

# Prysm Data Privacy Policy

Last Update: May 24, 2018

**BY USING PRYSM PRODUCTS, SERVICES, OR SITES, YOU CONSENT TO THE TERMS AND CONDITIONS OF THIS PRIVACY POLICY AND TO OUR PROCESSING OF PERSONAL INFORMATION FOR THE PURPOSES STATED BELOW. IF YOU DO NOT AGREE TO THE TERMS AND CONDITIONS OF THIS PRIVACY POLICY, PLEASE DO NOT USE THE PRYSM PRODUCTS, SERVICES, OR SITES.**

## Introduction

Prysm is deeply committed to maintaining your trust and confidence, values your privacy and recognizes the sensitivity of your personal information, and will thus will always strive to protect the privacy of individuals. We have carefully crafted this Privacy policy to address concerns you might have, and to assure you that if you give us personal information, we will treat it carefully and appropriately.

## Scope

This Privacy policy applies to Prysm, Inc. and its subsidiaries, its websites (collectively, the “Sites”), services, applications, and products thereof. If you have any questions or concerns regarding Prysm privacy, please send us a detailed message at [privacy@prysm.com](mailto:privacy@prysm.com). We will make every effort to resolve your concerns.

## EU General Data Protection Regulation (GDPR)

GDPR is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. It also addresses the export of personal data outside the EU. On May 25, 2018, the GDPR becomes enforceable.

## Choice and Consent

As the owner of your own personal information, you have choices, specifically, the following: You have several choices available when it comes to information about you:

- **Limit the amount of Personal Data provided to Prysm:** If you have a personal or business relationship with Prysm, you have the right to limit the types of personal data we store, process, and/or transmit. Please be advised if you limit the types of personal data, then this may result in the inability to fully process your data and provide the services we offer. Certain rights relating to erasure, rectification, and portability of data in regard to the GDPR are thus deemed in-scope for this Privacy policy.
- **Opt-Out of Electronic Communications:** You have the right opt out of receiving promotional messages from Prysm. Please note that even if you opt out of promotional messages, Prysm may still send you additional messages relating to your account and other important information.

## Cookies

When you visit some websites, their web servers generate pieces of information known as cookies. Cookies are commonly used to recognize your computer in the future. *prysm.com* uses session cookies to serve technical purposes, such as providing seamless navigation through our site, allow you to carry

information across pages of our site and avoid having to re-enter information. These cookies do not permanently record data and they are not stored on your computer's hard drive. *prysm.com*'s session cookies are available only during an active browser session. When you close your browser, the session cookie disappears.

### **Information Collected and Stored Automatically (Personal Information)**

Users may be required to provide personal information into various form fields, and/or for purposes of searching, retrieving, and downloading data from Prysm, Prysm applications and *prysm.com*. If you choose to provide us with personal information, Prysm will use appropriate security controls for ensuring the protection of your personal data. Personal information which may be required when using various Prysm products, services and pages found on *prysm.com* may include any of the following:

#### **Personal Data (GDPR)**

*"Any information relating to an identified or identifiable natural person (i.e., a "data subject"); an identifiable natural person is essentially somebody that can be identified, directly or indirectly, in particular by reference to an identifier via name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person."*

#### **Personally Identifiable Information (PII)**

1. Full name, with all middle names (especially if the name is not common).
2. Any part of an individual's name that is stored or displayed in conjunction with any of the subsequent listings of data and information deemed PII
3. Digital Identifiers, such as IP addresses, usernames, passwords, etc.
4. Financial and Accounting records, such as banking, mortgage, revolving debt and tax information, along with credit and debit card.
5. Professional licenses, certifications, designations, etc.
6. Any other information deemed PII, but not listed above

### **California Privacy Rights**

Residents of the State of California, under California Civil Code § 1798.83, have the right to request from companies conducting business in California a list of all third parties to which the company has disclosed personal information during the preceding year for direct marketing purposes. Alternatively, the law provides that if the company has a privacy policy that gives either an opt-out or opt-in choice for use of your personal information by third parties (such as advertisers) for marketing purposes, the company may instead provide you with information on how to exercise your disclosure choice options.

### **Children's Privacy**

Prysm does not knowingly collect personal information from children without appropriate parental or guardian consent. If you believe that we may have collected personal information from someone under the applicable age of consent in your country without proper consent, please contact us at [privacy@prysm.com](mailto:privacy@prysm.com), and we will take appropriate measures to investigate and address the issue promptly.

**External Links**

When users click on a link to an external website, they are leaving prysm.com and are thus subject to the privacy and security policies/related terms and conditions of these external websites.