co-sponsors, exhibitors, and other third parties may directly request your personal information at their conference booths or presentations. Providing your information to them is optional, and you should review their privacy policies to address your particular needs and concerns about how they will treat your personal information.
- **To update you on relevant Calibo benefits, programs, and opportunities.** Calibo may communicate with you regarding relevant Calibo benefits, programs, and opportunities available to you.
- **To engage with third parties.** Calibo may share your personal data with third parties in connection with services that these individuals or entities perform for or with Calibo. These third parties are restricted from using this data in any way other than to provide services for Calibo or for the collaboration in which they and Calibo are contractually engaged (for example, hosting a Calibo database or engaging in data processing on Calibo's behalf, or mailing you information that you requested). These third parties are carefully selected by Calibo and obligated to keep your data secure. From time to time, we may also share your information with third parties whom we think might provide content, products, or services of interest to you.
- **To protect Calibo content and services.** We may use your personal data to prevent potentially illegal activities and to enforce our terms and conditions. We also use a variety of technological systems to detect and address anomalous activity and to screen content to prevent abuse, such as spam. These efforts may, on occasion, result in a temporary or permanent suspension or termination of some functions for some users. By using our Calibo Offerings, you acknowledge and agree that we may access, retain and disclose the personal data we collect and maintain about you if required to do so by law or in a good faith belief that such access, retention, or disclosure is reasonably necessary to: (a) comply with legal process (e.g. a subpoena or court order) or law; (b) enforce our Terms of Service, this Privacy Policy, or other contracts with you, including investigation of potential violations thereof; (c) respond to claims that any content violates the rights of third parties; (d) respond to your requests for customer service; and/or (e) protect the rights, property or personal safety of Calibo, its agents and affiliates, its users and/or the public. This includes exchanging information with other companies and organizations for fraud protection, compliance with applicable law, and spam/malware prevention, and similar purposes.
- **To get feedback or input from you.** In order to deliver products and services of most interest to our customers, from time to time, we may ask members, customers, volunteers, and website visitors to provide us input and feedback (for example through surveys, usability studies, focus groups).
- **To protect Calibo information assets as well as your own personal data.** The Calibo Information Security Program protects the confidentiality, integrity, and availability of Calibo information assets by following a risk management approach based on policies, standards, guidelines, and procedures to meet security objectives while supporting business and operational goals.
- **To assist in Business Transfers.** As we continue to develop our business, we may buy, merge, or partner with other companies. In such transactions, (including in contemplation of such transactions) user information may be among the transferred assets. If a portion or all of Calibo's assets are sold or transferred to a third-party, customer personal data (including your email address) would likely be one of the transferred business assets. If such transfer is subject to additional mandatory restrictions under applicable laws, Calibo will comply with such restrictions.

To the extent that we collect certain demographic information about you, we may use this information in our market research, but we will do so only after we “anonymize” or “pseudonymize” the data, i.e., remove information that would confirm your identity. We will not use your personal data, however, to send commercial or marketing messages to you unless we have a legal basis for doing so, such as your consent or a contract with us for which, in either case, you will have the ability to opt out of by sending an email to opt-out@calibo.com.

Calibo Website does not collect personal data when you browse the Website and request pages from our servers *unless* you voluntarily and knowingly provide such information to us. This means that we will not know your name, your email address, or any other personal data just because you browse the Website unless you:

- access the Calibo Offerings from a link in an email that we have sent to you; and
- have created a profile and you either log-in to your account or choose to be remembered.

In these cases, we will know who you are based on the information you previously supplied to us. When you request a page from our Calibo Offerings, our servers log the information provided in the HTTP request header including the IP number, the time of the request, the URL of your request and other information that is provided in the HTTP header. We collect the HTTP request header information in order to make our Calibo Offerings functions correctly and provides you with the functionality that you expect to see. We also use this information to personalize content presented to you, better understand how visitors use our Calibo Offerings and how we can better tune it, its contents, and functionality to meet your needs. We only use your personally identifiable information for those activities listed at the time you submit your information to us. For example, if you provide us with an email to inform you of special events, then that is what we will use your email address to do. If we would like to use your personally identifiable information for an unrelated activity, we will first request your consent to do so.

3. Who Can Use the Information We Collect and How?

We may provide your personal data to third parties, or third parties may collect personal data from you on our behalf if we have contracted with that third party to provide some part of the information or service that you have requested. Other than those who act on our behalf and except as explained in this Policy, personal data you provide through our Calibo Offerings will not be transferred to unrelated third parties, unless we have a legal basis to do so. However, please note that personal data provided to through Calibo Offerings is subject to disclosure pursuant to judicial or other government subpoenas, warrants or orders. We will only provide this information after approximately two weeks following receipt of a valid subpoena or other legal process in a civil case.

4. How Do We Protect the Personal Information We Collect?

Security of Personal Data

We are committed to protecting the security of your personal data. 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 data. We review our strategies and update as necessary to meet our business needs, changes in technology, and regulatory requirements. We take our security obligations seriously and so should you. While we are responsible for maintaining the security of the Calibo Offerings, you must also access and use the Calibo Offerings in a manner that is responsible and secure. We adhere to internationally recognized security standards. Our information security management system relating to client confidential data is described in the Calibo Offerings Security and Data Protection Addendum found on Calibo’s website at www.calibo.com/legal. In addition, we have implemented a series of policies, procedures, and training to address data protection, confidentiality, and security, and we update and review the appropriateness of these measures on a regular basis.

Storage and Transfer of Personal Data

Personal data collected by Calibo may be stored and processed in your region, in the United States, or in any other country where Calibo, its affiliates, or contractors maintain facilities, including outside the European Union. We take steps to ensure that the data we collect under this Privacy Policy is processed pursuant to the terms thereof and the requirements of applicable law wherever the data is located. For further details, see our Data Privacy Addendum on Calibo's website at www.calibo.com/legal/.

Calibo also collaborates with third parties such as cloud hosting services and suppliers located around the world to serve the needs of our business, workforce, and customers. In some cases, we may need to disclose or transfer your personal data within Calibo or to third parties in areas outside of your home country. When we do so, we take steps to ensure that personal data is processed, secured, and transferred according to applicable law.

If you would like to know more about our data transfer practices, please contact info@calibo.com.

Retention of Personal Data

Calibo retains personal data for as long as necessary to provide the services and fulfill the transactions you have requested, or for other business purposes such as complying with our legal obligations, resolving disputes, and enforcing our agreements. We are required by law to keep some types of information for certain periods of time (e.g., statute of limitations). If your personal data is no longer necessary for the legal or business purposes for which it is processed, we will destroy or anonymize that information.

5. What Are Your Rights Regarding Your Personal Data?

We respect your right to access and control your personal data. You have choices about the data we collect. When you are asked to provide personal data that is not necessary for the purposes of providing you with our Calibo Offerings, you may decline. However, if you choose not to provide data that is necessary to provide a service, you may not have access to certain features or services on our Calibo Offerings.

A. Your U.S. Privacy Rights.

Please note that your privacy rights may be specific to the state in which you reside. In the list below, we identify the states where certain privacy rights differ or are absent and describe the difference or omission.

Access to personal data: You have the right to request access to your personal data. In these cases, we will comply, subject to any relevant legal requirements and exemptions, including identity verification procedures. Before providing data to you, we will ask for proof of identity and sufficient information about your interaction with us so that we can locate any relevant data. We may also charge you a fee for providing you with a copy of your data (except where this is not permissible under applicable law).

Correction and deletion: In some jurisdictions, you have the right to correct or amend your personal information if it is inaccurate or requires updating. You may also have the right to request deletion of your personal information. Please note that such a request could be refused because your personal information is required to provide you with the products or services you requested, e.g., to deliver a product or send an invoice to your email address, or because it is required by the applicable law. Iowa (effective Jan. 1, 2025) and Utah (effective December 31, 2023) do not provide individuals with the right to correct.

Opt-Out of certain data processing: In some jurisdictions, you have the right to restrict a business's ability to process personal information about the consumer. Residents of California have the right to opt out of certain data processing for

sensitive data, which is defined below in “Right to Opt-Out”. Residents of Colorado, Connecticut, Utah, and Virginia have the right to opt out of processing for profiling/targeted advertising purposes.

Right to Opt-Out: There is a right to opt out of collecting sensitive personal information in California. Under the California Consumer Privacy Act (“CCPA”) sensitive personal information (“SPI”) is defined as personal information that reveals the following: (1) a consumer’s social security, driver’s license, state identification card, or passport number; (2) a consumer’s account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account; (3) a consumer’s precise geolocation; (4) a consumer’s racial or ethnic origin, religious or philosophical beliefs, or union membership; (5) the contents of a consumer’s mail, email, and text messages unless the business is the intended recipient of the communication; (6) a consumer’s genetic data; (7) the processing of biometric information for the purpose of uniquely identifying a consumer; (8) personal information collected and analyzed concerning a consumer’s health.; and (9) personal information collected and analyzed concerning a consumer’s sex life or sexual orientation. SPI that is “publicly available” is not considered sensitive personal information or personal information. Currently, Calibo processes SPI (as that term is defined under the CCPA) when collecting your account information, such as your login and password. Because Calibo limits its use of SPI to what is necessary to perform the services reasonably expected by you, California residents would not have the right to limit this use. Importantly, Calibo does **not** process personal information for profiling or targeted advertising. Under other current U.S. state privacy laws (Virginia, Colorado, and Connecticut) account information (login and password) is not defined as SPI, thus under these state privacy laws, Calibo does not process SPI.

Right to Opt-In: Except for California, Iowa, and Utah, current U.S. state privacy laws (Virginia, Colorado, and Connecticut) require organizations to obtain affirmative opt-in consent to collect and use SPI.

Right to Opt-Out of Sales: The California CCPA defines a "sale" as the disclosure of personal information for monetary or other valuable consideration. Calibo does not share, sell, rent, or trade your personal information with third parties for commercial purposes or for monetary or other gain. We do not share personal information for cross-context behavioral advertising within the scope of CCPA or sell or share personal information of California residents 16 years of age and younger.

If you are a California, Virginia, Utah, Connecticut, or Colorado resident and have an established business relationship with us and want to receive information about how to exercise your third-party disclosure choices, you must send a request to the following address with a preference on how our response to your request should be sent (email or postal mail). You may contact us in two ways.

1. Send an email to info@calibo.com.
2. Alternatively, you may contact us at:

CALIBO, INC.

1000 Town Center Drive, Suite 700
Southfield, MI 48075

Attn: Your California Privacy Rights

c/o Privacy Administrator

For requests sent via email you must put the statement “Your [insert state of residence] Privacy Rights” in the subject field of your email. All requests sent via postal mail must be labeled “Your [insert state of residence] Privacy Rights” on the envelope or post card and clearly stated on the actual request. For all requests, please include your name, street address, city, state, and zip code. (Your street address is optional if you wish to receive a response to your request via email. Please include your zip code for our own recordkeeping.) We will not accept requests via the telephone or by facsimile. We are not responsible for responding to notices that are not labeled or not sent properly, or do not have complete information.

If you are a California resident under the age of 18, California Business and Professions Code Section 22581 permits you to request and obtain removal of content or information you have publicly posted. Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you have posted and that there may be circumstances in which the law does not require or allow removal even if requested.

In addition, if we process your personal information in reliance upon your consent, you can still contact us at any time to withdraw your consent.

We will respond to all legitimate requests within 30 days. If you exercise your right to: (1) opt out of the sale, (2) opt out of the sharing, or (3) to limit the use of SPI (assuming that Calibo even has your SPI), Calibo will cease using and disclosing the SPI as soon as feasibly possible. Requests that fall into these three categories will be fulfilled within 15 days of the request.

Opt-In for sensitive data processing: In some jurisdictions, applicable U.S. state privacy laws require organizations to obtain affirmative opt-in consent to collect and use SPI. Residents of California and Utah do not have this right.

Portability: You have the right to ask for a copy of your personal data and/or ask for it to be ported to another provider of your choice. You have the right to ask for a copy of your personal information and/or ask for it to be ported to another provider of your choice. Please note that such a request could be limited to the only personal information you provided us with or that we hold at that given time and subject to any relevant legal requirements and exemptions, including identity verification procedures. Residents of California, Colorado, Connecticut, Utah, and Virginia have the right to request personal information about the consumer be disclosed in a common file format.

Automated decision making: In some jurisdictions, residents the right to opt out of certain automated decision making. Residents of California have this right. Residents of Colorado, Connecticut, and Virginia only have the right to opt out of certain automated decision-making. Residents of Iowa and Utah do not have this right.

Private right of action: In some jurisdictions, residents may to seek civil damages from a business for violations of a statute. Residents of California have a private right of action limited to certain violations only. Residents of Colorado, Connecticut, Utah, and Virginia do not have this right.

Marketing preferences: If you have provided us with your contact information, we may, subject to any applicable Spam Act or similar regulation, contact you via email, postal mail, or telephone about Calibo products, services and events that may be of interest to you, including newsletters. If you do not wish to receive our email marketing communications for promotional purposes, you may opt-out by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you. To opt-out of other forms of marketing (such as telemarketing), please contact us using the contact details provided under the “Contact Information” section below.

Right to Non-Discrimination: Calibo will not discriminate against you for exercising your consumer rights under applicable privacy laws. Email communications you receive from Calibo will provide an unsubscribe link allowing you to opt-out of receiving future email or to change your contact preferences. Email communications may also include a link to directly update and manage your marketing preferences. See Section 7 for how to manage your contact preferences. Please remember that even if you opt out of receiving marketing emails, we may still send you important information related to your account.

B. Your European Union Privacy Rights

If you are in the European Union, under the General Data Protection Regulation (Regulation EU 2016/679) (also known as the GDPR), you may have certain rights as a data subject. A data subject is a person who can be identified by a name, identification number, location, online identifier, or other physical, physiological, genetic, mental, economic, cultural, or social identity of the person. Under the GDPR, personal data is information that relates to a data subject. The processing

of your data is either based on your consent or in case the processing is necessary for the performance of a contract to which you are a party, or in order to take steps at your request prior to entering into a contract, cf. GDPR art. 6(1)(a)-(b). If the processing is based on your consent, you may at any time withdraw your consent by contacting us at privacy@calibo.com.

In order to enter into a contract to use our Calibo Offerings, you must provide us with the required personal data. If you do not to provide us with all the required information, it will not be possible to deliver the Service.

To request information about or avail yourself of those rights, please send an email to privacy@calibo.com with "GDPR Request" in the subject line. In the email please describe, with specificity, the GDPR right you are requesting assistance with. Please note additional information may be requested prior to initiation of a request and that Calibo reserves the right to charge a fee with respect to certain requests. Upon Calibo's completion of its review, you will be notified if your request has been granted, denied, or exemptions apply.

The Data Controller and Processor for Personal Data

A Data Controller is a company that collects people's personal data and makes decisions about what to do with it. A Data Processor is a person or company that deals with personal data as instructed by a Data Controller for specific purposes and services. The Data Controller and Data Processor will be identified in the Order Form or contract that your company has executed with us.

The Purpose and Legal Basis for Collection

Under the GDPR, there must be a lawful basis for processing personal data. There are six lawful bases, and they are consent, contract, legal obligation, vital interests, public task, and legitimate interests. As part of our compliance with the GDPR, we intend to use your personal data for the purpose of providing you the services you have requested in your contract with us. Our lawful bases for collecting and processing your personal data is both contract and consent.

The Legitimate Interest

In adherence with the GDPR, we have a legitimate interest which allows us to process your personal data. This legitimate interest is to provide the services you have requested in your contract with us.

Recipients of Your Data and Categories of Data Collected

For more information, see Section 3 of our Privacy Policy above.

Data Protection Officer

Calibo is headquartered in Southfield, Michigan, USA. Calibo has appointed an internal Data Protection Officer for you to contact if you have any questions or concerns about the Company's personal data policies or practices. Calibo's Data Protection Officer's name and contact information are as follows:

Scott Sandschafer
Calibo Inc.
1000 Town Center
Suite 700
Southfield
MI48075
USA
privacy@calibo.com

Phone: +1(248) 282-4188

Transferring personal data from the EU to the US or other jurisdictions

Personal data we collect from you will be processed in either the United States or the location you have chosen in your contract with us.

The 8 Rights of Individuals

Under the GDPR, you benefit from the following rights:

1. *The right to be informed*

The right to be informed encompasses the obligation to provide you with “fair processing information.” It emphasizes the need for transparency over how your personal data is used.

2. *The right of access*

Under the GDPR, you will have the right to obtain confirmation that your data is being processed, access to your personal data, and other supplementary information.

3. *The right to rectification*

You are entitled to have your personal data rectified if it is inaccurate or incomplete.

4. *The right to erasure*

The right to erasure is also known as “the right to be forgotten.” You may request the deletion or removal of personal data where there is no compelling reason for its continued processing.

5. *The right to restrict processing*

We are permitted to store your personal data, but not further process it without consent.

6. *The right to data portability*

The right to data portability allows you to obtain and reuse your personal data for your own purposes across different services. You may move, copy, or transfer personal data easily from one IT environment to another in a safe and secure way, without hindrance to usability.

7. *The right to object*

You have the right to object to processing based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling), direct marketing (including profiling); and processing for purposes of scientific/historical research and statistics.

8. *Rights in relation to automated decision making and profiling*

The GDPR provides safeguards for you against the risk that a potentially damaging decision is taken without human intervention.

6. How Do You Opt-out of Personal Information Sharing with Our Business Partners?

We may use third party analytics vendors to evaluate and provide us with information about the use of our services and viewing of our content. Some of the information you see on our Calibo Offerings may be customized based on automated predictions about your interests, which predictions are generated from your visits over time and across different websites, using tools such as Google Analytics. This information allows us to create content of greater interest to you and can also be used to serve ads based on your past visits to our Sites. Note that you can opt out of a third-party vendor's use of cookies, including use by Google, by visiting the Network Advertising Initiative opt-out page (<http://www.networkadvertising.org/choices/>).

For more information about how targeted Network Advertising works, please visit: <http://www.youradchoices.com/> or <http://www.networkadvertising.org/understanding-online-advertising>.

You may opt out of third-party targeted advertising or analytics in two ways: (1) By directly notifying a Network Advertising service provider via its opt-out tools (Please see above), or (2) using your browser's Do Not Track (DNT) settings to indicate that you do not wish to receive targeted advertising based on your overall internet usage. For more information about DNT and how it works, visit the Future of Privacy Forum's website: <http://www.allaboutdnt.com/>.

We will make a reasonable effort to honor your DNT browser settings for opting out of receiving targeted third-party advertising based on your overall Internet usage. Please note that various browsers frequently update technology or change their settings and business practices without advance notice, and we may not have the latest information on how to honor your preferences. If you exercise either opt-out option – the cookie opt-out or the browser opt-out – you will continue to receive advertising, but such advertising may not relate to your specific interests, previous purchases, or search history.

However, you cannot opt out of our contextual analytics and advertising, which is based on your usage of only our services. We will continue to serve you contextual advertising. We will also continue to monitor your usage and search or transaction history to provide us with analytics on how well our services, features, and activities are functioning and used. We will also share this information in an aggregated or anonymized form (meaning that no one individual person can be identified) within Calibo.

You can also opt out of our marketing emails at any time by contacting us at opt-out@calibo.com or by sending us a post card to "OPT OUT," Calibo, Inc., 1000 Town Center Drive, Suite 700, Southfield, MI 48075.

7. How Do You Correct and Update Your Personal Data?

We aim to keep all personal data that we hold accurate, complete, and up to date. While we will use our best efforts to do so, we encourage you to tell us if you change your contact details. If you believe that the information, we hold about you is incorrect, incomplete, or out-of-date, just send an email with your old information and your corrections to info@calibo.com with "Correction" in the subject line.

8. What is Our Privacy Policy If You Are an Underage Child?

We understand the importance of protecting the privacy of all individuals, especially the very young. Our Calibo Offerings are intended for audiences over the age of 18. Our Calibo Offerings are not directed to children, and you may not use our Calibo Offerings if you are under the age of 13. You must also be old enough to consent to the processing of your personal

data in your country (some countries may allow your parent or guardian to do so on your behalf). You must be at least 16 years of age to use the Site Forums. Subscribing to or using our Calibo Offerings is restricted to adults who are either 18 years of age or older or otherwise legally defined as an adult by the country of your residency.

9. What Happens When You Link to a Third-Party Web Site?

If you click on a link and go to another site, you will be subject to that website's privacy policy. We encourage you to read the posted privacy policy statement at any website **before** submitting any personal data.

10. What Happens When We Update Our Privacy Policy?

We may on occasion update our Privacy Policy. Your acceptance of any minor changes to this Privacy Policy is indicated by your continued use of our Services. If we make any material changes to our Privacy Policy, we will post a notice about the change at a prominent location on our Site. We encourage you to periodically review our Site and this Privacy Policy for any changes.

11. What If You Have Questions?

If you have questions or concerns regarding this statement, you should first contact us via email at info@calibo.com.

Cookie Policy

This site, like many others, uses small files called cookies to help us customize your experience. Find out more about cookies and how you can control them.

This page contains information on what cookies are, the cookies used by Calibo, Inc. ("us," "we," "our," or "Company") website, how to switch cookies off in your browser, and how to specifically switch off advertising cookies. If it does not provide the information, you were looking for, or you have any further questions about the use of cookies on the Company website, please email info@calibo.com

What are cookies?

Cookies are small text files that are stored by the browser (for example, Internet Explorer or Safari) on your computer or mobile phone. They allow websites to store things including your user preferences. Think of cookies as providing a 'memory' for the website, so that it can recognize you when you come back and respond appropriately.

How do we use cookies?

On our Calibo Offerings, you may encounter the following types of cookies. Please note that we do not necessarily use all of these cookies. Our website cookie banner will identify the cookies that we use:

- Site performance cookies
- Anonymous analytics cookies
- Geotargeting cookies
- Registration cookies
- Advertising cookies
- Third party advertising cookies

Site performance cookies

This type of cookie remembers your preferences for tools found on the Company's website, so you do not have to re-set them each time you visit. Examples include:

- Volume settings for our video player
- Whether you see new content first
- Video streaming speeds that are compatible with your browser

Anonymous analytics cookies:

Every time someone visits our website, software provided by another organization generates an "anonymous analytics cookie." These cookies can tell us whether or not you have visited the site before. Your browser will tell us if you have these cookies and, if you do not, we generate new ones. This allows us to track how many individual users we have, and how often they visit the site.

Unless you are signed into the Calibo Offerings, we cannot use these cookies to identify individuals. We use them to gather statistics, for example, the number of visits to a page. If you are logged in, we will also know the details you gave to us for this, such as your username and email address.

Geotargeting cookies

These cookies are used by software which tries to work out what country you are in from the information supplied by your browser when you click on a web page. This cookie is completely anonymous, and we only use it to help target our content – such as whether you see a country specific home page – and advertising.

Registration cookies

When you register with us, we generate cookies that let us know whether you are signed in or not. Our servers use these cookies to work out which account you are signed in with, and if you are allowed access to a particular service. It also allows us to associate any comments you post with your username. If you have not selected “keep me signed in,” your cookies get deleted when you either close your browser or shut down your computer. While you are signed into either of the sites, we combine information from your registration cookies with analytics cookies, which we could use to identify which pages you have seen.

Advertising cookies

These cookies allow us to know whether or not you have seen a particular ad or a type of advertisement, and how long it is since you have seen it. We also use cookies to help us use targeted advertising. We may use cookies set by another organization so we can more accurately target advertising to you. These cookies are anonymous – they store information about what you are looking at on our site, but not about who you are.

Third party advertising cookies

Some content you see on the Calibo Offerings is provided by other organizations. Some of these organizations use their own anonymous cookies to track how many people have seen a particular ad, or to track how many people have seen it more than once. The companies that generate these cookies have their own privacy policies, and we have no access to read or write these cookies. These organizations may use their cookies to anonymously target advertising to you on other websites, based on your visit to the Calibo Offerings.

Other third-party cookies

On some pages of our website, other organizations may also set their own anonymous cookies. They do this to track the success of their application, or to customize the application for you. Because of how cookies work, our website cannot access these cookies, nor can the other organization access the data in cookies we use on our website.

How do I turn cookies off?

It is usually possible to stop your browser accepting cookies, or to stop it accepting cookies from a particular website. However, we cannot tell if you are signed in without using cookies, so you would not be able to post comments.

All modern browsers allow you to change your cookie settings. You can usually find these settings in the Options or Preferences menu of your browser. To understand these settings, the following links may be helpful, or you can use the Help option in your browser for more details.

[Cookie settings in Edge](#)

[Cookie settings in Firefox](#)

[Cookie settings in Chrome](#)

[Cookie settings in Safari web](#) and [iOS](#).

If you are primarily concerned about third party cookies generated by advertisers, you can turn these off by going to the [Your Online Choices site](#).

You can also visit the trade body representing these advertising Calibo Offerings for more information: [Network Advertising Initiative](#).

If you would like to contact us about cookies, please email us: info@calibo.com