

## **Kaon Interactive, Inc. Privacy Statement for IBM Interactive Product Catalog**

Your privacy is important to **Kaon Interactive, Inc. (herein “Kaon”)** and maintaining your trust is paramount to us.

This Privacy Statement discloses the information practices for Kaon Interactive, Inc. (“Kaon”) for the IBM Interactive Product Catalog Application(s) (herein “Application” or “App”) distributed through the Apple Store including what type of information is collected, how the information is used, with whom the information is shared and what is tracked. Kaon created and manages the IBM Interactive Product Catalog application. Kaon will have access to information that is tracked by this App and Kaon could sometimes disclose this information to IBM. Further, Kaon wants you to be aware that this App uses analytics software in the Application to collect certain types of ***non-personally identifiable*** information related to your use of the Application as outlined in this Privacy Statement.

**You should read this Privacy Statement in its entirety before downloading the IBM Interactive Product Catalog Application. By downloading the Application, you agree:**

**1) to the terms of this Privacy Statement; and**

**2) that Kaon may use analytics software to collect information as outlined in this Privacy Statement.**

**If you do not agree to the above, you should not download the IBM Interactive Product Catalog Application.**

From time to time, we may supplement this Privacy Statement with additional information relating to particular interactions we have with you.

### **Collection of Non-Personally Identifiable Information**

Kaon collects only non-personally identifiable information as outlined below. Kaon **does not collect personal information**. Kaon collects the following non-personally identifiable information:

1. Information relating to your use of our Application through the use of various technologies, including certain analytics software. For example, Kaon logs information about what 3D product models have been viewed in the application, and gathers other information about mobile devices, such as the type and the first three tuples of the IP address. Kaon may also collect information about the pages you view within the Application and other actions you take while navigating the Application.

2. Through the use of certain analytics software, your mobile device may transmit certain geographic information or information regarding your device to Kaon. By downloading this Application, you agree to Kaon's use of analytics software to collect this data. Kaon may use this information to help it understand how users use the Application or Service, to improve and market the Application or Service in general and to help IBM improve the products and tools IBM offers online. In addition, Kaon may use such information for security, system integrity (the prevention of hacking, etc.), or enforcement purposes. Because your non-personally identifiable information does not identify you, such information may be disclosed to IBM to use for purposes identified in this Privacy Policy. Except as covered by the prior sentence, Kaon will not share such information with our affiliates and other third parties for any purpose.

3. Please be aware that advertisers or websites with links to the Service may collect personal information about you, if you provide it. And remember, this Privacy Policy does not apply to, and cannot control the activities of, those other advertisers or websites.

4. The information that Kaon collects, either directly or indirectly, may be combined to help Kaon and IBM improve the apps overall accuracy and completeness and to help Kaon and IBM better tailor our interactions with you.

## **Cookies**

While this App does not use cookies, it does generate a random identifier the first time the app is run. This random identifier is used to track the actions of a single device and can count how many unique devices have run the application. Kaon uses this information to create aggregated reports on how often the application is used, the relative viewing of different products within the Application, etc. The random identifier cannot in any way be linked to any personally identifiable information about the user.

## **Links to Third Party Web Sites and Third Party Application**

To allow you to interact with other Web sites on which you may have accounts (such as Facebook and other social media sites) or join communities on such sites, Kaon may provide links or embed third-party applications that allow you to login, post content or join communities from this App.

Kaon may also provide you with general links to non-IBM Web sites. Your use of these links and applications are subject to the third parties' privacy policies, and you should become familiar with the third party sites' privacy policies before using the links or applications.

Kaon is not responsible for the privacy practices or the content of those other Web sites.

## **Retention**

If you uninstall the App from your device all data collection by the App will cease; information previously collected however will be retained in accordance with Kaon's internal policies.

## **Notification of Changes**

Kaon reserves the right to modify all or some of this Privacy Policy at any time without notice. The most current version of the policy will govern our use of your information. By continuing to use the Application or Service after those changes become effective, you agree to be bound by the revised Privacy Policy.

Kaon will post a notice for 30 days at the top of this page notifying users when this Privacy Policy is updated or modified in a material way. From time to time we modify this privacy policy, therefore please review it periodically.

## **Privacy Questions and Access**

If you have a question about this Privacy Policy or handling of information collected, you can send an email to the appropriate support email address listed below.

## **Support @kaon.com**

Before we are able to provide you with any information or correct any inaccuracies, however, we may ask you to verify your identity and to provide other details to help us to respond to your request. We will contact you within 30 days of your request.