



Privacy Policy

Effective Date: January 1, 2021

The okaxis team and its affiliates have created this Privacy Policy in compliance with applicable laws and in order to demonstrate our firm commitment to your privacy. This Privacy Policy describes how okaxis collects, uses, discloses, transfers, stores, retains or otherwise processes your information when you (whether in your individual or business capacity) access or use, in any manner, any content, products, services or related activities (collectively “Services”), including through the Internet domain(s) owned or operated by okaxis, which include but are not limited to: okaxis.com, axisjam.com.

We refer to the above websites and all related websites as “sites” and to each of them as a “site.” When we refer to “we,” “us,” or “our,” we mean okaxis, or the specific division, subsidiary, or affiliate that operates a site, provides its content, or processes information received through it, each as appropriate and applicable. When we refer to “you” or “your,” we mean the person accessing the site. If the person accessing the site does so on behalf of, or for the purposes of, another person, including a business or other organization, “you” or “your” also means that other person, including a business organization.

This Privacy Policy applies to your use of our Services and covers information collected in connection with your access to and use of our Services, including those Services provided through our sites and/or online. Please read this Privacy Policy carefully. By continuing to interact with our Services, you are consenting to the practices described in this Privacy Policy.

1. GENERAL DISCLOSURES

We take your privacy and the protection of your personal information seriously. We will only store, process and disclose your personal information in accordance with applicable law. We will make it clear when we collect personal information and will explain what we intend to do with it. We do our best to protect your privacy through the appropriate use of information security measures.

This section sets forth the general privacy policy for the United States and other jurisdictions not otherwise specifically covered by the below jurisdiction-specific policies. Each of the sites mentioned above is hosted in the United States and their intended use is Business to Business. The sites and our Services are not intended for use by consumers or private individuals. We collect your business contact information, such as your full name and your business name, email address, telephone number, address and other work-related information you provide to us in the course of providing our Services to you or your organization.

If you are visiting the sites from outside of the United States, please note that by providing your information it is being transferred to, stored or processed in the United States and other countries, where our data center and servers are located and operated. Depending on your state or country of residence, applicable privacy laws may provide you the ability to request access to, correction of or deletion of your information, as further outlined below. If you are outside the United States and do not wish to allow the transfer of your personal information to the United States, you should not use these sites and you should opt-out of the collection of cookies.

2. WHAT INFORMATION WE COLLECT

a. Information You Provide to Us Directly

okaxis may collect different information from or about you depending on the manner in which you use our sites or Services. The following examples are provided to help you better understand the information we may collect through your use of the sites or in the course of us providing our Services.

We may collect, use, store and transfer different kinds of personal information about you, which we have grouped together as follows:

- Contact Information includes first name, last name, email address, zip code

- Transaction Information includes details about the products and services you have purchased from us and the corresponding transactions, including in which store the purchase occurred; event and webinar attendance and participation
- Technical Information includes internet protocol (IP) address, your login data, language preference, time zone setting and location (geocodes), geolocation data, geofencing, auth0 logs, pages visited, pages viewed, events and page loads, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- Profile Information includes your username and password, customer id, your preferences.
- Usage Information includes information about how you use our website, products and services, including video usage, articles read and topics of interest.
- Marketing and Communications Information includes your preferences in receiving marketing from us and our third parties and your communication preferences.

b. Information Received Through Third-Party Platforms

You may access our sites through third-party platforms, such as Google. If you use our sites on or through a third-party platform, including via any mobile and/or other Internet connected devices (“Wireless Devices”), or click on third-party links, the collection, use, and disclosure of your information and your use of the sites will also be subject to the privacy policies and other terms of such third parties or third-party platforms. You should review such privacy policies, terms and other agreements.

c. Collection of Technical Information and Usage Information

When you access okaxis sites, we automatically collect certain information. This information may include without limitation: (a) technical information about your computer or Wireless Device, such as your IP address, geolocation information, device type, operating system type and version, unique device ID, browser, browser language, domain and other systems information or platform types (collectively “Technical Information”); and (b) usage statistics about your interaction with okaxis sites, including pages accessed, referring website address(es) time spent on pages, pages visited, search queries, click data, date and time and other information regarding your use of okaxis sites (collectively “Usage Information”). This Technical Information and Usage Information, which may be linked to your personal information, is collected through the use of server logs and tracking technologies, including: (i) cookies, which are small pieces of code that websites send to your computer or Wireless Device to uniquely identify your browser or mobile device or to store information in your browser setting.

3. HOW WE USE YOUR INFORMATION

a. Share/Disclose Your Information with Third-Parties

We may share your information, which may include name, email address, and technical and usage data, with third-party companies that perform services on our behalf, including for payment processing, data analysis, marketing services, advertising services (including but not limited to retargeted advertising), e-mail and hosting services, and customer services and support. These third-party service providers may access your personal information and may only use it as directed by us for the purpose of our requested service.

We require all third parties to respect the security of your personal information. We do not allow our third-party service providers to use your personal information for their own purposes and they are only permitted to process your personal information in accordance with delivering our services.

We will never sell your information or allow others to use it for purposes other than delivering the okaxis service you evaluated or subscribed to.

b. Disclosure of Information for Legal Purposes

okaxis may disclose all or part of your personal information when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating any agreement with okaxis, or may be causing injury to or interference with (either intentionally or unintentionally) our rights or property, other users of our sites, or anyone else that could be harmed by such activities. We may disclose information in response to a subpoena, search warrant, in connection with judicial proceedings, or pursuant to court orders, legal process or other law enforcement measures. okaxis may disclose or access personal information when we believe in good faith that the law requires it, to establish our legal rights or to defend against legal claims, and for administrative and other purposes that we deem necessary to maintain, service and improve our Services.

c. Analytics and Data Enrichment Services

We use third-party analytics such as Google Analytics to help understand your usage of our sites and to improve our Services.

d. Aggregated, Anonymized Information

We may disclose or use aggregated, anonymized or de-identified information for any purpose. Aggregated, anonymized or de-identified information is information

that can no longer reasonably identify a specific individual. Although such information may be derived from your personal information, it can no longer directly or indirectly reveal your identity.

4. COOKIE POLICY

Like many online platforms, okaxis uses server logs and automated data collection tools, such as browser cookies, pixel tags, scripts and web beacons. These tools are used for analytics purposes to enable okaxis to understand how users interact with the sites and Services. okaxis and its analytics vendors may tie the information gathered by these means to the identity of users. okaxis uses cookies to identify and recognize a specific user for the following purposes:

- improve the sites and Services as well as improve the users' browsing experience
- analyze the usage of the sites (e.g. what links users click on) in order to improve our offering;
- test different versions of the sites to see which particular features or content users prefer to optimize the sites;
- provide a more personalized experience to users with more relevant content and course recommendations; and
- allow users to more easily log in to use the sites and Services.

Cookies and information captured through our sites are stored for a certain retention period, however you can eliminate these cookies any time before the expiration date.

5. HOW LONG WE RETAIN YOUR INFORMATION

We may keep a record of your personal information, including correspondence or comments, in a file specific to you. We will utilize, disclose, or retain your personal information for as long as necessary to fulfill the purposes for which it was collected and for legal or business requirements.

6. MARKETING AND PROMOTIONAL COMMUNICATIONS

You may opt-out of receiving marketing and promotional messages from okaxis, if those messages are powered by okaxis, by following the instructions in those

messages. If you decide to opt-out, you will still receive non-promotional, transactional communications relevant to your use of our Services.

7. SECURITY

We take reasonable measures, including administrative, technical, and physical safeguards, to protect your information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction. We hold information about you both at our own premises and with the assistance of third-party service providers. Further public disclosure here of our security measures could aid those who might attempt to circumvent those security measures. If you have additional questions regarding security, please feel free to contact us directly using the information provided under CONTACT US.

8. CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may be revised from time to time as we add new features and Services, as laws change and as industry privacy and security best practices evolve. We display an effective date on this Privacy Policy at the top of this Privacy Policy so that it will be easier for you to know when there has been a change. If we make any material change to this Privacy Policy regarding use or disclosure of personal information, we will provide notice on our sites. Changes will apply to information collected after the change is effective. Please check this Privacy Policy periodically for changes. Small changes or changes that do not significantly affect individual privacy interests may be made at any time and without prior notice. Your use of the sites constitutes acceptance of the provisions of this Privacy Policy and your continued usage after such changes are posted constitutes acceptance of each revised Privacy Policy. If you do not agree to the terms of this Privacy Policy or any revised Privacy Policy, please exit the sites immediately. If you have any questions about this Privacy Policy, the practices of the sites or your dealings with the sites, you can contact us by using the information provided under CONTACT US.

9. CONTACT US

Please contact okaxis with any questions or concerns regarding this Privacy Policy.

Email: privacy@okaxis.com

Phone: 717-663-7966 (leave a message and a representative will contact you within 24 hours if not answered immediately)

If you have any questions or concerns regarding our Privacy Policy, or if you believe our Privacy Policy or applicable laws relating to the protection of your personal information have not been respected, you may file a complaint with okaxis using the contact information listed above, and we will respond to let you know who will be handling your matter and when you can expect a further response. We may request additional details from you regarding your concerns and may need to engage or consult with other parties in order to investigate and address your issue. We may keep records of your request and any resolution.