

Davis Instruments Privacy Policy

Last Updated: August 1, 2019

At Davis Instruments, we recognize that privacy is important. This Policy applies to all of the products, services, websites and applications offered by Davis Instruments Corp. If you have any questions about this Policy, please feel free to contact us through our website or write to us at Website Privacy Inquiry, Davis Instruments Corp. Inc., 3465 Diablo Ave., Hayward, California, 94545 USA.

This Policy describes the information we collect, why we collect it, how we use it, and when we share it with third parties. If our Policy changes, we will post an updated Policy on this website. You can tell if the Policy has changed by checking the revision date that appears at the top of this Policy. This Privacy Policy governs your use of the website and applications. This Policy is incorporated into and is subject to the Terms of Use. Where allowed by applicable law, by visiting this website or any applications, you are accepting the practices described in this Policy and the Terms of Use.

INFORMATION WE COLLECT:

We offer a number of services that do not require you to register for an account or provide any personal information to us. In order to provide our full range of services, we may collect the following types of information:

Information you provide – When you sign up for a WeatherLink.com account or other service that requires registration, we ask you for personal information (which may include your user name, email address, account password, and latitude and longitude of your weather station). For certain services, we may also request credit card or other payment account information which we or our payments processors may maintain in encrypted form on secure servers. We may combine the information you submit under your account with information from other third parties in order to provide you with a better experience and to improve the quality of our services. Although such information may not be personal information or personally identifying information, for certain services, we may give you the opportunity to opt-out of combining such information.

Davis cookies – When you visit the WeatherLink.com or davisinstruments.com sites, we send one or more cookies – a small file containing a string of characters – to your computer that uniquely identifies your browser. We use cookies to improve the quality of our service by storing user preferences and tracking user trends. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some Davis website features and services may not function properly if your cookies are disabled.

Log information – When you use our website(s), our servers automatically record Davis network device configuration information and information that your browser sends whenever you visit a website. These server logs may include information such as your web request, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser.

User communications – When you send email or other communication to Davis Instruments Corp., we may retain those communications in order to process your inquiries, respond to your requests and improve our services.

Affiliated sites – We may offer some of our services in connection with other websites. Personal information that you provide to those sites may be sent to Davis in order to deliver the service. We process such information in

accordance with this Policy. The affiliated sites may have different privacy practices, and we encourage you to read their privacy policies.

Links – davisinstruments.com or other Davis websites or applications may present links in a format that enables us to keep track of whether these links have been followed. We use this information to improve the quality of our search technology, customized content and advertising.

Other sites – This Privacy Policy applies to websites, applications and services that are owned and operated by Davis. We do not exercise control over links from within our various services. These other sites may place their own cookies or other files on your computer, collect data or solicit personal information from you.

Please note that any comments, feedback, suggestions, ideas, data and other information that does not reveal your identity which you disclose, submit or offer to us in connection with your use of this website is not considered personal information subject to this Policy. Such information includes, but is not limited to, any information you choose to post on our website and any weather or other data that you provide to us. Our Terms of Use explain how we may use and disclose such information in any manner that does not reveal your identity. You may choose not to provide such information to us if you do not want us to use or disclose such information.

PURPOSE OF THE PROCESSING:

Davis only processes personal information for the purposes described in this Privacy Policy and/or the web pages, communications or other notices relating to our services. We are the controller of this information. In addition to the above, such purposes include:

- Providing our products and services to users, including the display of customized content and advertising;
- Auditing, research and analysis in order to maintain, protect and improve our services;
- Ensuring the technical functioning of our network;
- Developing new services;
- Communicating with you and sending you information about our products and services, unless you have directed us not to contact you with such communications;
- Analyzing trends and statistics; and
- Complying with any legal requirements.

Davis processes personal information on our servers in the United States of America and in other countries. In some cases, we process personal information on a server outside your own country. We may process personal information to provide our own services. In some cases, we may process personal information on behalf of and according to the instructions of a third party.

CHOICES FOR PERSONAL INFORMATION

When you sign up for a particular Davis service that requires registration, we ask you to provide personal information. If we use this information in a manner different than the purpose for which it was collected, then we will ask for your consent prior to such use.

If we propose to use personal information for any purposes other than those described in this Policy and/or in the specific service notices, we will offer you an effective way to opt-out of the use of personal information for

those other purposes. We will not collect or use sensitive information for purposes other than those described in this Policy and/or in the specific service notices, unless we have obtained your prior consent.

You can decline to submit personal information to any of our services, in which case Davis may not be able to provide those services to you.

INFORMATION SHARING

Davis only shares personal information with other companies or individuals, primarily payment processors, marketing partners, and marketing analytics firms, outside of Davis in the following limited circumstances:

— We have your consent.

— We provide such information to our subsidiaries, affiliated companies or other trusted businesses or persons for the purpose of processing personal information or performing services on our behalf. We require that these parties agree to process such information based on our instructions and in compliance with this Policy and any other appropriate confidentiality and security measures.

— We may share such information when we team up with another company to offer or provide products or services to our customers.

— We have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to (a) satisfy any applicable law, regulation, legal process or enforceable governmental request, (b) enforce applicable Terms of Service, including investigation of potential violations thereof, (c) detect, prevent, or otherwise address fraud, security or technical issues, or (d) protect against imminent harm to the rights, property or safety of Davis, its users or the public as required or permitted by law.

— If Davis becomes involved in a merger, acquisition, or any form of sale of some or all of its assets, the personal information and other information we have collected as described in this Policy may be among the transferred business assets.

We may share with third parties certain pieces of aggregated, non-personal information, for example, how many users clicked on a particular link. We may also share with third parties other information that does not constitute personal information. Such information does not identify you individually.

Please contact us at the address below for any additional questions about the management or use of personal data.

INFORMATION SECURITY

We take appropriate security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. These include internal reviews of our data collection, storage and processing practices and security measures, as well as physical security measures to guard against unauthorized access to systems where we store personal data.

We restrict access to personal information to Davis employees, contractors and agents who need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality obligations.

DATA INTEGRITY

Davis processes personal information only for the purposes for which it was collected and in accordance with this Policy or any applicable service-specific privacy notice. We take reasonable steps to ensure that the personal information we process is accurate, complete, and current, but we depend on our users to update or correct their personal information whenever necessary.

ACCESSING AND UPDATING PERSONAL INFORMATION

When you use Davis services, we make good faith efforts to provide you with access to your personal information and either to correct this data if it is inaccurate or to delete such data at your request if it is not otherwise required to be retained by law or for legitimate business purposes. We ask individual users to identify themselves and the information requested to be accessed, corrected or removed before processing such requests, and we may decline to process requests that are unreasonably repetitive or systematic, require disproportionate technical effort, jeopardize the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backup tapes), or for which access is not otherwise required. In any case where we provide information access and correction, we perform this service free of charge, except if doing so would require a disproportionate effort. Some of our services have different procedures to access, correct or delete users' personal information.

ENFORCEMENT

Davis regularly reviews its compliance with this Policy. Please feel free to direct any questions or concerns regarding this Policy or Davis's treatment of personal information by contacting us through this website or by writing to us at Website Privacy Inquiry, Davis Instruments Corp. Inc., 3465 Diablo Ave., Hayward, California, 94545 USA. When we receive formal written complaints at this address, it is Davis's policy to contact the complaining user regarding his or her concerns. We will cooperate with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal information that cannot be resolved between Davis and an individual.

QUESTIONS OR CONCERNS

If you have any additional questions or concerns about this Policy, please feel free to contact us any time through this website or at Website Privacy Inquiry, Davis Instruments Corp. Inc., 3465 Diablo Ave., Hayward, California, 94545 USA or you may contact:

Davis Instruments Customer Service

Email: sales@davisinstruments.com

RESIDENTS OF THE EUROPEAN ECONOMIC AREA AND THE UNITED KINGDOM

Consent

We will make it clear if we rely on your consent to process your personal data and you are free to withdraw your consent at any time. If you wish to do so, please contact us. We will make all practical efforts to respect your wishes, but certain laws and obligations might require us to continue using some of your data.

Legitimate Interest

Another reason we might use your personal data is because we have—or a third party has—a legitimate interest in doing so. We do so when responding to your inquires about our products and services; to provide services and

technical support to you; to comply with laws that apply to us; and to enable internal administrative processes, such as account administration.

Retention Period

When we no longer need to process your personal data for the purposes described in this policy, we will delete your personal data from our systems. We therefore generally retain information when we have an ongoing legitimate business need for the information and as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Providing Your Data

One reason we might use your information is because you've entered into a contract with us and we need to provide services under that contract. We may not be able to fulfill that contract if you choose not to provide us with your personal data.

Purpose of Processing

When we process your personal data, we determine the purpose of the processing and act as a controller. We will primarily process personal data from the EU to offer our services, process payments, and to provide prospective customers with information about our products, in addition to other purposes set out in this policy.

Automated Profiling & Decision Making

We do not engage in any automated decision making and profiling as a part of our services or elsewhere.

Your Right to Rectification

We want our records to be as accurate as possible so please advise us of any errors and we will make corrections accordingly. Although a difference of opinion or view does not necessarily mean that personal data is inaccurate, if you have a difference of opinion, we will do our best to add that opinion to our records.

Erasure and your "Right to be Forgotten"

Please contact us if you want us to delete your personal data. We will do our best to honor your request, but we may have an obligation to keep records for audit and legal purposes. We may also be able to "Restrict Processing" or delete specific information or a document, which we will do without undue delay, for example, where it has been sent to us in error.

Your Right to Object to Processing

In certain circumstances, you have the right to object to our use of your information, such as if we are using your information for direct marketing; for our or a third party's legitimate interests or the public's interest; or for scientific or historical research and statistics. Please contact us if you would like us to do so.

Right to Restrict Processing

Under some circumstances, you may request that we limit how we use your data or "Restrict Processing." Simply a difference of opinion or view does not necessarily justify a restriction, but we will always consider your opinion. We will always inform you before we lift any restriction.

Your Right to Access Data

You have a right to receive a copy of your personal data from us. If you would like to do so, please contact us and we will advise you of the next steps as soon as possible, and in no more than one month.

Right to Data Portability

At your request, we are happy to provide your personal data in a machine-readable or “portable” format so you can move it or store it wherever you want, subject to certain limitations. We can also send it to another controller where technically feasible.

International Data Transfers

If you are visiting the site or using any of our services from outside of the United States of America, please be aware that your information may be transferred to, stored or processed in the United States.

Right to Complain

If you have a complaint about how Davis Instruments uses your personal data, we hope that in the first instance you will contact us and we will promptly address your concern. However, you can always file a complaint with the supervisory authority in your Member State. For more information, please contact your local data protection authority. Contact details for data protection authorities in the European Union are available at http://ec.europa.eu/justice/article-29/structure/data-protection-authorities/index_en.htm.

Charges/Fees

We do not charge you a fee for exercising any of your rights described above. The only exception to this will be if the request is excessive or repetitive, but we will always let you know that we plan to charge you before doing so.