

# Privacy Policy | Knight Watch, Inc.

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**Effective Date:** January 15, 2024

This Privacy Policy applies to the personal Information, as defined in this policy, that Knight Watch, Inc. (“we,” “our,” or “us”) collects through our website from users (“you”). Decisions regarding the processing of your Personal Information may depend on your location.

## **THE BUSINESS.**

This Privacy Policy is between you and the following organization:

Company Name: Knight Watch Inc.

Address: 3005 Business One Dr, Kalamazoo, Michigan, 49048

Phone: 269.381.2100

E-Mail: [info@knightwatch.net](mailto:info@knightwatch.net)

## **WEBSITE.**

Website URL: [knightwatch.net](http://knightwatch.net)

Website Name: Knight Watch

## **PERSONAL INFORMATION COLLECTED.**

In the past 12 months, we have or had the intention of collecting the following:

**Internet or Other Similar Network Activity.** Browsing history, search history, and information on consumers’ interaction with a website, application, or advertisement.

**Geolocation Data.** Physical location or movements. For example, city, state, country, and ZIP code associated with your IP address or derived through Wi-Fi triangulation; and, with permission in on your mobile device settings, and precise geolocation information from GPS-based functionality on your mobile devices.

## **SOURCES OF INFORMATION WE COLLECT.**

**Using the Website.** Knight Watch Inc. collects certain information from your activity on our website, starting when you first arrive and accessing it on an electronic device. We may collect your IP address, device ID, advertising identifiers, browser type, operating system, internet service provider, pages visited (including clicks and duration), and other related log information. For mobile phones, we may collect your device’s GPS signal or other information about nearby Wi-Fi access points and cell towers.

## **HOW KNIGHT WATCH INC. USES PERSONAL INFORMATION.**

Knight Watch Inc. may use or disclose your Personal Information for the following purpose:

- **Feedback.** To get feedback on website improvements and generally provide an overall better experience.
- **Testing.** For testing, research, and analysis, of user behavior on the website.
- **Protection.** To protect against fraud, safeguard data, and the general security of the website.
- **Security.** To detect security incidents, verify human users, and avoid being subject to malicious, deceptive, fraudulent, or illegal activity.
- **Law Enforcement.** To respond to law enforcement requests as required by applicable law, court order, or governmental regulations.
- **Intended Purpose.** As described for the intended purpose when collecting your personal information.
- **Assessment.** To evaluate or conduct a merger, divestiture, restricting, reorganizing, dissolution, or outright sale, either wholly or partially, of our assets in which your Personal Information becomes a part of such sale.

Knight Watch Inc.'s usage of your Personal Information may change over time, and when such changes occur, we will update this Privacy Policy accordingly.

## COOKIES POLICY.

Currently, Knight Watch Inc.'s website uses cookies to provide you with the best experience possible. We, in addition to our service providers, affiliates, agents, advertisers, or other parties in connection with the website, may deploy cookies, web beacons, local shared objects, and other tracking technologies for various purposes. Such shall be for business use, marketing purposes, fraud protection, and to assist in the day-to-day operations of the website.

- a) **“Cookies” Defined.** Cookies act as data that is communicated between a user's web browser and a website or application. They are stored on your device to help track their areas of interest, provide the best experience possible, and customize the content, products, services, offerings, and advertisements served on the website. Most web browsers adjust to your browser's settings to decline or delete cookies, but doing so may degrade the experience with our online services.
- b) **1-Pixel Images.** Clear GIFs, pixel tags, or web beacons, which are generally 1-pixel, are transparent images located on a webpage, in an e-mail, or other trackable source and may be used on our website, in addition to any other communication offered by us. They are often used in connection with advertisements served to you that are interacted with, whether on our website or another online service and shared with us. This type of tracking is specifically meant to recognize users, assess traffic patterns, and measure site or campaign engagement.



- c) **Flash Cookies.** Local Share Objects, sometimes known as “flash cookies,” may be stored on your device using a media player or other software. Flash cookies are similar to cookies in terms of their operation but may be managed in your browser in the same manner.
- d) **First (1<sup>st</sup>) Party & Third (3<sup>rd</sup>) Cookies.** First (1<sup>st</sup>) party cookies are stored by a domain (website) you are visiting directly. They allow us to collect analytics data, remember preferred settings (e.g., language, currency, etc.), and perform related functions. Third (3<sup>rd</sup>) party cookies are created by domains other than those you are visiting directly, hence its name “third (3<sup>rd</sup>) party.” They may be used for cross-tracking, retargeting, and ad-serving.
- e) **Essential Cookies.** Such cookies are technically necessary to provide website functionality. They act as a basic form of memory, used to store the preferences selected by a user on a given website or application. They are essential to browsing functionality and cannot be disabled by users. As an example, an essential cookie may be used to recognize a past user from having to log in each time they visit a new page in the same session.
- f) **Performance and Function Cookies.** Such cookies are used to enhance the performance and functionality of a website but are not essential to its use. However, without these cookies, certain functions (like videos) may become unavailable.
- g) **Advertising Cookies.** Such cookies are used to customize a user’s ad experience on a website. When using data collected from cookies, it can prevent the same ad from appearing multiple times in the same session or that does not offer a pleasant experience. Advertising cookies may be used to serve a user with related services, products, or offerings that they may have shown a level of related interest in their past user history.

If you would like to know more about cookies and how they are used, please visit:

[www.allaboutcookies.org](http://www.allaboutcookies.org)

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

#### **ADVERTISEMENTS.**

Our website does not show advertisements to users. This includes affiliate ads or any products and services offered by 3<sup>rd</sup> parties.

#### **SELLING PERSONAL INFORMATION.**

Knight Watch Inc.’s policy is that we **DO NOT** sell your personal information. If this should change, you will be notified, and this Privacy Policy will be updated.

#### **SHARING PERSONAL INFORMATION.**



Knight Watch Inc. may disclose your Personal Information to 3<sup>rd</sup> parties for business purposes. The general categories of 3<sup>rd</sup> parties that we share with are as follows:

- 3<sup>rd</sup> party service providers that, without their services, our website would not be able to function in its current manner;
- Affiliated websites and businesses in an effort to bring you and our users improved services, products, and offerings;
- Other companies, affiliate partners, and 3<sup>rd</sup> parties that help us advertise products, services, and offerings to you, other users, and potential new customers;
- Third (3<sup>rd</sup>) parties to whom you, or an authorized agent on your behalf, authorized us to disclose your Personal Information;
- Third (3<sup>rd</sup>) parties or affiliates in connection with a corporate transaction, such as a sale, consolidation, or merger of our financial institution or affiliated business; and
- Other third (3<sup>rd</sup>) parties to comply with legal requirements or to disclose Personal Information to government authorities per the rule of law.

In the last 12 months, it is recognized that we have disclosed the aforementioned categories of Personal Information for business purposes.

### **CROSS-BORDER INFORMATION TRANSFERS.**

We may transfer Personal Information to various jurisdictions as necessary for the purposes described above, including to jurisdictions that may not provide the same level of data protection as your home country. We provide appropriate protections for cross-border transfers as required by law for international data transfers.

### **RIGHTS AND CHOICES.**

This Section describes your rights and choices regarding how Knight Watch Inc. collects, shares, uses, and protects your Personal Information, how to exercise those rights, and limits and exceptions to your rights and choices.

- a) **Exceptions.** The rights and choices in this Section do not apply to you if the information being collected is:
- Aggregate customer information;
  - Deidentified Personal Information; and
  - Publicly available information.



- b) **Access to Information.** If the above exceptions do not apply, and you have not made this request more than twice in a 12-month period, you have the right to request that we disclose certain information to you about our collection and use of your Personal Information over the past 12 months from the date we receive your request. Once we receive and confirm your request on your behalf, we will disclose it to you or your representative:
- The categories of Personal Information we collect;
  - The categories of sources for the Personal Information we collect;
  - Our business or commercial purpose for collecting or selling such Personal Information
  - The categories of third parties to whom we sold or disclosed the category of Personal Information for a business or commercial use;
  - The business or commercial purpose for which we sold or disclosed the category of Personal Information; and
  - The specific pieces of Personal Information we collect about you in a form that you can take with you (also called a “Data Portability Request”).
- c) **Deletion (Erasure) Request Rights.** You have the right to request that we delete any of your Personal Information that we collect from you and retain, subject to certain exceptions. Once we receive and verify your request, we will delete and direct our service providers to delete your Personal Information from our records unless an exception applies. We may deny your deletion request if retaining the Personal Information is necessary for us or our service providers to:
- Complete the transaction for which we collected the Personal Information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you;
  - Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those for such activity;
  - Debug to identify and repair errors that impair existing intended functionality;
  - Exercise free speech, or exercise another right provided by law;
  - Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws when the businesses’ deletion of the Personal Information is likely to render impossible or seriously impair the achievement of such research if you previously provided informed consent.
  - Enable solely internal and lawful uses of such Personal Information that are compatible with the context in which you provided it.



- d) **Exercising Access, Data Portability, and Deletion Rights.** To exercise the access, data portability, deletion rights, or any other rights mentioned herein, a consumer or a consumer's authorized agent may submit a verifiable request to us by using the contact details mentioned herein.
- e) **Requests.** You may only make a verifiable consumer request for access or data portability in relation to this Section. We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information is related to you.

Making a verifiable consumer request does not require you to create an account with us. We will only use Personal Information provided via a verifiable consumer request to verify the requestor's identity or authority to make the request.

- f) **Authorized Agent.** An authorized agent is any person or legal entity registered with the Secretary of State or similar office that you have authorized to act on your behalf. If a request is made by an authorized agent acting on your behalf, we may require the following:
- Submission of evidence by you with your permission for the authorized agent to submit a verifiable request on your behalf;
  - For you to directly acknowledge, via electronic communication, that the authorized agent is allowed to act on your behalf;
  - Require the authorized agent to verify their identity; or
  - For a power of attorney document to be submitted that is signed in accordance with state law.

We reserve the right to deny a request from an agent that does not submit proof that they have been authorized by you to act on your behalf and cannot verify their own identity to us.

- g) **Response Timing and Format.** We will respond to any verifiable consumer request within 45 days of its receipt, or such period as required by law. If we require more time, we will inform you, in writing, of the reason. Such notification will be by e-mail unless there is another preferred communication method provided.

If applicable, the response we provide will also explain the reasons we cannot simply comply with a request. For data portability requests, we will select a format to provide your Personal Information that is readily useable and should allow you to transmit the Personal Information from one entity to another entity without hindrance.

No fee will be charged to process or respond to your verifiable consumer request.

- h) **Right of Non-Discrimination.** Knight Watch Inc. does not discriminate against you for exercising any of your rights in this Privacy Policy and under applicable laws. Unless permitted by law, we will not:



- Deny you goods or services;
- Charge you different prices or rates for goods, services, and offerings, including through granting discounts or other benefits, imposing penalties; or
- Provide you with a different level of quality of goods or services.

### **LINKING TO 3<sup>RD</sup> PARTIES.**

Knight Watch Inc. may provide links to 3<sup>rd</sup> party sources such as websites, applications, content, or software (“3<sup>rd</sup> Parties”). When you use a link online to visit 3<sup>rd</sup> Parties, you will be subject to their privacy policy and the jurisdiction of governing law. It is recommended to familiarize yourself with its terms and disclosures regarding your Personal Information. We are not responsible for the handling of your Personal Information when using, accessing, or visiting 3<sup>rd</sup> Parties.

### **SECURITY & PROTECTION.**

Knight Watch Inc. uses reasonable physical, electronic, and procedural safeguards that comply with federal standards to protect and limit access to Personal Information. This includes device safeguards used in accordance with industry standards.

It is understood by you that the Personal Information you submit to us electronically may not be secure when it is transmitted to us through our website or otherwise provided to us. We cannot guarantee or warrant the security of your Personal Information

We are not responsible for the theft, destruction, or inadvertent disclosure of such Personal Information. Any transmission of Personal Information by you is at your own risk.

### **INFORMATION RETENTION.**

We retain the Personal Information we receive as described in this Privacy Policy for as long as you use our Services or as necessary to fulfill the purposes for which it was collected, provide our Services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, enforce our agreements, and comply with applicable laws.

### **CHILDREN’S PRIVACY.**

We do not provide services to, or knowingly request or solicit Personal Information from, anyone under the age of 13. If we learn that we have collected Personal Information from anyone under the age of 13 without verifiable parental consent, we will delete that information as quickly as is practical. We reserve the right to request proof of age at any stage so that we can verify that minors are not using the Services.

### **CHANGES AND AMENDMENTS.**



Knight Watch Inc. reserves the right to amend this Privacy Policy at our discretion and at any time. When we make changes to this Privacy Policy, we agree to notify you by e-mail or other preferred communication methods.

## **CONTACT.**

If you have any questions or comments about this Privacy Policy, the ways in which we collect and use your Personal Information, your choices, or your rights regarding such us, or wish to exercise your rights, please do not hesitate to contact us at:

Email us at: [info@knightwatch.net](mailto:info@knightwatch.net)

Call us at: 269.381.2100

Or write to us: 3001 Business One Dr, Kalamazoo, Michigan 49048

## **ADDITIONAL INFORMATION FOR CERTAIN USERS.**

Certain countries and states in which we do business have adopted specific laws and regulations regarding your personal information and may provide additional or different rights, which we discuss in this situation. This privacy policy describes such rights and policies in which we knowingly do business but you may have other specific rights depending on your location.

### **European Economic Area (EEA) Privacy Rights:**

Knight Watch Inc. would like to make sure individuals are fully aware of all your data protection rights.

#### **If you are located in the EEA, you have certain rights regarding your Personal Information.**

“Personal Information” means any information that Knight Watch holds that can identify you, including personal data. We use Personal Information in a number of ways, as described in this Notice.

Where we are processing your Personal Information based on your consent, you have the right to revoke your consent at any time. Any Personal Information we continue to hold on this basis will then be deleted.

You also have the following rights with Knight Watch, Inc.:

**The right to access** – You have the right to access your Personal Information

**The right to rectification** – You have the right to rectify your Personal Information that is incorrect. In certain circumstances you may also have the right to supplement it with further information that you wish to provide.

**The right to erasure** – You have the right to the erasure of your Personal Information. under certain conditions.

**The right to restrict processing** – You have the right to apply for a restriction on the processing of your Personal Information in certain conditions.





**The right to object to processing** – You have the right to object to the processing of your personal data under certain conditions.

**The right to data portability** – You have the right to the transfer of your Personal Information to another organization or directly to you under certain conditions.

When you inform us of your exercise of any of these rights, we may request further information from you relative to your request, including proof of your identity and entitlement to right.

**The right to lodge a complaint.** You have the right to file a complaint concerning our processing of your personal data with your national (or in some countries, regional) data protection authority. The EU Commission has a list here: [http://ec.europa.eu/justice/article-29/structure/dataprotection-authorities/index\\_en.htm](http://ec.europa.eu/justice/article-29/structure/dataprotection-authorities/index_en.htm)

If you would like to exercise any of these rights, please contact us by using one of the methods provided above in this privacy policy. If you make a request, Knight Watch Inc. has one month (30 days) to respond to you. Should it be required to extend this time, we will let you know in advance.

#### **ADDITIONAL INFORMATION FOR CALIFORNIA USERS (CA NOTICE).**

Your privacy and rights under the California Consumer Privacy Act and the California Privacy Rights Act (together, the "California Privacy Law") are important to Knight Watch Inc. Under California Privacy Law, "**Personal Information**" means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you. Personal Information does not include information that is publicly available, de-identified, or aggregated. This CA Notice describes our possible use and your rights regarding your Personal Information.

**California Consumer Rights.** Subject to certain exceptions, as a California resident, you have the right to:

- Request to know and/or access the Personal Information we have collected about you, including specific pieces of the Personal Information we have collected about you.
- Request deletion of your Personal Information.
- Request information about the Personal Information about you that we have shared (as such term is defined under California Privacy Law) to third parties.
- Request the correction of inaccurate Personal Information.
- Request the categories of your Personal Information disclosed for a business purpose.
- Request information about the categories of your Personal Information about you that we have shared or sold within the past 12 months and the categories of third parties to whom your Personal Information was shared or sold.



- Opt-out of the sale or sharing of your Personal Information.

**Other California Privacy Rights.** California Civil Code Section 1798.83 permits California residents to request and obtain a list of what Personal Information we disclosed to third parties for direct marketing purposes in the preceding calendar year and the names and addresses of those third parties. Requests may be made only once a year and are free of charge. Under Section 1798.83, California residents are entitled to request and obtain such information, by contacting us as provided in this policy.

**Exercising Your California Consumer Rights.** Should you wish to request the exercise of your rights as detailed above with regard to your Personal Information, we will not discriminate against you by offering you different pricing or products or by providing you with a different level or quality of products, based solely upon this request. Please note that you are limited by law in the number of requests you may submit per year. In some instances, we may decline to honor your request. For example, we may decline to honor your request if we cannot verify your identity or confirm that the Personal Information that we maintain relates to you. To verify your requests, we ask that you provide information required to match the request with the consumer about whom information has been collected or utilize the authentication practices for your password-protected account. We verify requests by matching information you provide to information that we maintain in our records. We will only use Personal Information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request. In other instances, we may decline to honor your request where an exception under California Privacy Laws applies, such as where the disclosure of Personal Information would adversely affect the rights and freedoms of another consumer.

#### **CANADIAN USERS.**

As defined under Canadian law, Personal Information means information about an identifiable individual ("Personal Information"). The disclosures mentioned herein are meant to transparently convey the methods of collecting, managing, storing, using, protecting, and sharing Personal Information by users. Users grant their consent to this Privacy Policy through it being readily available for viewing in accordance with the Personal Information Protection and Electronic Documents Act ("PIPEDA"). Canadian Users may contact us as provided for in this Privacy Policy to learn more about our processes to meet the principles organizations are required to adhere to.

