

## Deal Midas Privacy Notice

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Private Equity Technologies, Inc. dba Deal Midas (“Deal Midas”, “we” or “our”) understands that you are concerned about privacy, so we’ve provided this privacy notice (the “Privacy Notice”) to disclose how we collect, use, share, and store your information. This Privacy Notice applies to the Deal Midas website (currently located at <https://dealmidas.com>) and the related downloadable or web applications and services offered by Deal Midas (“Services”) and email, text, or other electronic messages between you and Deal Midas. It does not apply to information collected by us offline or through any other means; or any third party including through any application or content (including advertising) that may link to or be accessible from or on our website or Services.

Please read this Privacy Notice carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our website or our Services. By accessing or using our website or Services, you agree to this Privacy Notice. This Privacy Notice may change from time to time and your continued use of our website or the Services after we make changes is deemed to be acceptance of those changes, so please check the Privacy Notice periodically for updates.

### **Information We Collect**

When you visit the Deal Midas website, we collect any contact information that you voluntarily provide to us on our Contact Us page, including your name and email address. If you express interest in our Services, purchase our Services, or become an authorized user of our Services, we will collect your contact information including your name, company name, address, email address, and phone number. When you purchase our Services, we will collect additional billing information including billing name and address, credit card number, and the number of employees within the organization that will be using the Services. If you apply for a job with Deal Midas, we may require you to provide additional information including a resume. We also collect the personally identifiable information that you choose to enter into the Services in connection with your use of the Services functionality (“Customer Data”). Through our Link Midas feature, we collect for your use links to company websites or professional and personal profiles that match the contact information of the Customer Data that you voluntarily enter into the Services. We also collect any other personally identifiable information that you voluntarily provide to us when you communicate with Deal Midas including personal correspondence such as emails or any other activity through which you identify yourself. To the extent we are able to do so, we may link your non-personally identifiable information with your personally identifiable information. We may also link information collected online with information we collect offline or information collected online by third parties.

While you browse our website, we may collect information, that by itself typically cannot be used to identify or contact you, through the use of cookies or other now known or later developed technologies to assist Deal Midas in observing the behavior of users visiting our website or using our Services. Such information may include your web browser type and browser language, your internet protocol address, and navigational actions you may take on our website or our Services such as which pages you view and which links you click. These technologies access individual user information but the information is used only to compile aggregated statistics about our website's or our Services' usage. We will not know who you are unless you arrived at our website through an email link we sent to you or you login to the Services while you are on our website.

When you download, install, or use our mobile application or Outlook add-in application, the application may collect information about your use of the application, including information you provide directly or through automated means (including, for example, cookies), such as geolocation (only if you choose to share it), application usage, device and operating system identification, and login credentials.

### Cookies

A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our website or Services. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our website.

### Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements or videos, on our website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies, alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

### **How We Use Your Information**

Deal Midas may use the information collected from you:

- to present our website and its contents to you;
- to provide the Services to you;

- to improve the content of our website or our Services;
- to enhance users' experiences when visiting our website or using our Services;
- to customize the content and layout of our website or our Services for a customer or for each individual user;
- to process payments for the Services that you have purchased from us;
- to provide you with information about our Services that you request from us;
- to provide you with notices about your account/subscription, including expiration and renewal notices;
- to send you targeted messages, publications, news, or information about events, special offers, promotions or benefits;
- to use third-party service providers to send and distribute e-mail and to perform other marketing and support functions on our behalf or otherwise to assist us in providing our Services to you;
- to carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- to notify you about changes to our website or any Services we offer or provide;
- to allow you to participate in interactive features on our website or Services;
- for identity management, security, and auditing;
- for any other purpose for which you provide it; or
- in any other way we may describe when you provide the information.

Deal Midas will not review, share, distribute, or reference any Customer Data except as provided in the application agreement for the relevant Services, as may be required by law, or in the form of aggregated demographic and statistical information that is not personally identifiable (see Sharing Your Information below). Deal Midas will access Customer Data only for the purpose of providing the Services or preventing or addressing service or technical problems or as may be required by law.

You can opt-out of receiving marketing and promotional emails from Deal Midas at any time by selecting the opt-out link included in the email or by responding by email that you no longer wish to be contacted for advertising or promotional purposes (as applicable). Although we strive to update our email list as frequently as possible, you might receive another contact before we are able to remove you. If you have previously opted out of receiving emails from us and wish to reverse this decision, please contact us, we'll be happy to get your name back on the list to receive electronic communications from us. Please note that even if you opt-out of receiving

promotional emails, you will continue to receive communications as it pertains to your account/subscription. Deal Midas may use any of your contact information held on file (including email address, mailing address, telephone or facsimile numbers) to communicate with you about general administrative business such as support questions, Services alerts, expiration or renewal notices, or other administrative purposes.

### **Sharing Your Information**

Except as disclosed in this Privacy Notice, we do not share, rent, or sell personally identifiable information you have given us to any third party without your permission. We rely on service providers to help us deliver our Services. Deal Midas may provide your personal information to service providers or contractors to perform functions on our behalf, including, but not limited to, communicating news; performing website or Services development or maintenance; providing functionality or other services for Deal Midas' Services; sending postal mail, email or other communications; removing outdated and repetitive information from our lists; analyzing our data, developing, enhancing, marketing or providing any of Deal Midas' Services; processing payments; or assisting Deal Midas with other marketing and support functions.

During the course of our business we may also share with third parties aggregated demographic and statistical information (including that derived from Customer Data) that is not personally identifiable.

Deal Midas may also disclose an individual's personal information:

- to a person who in the reasonable judgment of Deal Midas is seeking the information as an agent of the individual or company;
- if, in the reasonable judgment of Deal Midas, it is necessary enforce compliance with our internal policies or the agreement for our Services; in a lawful attempt to collect a debt owed by you; or to protect our website, Services, customers, or others;
- to an agent used by Deal Midas to evaluate the individual's creditworthiness or to collect the individual's or company account;
- to a credit reporting agency;
- in situations where sharing or disclosing your information is required in order to offer you Services you have purchased or provide you with information that you have requested;
- in connection with a legal action or other proceeding, including without limitation, in response to a court order or a subpoena;
- in response to a law enforcement agency's request;
- to another entity as part of a merger, bankruptcy, a sale of assets or all or part of a business, or any other corporate change or re-organization; or

- to a third party or parties, where the individual consents to such disclosure or disclosure is required or permitted by law.

### **Children's Information**

Deal Midas is not intended for children under the age of 18. In particular, Deal Midas does not knowingly solicit or collect personal information on our website from children under the age of 13 without prior verifiable parental consent. If Deal Midas learns that, despite these measures, a child under the age of 13 has submitted personally identifiable information to Deal Midas through our website, we will take reasonable measures to delete such information from our records and to not use such information for any purpose (except where necessary to protect the safety of the child or others as required by law).

### **How We Store Your Information**

Deal Midas is committed to protecting the security of any personal information you provide to us. We maintain commercially reasonable safeguards to maintain the security and privacy of personal information that you provide to us. In spite of these protections, Deal Midas cannot guarantee the security of any data submitted over or stored on the Internet. After your information reaches Deal Midas, however, it is stored on servers protected by procedures and technology designed to block reasonably foreseeable intrusions by unauthorized third parties. After you have submitted your information online to Deal Midas, we recommend that you end your browser session before leaving your computer.

### **Third-Party Websites**

This Privacy Notice applies solely to information collected by Deal Midas. This Privacy Notice does not apply to other websites that are accessible through our website, including but not limited to any third-party websites that process payments on behalf of Deal Midas. Please be aware that third-party websites that process payments for us and websites for any other third parties that are accessible through our website or our Services (including social media websites) may have their own privacy and data collection policies and practices. Deal Midas is not responsible for the privacy practices of such sites and will not be responsible for any actions or policies of such third parties. We encourage our users to be aware when they leave our website and to read the privacy statements of each and every website that you visit.

### **Do Not Track**

Some web browsers have a "Do Not Track" feature. This feature lets you tell websites you visit that you do not want to have your online activity tracked. These features are not yet uniform across browsers nor is there a common agreement about how to implement these features or interpret user intent. Our Services are not currently set up to respond to those signals.

### **Correcting or Updating Your Information**

If you would like to request changes to your personally identifiable information that you have previously provided to us, please contact us using the contact information below.

### **Privacy Notice Changes**

Deal Midas may amend this Privacy Notice from time to time. Should this Privacy Notice be amended in any way, changes will be posted to this webpage. As we may make changes from time to time without notifying you, we suggest that you periodically consult this Privacy Notice. Your continued use of our website or our Services after the effective date of any modification to the Privacy Notice will be deemed to be your agreement to the changed terms.

### **Contact Us**

Questions regarding this Privacy Notice should be directed to Deal Midas:

- through the Contact Us page on our website at <https://dealmidas.com>
- or by mail at:

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