

Privacy Policy

Last Updated: October 26, 2015

Protecting your privacy is really important to us. With this in mind, we're providing this Privacy Policy to explain our practices regarding the collection, use and disclosure of information that we collect and receive: (i) through our website located at <https://www.perimeterx.com> ("Site"); and (ii) from our Customers as a result of their use of our website monitoring and security service ("PerimeterX Service") on their websites, applications or other digital properties (each a "Customer Property"). For the purposes of this Privacy Policy, the Site and the PerimeterX Service are collectively called the "Services"; a "Customer" is an organization or company that accesses and uses the PerimeterX Service; and an "End User" is a user of a Customer Property.

This Privacy Policy is organized into three parts:

- [Part A – "Use of our Site" addresses our practices with respect to the Site](#)
- [Part B – "Use of the PerimeterX Service" addresses information received from Customers as a result of their use of the PerimeterX Service on their Customer Properties](#)
- [Part C – "General" addresses our practices that apply to information received from users of our Site and our Customers](#)

This Privacy Policy does not apply to any third-party websites, services or applications, even if they are accessible through our Services. Our primary goals in collecting information are to provide and improve our Services, to develop new products, to administer use of the Services and to enable users to enjoy and easily navigate our Services.

Revisions to this Privacy Policy

Any information that is collected via our Services is covered by the Privacy Policy in effect at the time such information is collected. We may revise this Privacy Policy from time to time. If we make any material changes to this Privacy Policy, we'll notify you of those changes by posting them on the Site or by sending you an email or other notification, and we'll update the "Last Updated Date" above to indicate when those changes will become effective.

Part A. Use of our Site

Collection and Use of Information

Information Collected or Received from You

Information you Provide. We will collect any information that you submit via the Site (for example, if you complete a web form). Depending on the information you submit, this information may be information that can be used to identify you, such as your name, email address or phone number (“**Personal Information**”); or it may be information that is not considered Personal Information because it cannot be used by itself to identify you.

Information Collected Using Cookies and other Web Technologies. Like many website owners and operators, we use automated data collection tools such as Cookies and Web Beacons to collect certain information.

“**Cookies**” are small text files that are placed on your hard drive by a Web server when you access our Site. We may use both session Cookies and persistent Cookies to identify that you’ve logged in to the Site and to tell us how and when you interact with our Site. We may also use Cookies to monitor aggregate usage and web traffic routing on our Site and to customize and improve our Site. Unlike persistent Cookies, session Cookies are deleted when you log off from the Site and close your browser. Although most browsers automatically accept Cookies, you can change your browser options to stop automatically accepting Cookies or to prompt you before accepting Cookies. Please note, however, that if you don’t accept Cookies, you may not be able to access all portions or features of the Site. Some third-party services providers that we engage (including third-party advertisers) may also place their own Cookies on your hard drive. Note that this Privacy Policy covers only our use of Cookies and does not include use of Cookies by such third parties.

“**Web Beacons**” (also known as Web bugs, pixel tags or clear GIFs) are tiny graphics with a unique identifier that may be included on our Site for several purposes, including to deliver or communicate with Cookies, to track and measure the performance of our Site, to monitor how many visitors view our Site, and to monitor the effectiveness of our advertising. Unlike Cookies, which are stored on the user’s hard drive, Web Beacons are typically embedded invisibly on web pages (or in an e-mail).

Information Related to Use of the Site. Our servers automatically record certain information about how a person uses our Site (we refer to this information as “Log Data”) (each, a “User”). Log Data may include information such as a User’s Internet Protocol (IP) address, browser type, operating system, the web page that a User was visiting before accessing our Site, the pages or features of our Site to which a User browsed and the access date and time spent on those pages or features, search terms, the links on our Site that a User clicked on, other user engagement and interaction metrics and

other statistics. We use Log Data to administer the Site and we analyze (and may engage third parties to analyze) Log Data to improve, customize and enhance our Site by expanding their features and functionality and tailoring them to our Users' needs and preferences. We may use a person's IP address to generate aggregate, non-identifying information about how our Site is used.

Information Sent by Your Mobile Device. We may collect certain information that your mobile device sends when you use our Site, like a device identifier, user settings and the operating system of your device, as well as information about your use of our Site.

Location Information. When you use our Site, we may collect and store information about your location by converting your IP address into a rough geo-location or by accessing your mobile device's GPS coordinates or coarse location if you enable location services on your device. We may use location information to improve and personalize our Site for you. If you do not want us to collect location information, you may disable that feature on your mobile device.

Information that We Share with Third Parties

We will not share any Personal Information that we have collected from or regarding you except as described below:

Information Shared with Our Services Providers. We may engage third-party services providers to work with us to administer and provide the Site. These third-party services providers have access to your Personal Information only for the purpose of performing services on our behalf.

Information Shared with Third Parties. We may share aggregated information and non-identifying information with third parties for industry research and analysis, demographic profiling and other similar purposes.

Information Disclosed in Connection with Business Transactions. Information that we collect from our users, including Personal Information, is considered to be a business asset. Thus, if we are acquired by a third party as a result of a transaction such as a merger, acquisition or asset sale or if our assets are acquired by a third party in the event we go out of business or enter bankruptcy, some or all of our assets, including your Personal Information, may be disclosed or transferred to a third party acquirer in connection with the transaction.

Disclosed for Our Protection and the Protection of Others. We cooperate with government and law enforcement officials or private parties to enforce and comply with the law. We may disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate: (i) to respond to claims, legal process (including subpoenas); (ii) to protect our property, rights and safety and the property, rights and safety of a third party or the public in general; and (iii) to stop any activity that we consider illegal, unethical or legally actionable activity.

Modifying Your Information

If you want us to delete information we hold about you, please contact us at privacy@perimeterx.com with your request. We may request further information from you to verify that you are the user who submitted the information in question. We will consider your request on an individual basis and, if we hold Personal Information about you, we will take steps to delete that information. Please note that in the event we take steps to delete specific information at your request, some information may remain in archived/backup copies for our records or as otherwise required by law.

Responding to Do Not Track Signals

Our Site does not have the capability to respond to “Do Not Track” signals received from various web browsers.

The Security of Your Information

We take reasonable administrative, physical and electronic measures designed to protect the information that we collect from or about you (including your Personal Information) from unauthorized access, use or disclosure. When you enter sensitive information on our forms, we encrypt this data using SSL or other technologies. Please be aware, however, that no method of transmitting information over the Internet or storing information is completely secure. Accordingly, we cannot guarantee the absolute security of any information.

Links to Other Sites

Our Site may contain links to websites and services that are owned or operated by third parties (each, a “**Third-party Service**”). Any information that you provide on or to a Third-party Service or that is collected by a Third-party Service is provided directly to the owner or operator of the Third-party Service and is subject to the owner’s or operator’s privacy policy.

We're not responsible for the content, privacy or security practices and policies of any Third-party Service. To protect your information we recommend that you carefully review the privacy policies of all Third-party Services that you access.

Our Policy Toward Children

Our Site is not directed to children under 13 and we do not knowingly collect Personal Information from children under 13. If we learn that we have collected Personal Information of a child under 13 we will take steps to delete such information from our files as soon as possible.

Part B. Use of the PerimeterX Service

Information Collected or Received from Customers

Through use of the PerimeterX Service, our Customers enable us to collect information from the Customer Property, including an End User's Internet Protocol (IP) address, browser type, operating system, the web page that a User was visiting before accessing the Customer Property, the pages or features of the Customer Property to which an End User browsed and the access date and time spent on those pages or features, search terms, the links on the Customer Property that a User clicked on, other user engagement and interaction metrics and other statistics, and information about an End User's mobile device, operating system, browser and device identifier. If you are an End User of a Customer Property, the privacy policy that applies to your use of that Customer Property is the one provided to you by the Customer.

How we Use Information Collected or Received From Customers

We use the information collected or received from Customer Properties, along with other information which our Customers may provide us, to provide the PerimeterX Service to our Customers and we analyze (and may engage third parties to analyze) this information to improve, customize and enhance our products and services by expanding their features and functionality and tailoring them to our Customers' needs and preferences. We may share aggregated information and non-identifying information with third parties for industry research and analysis, demographic profiling and other similar purposes. If we, in good faith, believe we have identified a threat, such as malware, a denial of service attack or other malicious activity, we may publish the originating IP address of such threat.

Part C. General International Transfer

Your Personal Information may be transferred to, and maintained on, computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you're located outside the United States and choose to provide your Personal Information to us, we may transfer your Personal Information to the United States and process it there.

Questions?

Please contact us at privacy@perimeterx.com if you have any questions about our Privacy Policy.