

# breezi PRIVACY POLICY

## V.1

**Last Updated:** May 15, 2018

This privacy policy (“**Policy**”) describes how Breezi.io, Inc. (“**Company**,” “**we**” or “**us**”) will collect, use and share personal information of users of the Breezi AirPulse products and services (“**Breezi Products**”). This Policy also applies to any of the Breezi Products, including any associated mobile applications (“**App**”), subscription services and software.

Please review this policy before using or installing the Breezi Products, downloading the App or submitting any personal information to us. By using the Breezi Products, you represent that you are at least 18 years old and you consent to the collection, use and disclosure of personal information as set forth in this Privacy Policy and Terms of Service. Information on our collection and use of information on our public website can be found on the website.

## WHAT WE COLLECT

We may get information about you in a range of ways.

**Information You Give Us.** When you register for or set up use of the Breezi Products or download the App, we may collect certain registration information such as your name, email address, mobile number, username, password, demographic information (such as your gender and occupation), and other optional information. We will also collect information you provide regarding your home and property to optimize your use of the Breezi Products during installation and set-up of the products and throughout the life of the Breezi Products. For example, we may request information regarding the usable square footage of your home to help us customize your experience with the Breezi Products.

**Information the Breezi Products collect.** The Breezi Products automatically collect certain information regarding your products and HVAC system, including: barometric air pressure, indoor temperature, indoor relative humidity, indoor volatile organic compound concentration, differential air pressure across an air filter, ON/OFF periods of forced air heating and cooling system (HVAC), HVAC acoustic signature, air handler or furnace vibration signature

**Information Automatically Collected.** We automatically log information about your Breezi Products, such as id number to assist us in troubleshooting any problems you have with your products. If you use our App, we will automatically log information about your mobile device. For example, we may log your device’s operating system type, language, browser type (where applicable), mobile device IDs or advertising IDs, access times, and information about your use of and actions on our Service.

### **Mobile Analytics**

We use mobile analytics software to allow us to better understand the functionality of our App on your phone. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, and performance data. We do not link the information we store within the analytics software to any personally identifiable information you submit within the mobile application.

### **Tracking**

We do not track or collect personal data about your online activities when you leave the App or our websites.

## **HOW WE USE PERSONAL INFORMATION**

We use your personal information to:

- Respond to your comments, questions and requests for information or services.
- Operate, maintain, and improve our products, and services, including the Breezi Products.
- Recognize you when you use the Breezi Products or App, including through your Alexa-enabled device.
- Send you information regarding your use of our products, recommendations on improving use of the Breezi Products or improving your HVAC's efficiency; this may include information regarding other products and general energy usage tips.
- Send information including confirmations, technical notices, updates, alerts, and support and administrative messages, through in App notifications, email or text message.
- Communicate about promotions, upcoming events, and other news about products and services offered by us and our partners.
- Protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.
- Enforce our Terms of Service; and
- Provide and deliver products and services customers request.

## **HOW WE SHARE PERSONAL INFORMATION**

Linking with Alexa: if you link your Breezi Product with an Alexa-enabled device (such as Amazon Echo), you will be able to use your Alexa-enabled device to communicate with the Breezi Product. You also authorize us to share the information communicated by you to the Breezi Product or from the Breezi Product in response to your request with Amazon. You should review your agreements with Amazon for the Alexa-enabled device to learn more about how Amazon may use or disclose such information.

We may share personal information:

- With your consent.
- As part of your use of the Breezi Product, including
  - To provide the product and associated services;
  - To fulfill orders for replacement filters or other consumables, as requested or subscribed for by you;

- If enabled, to communicate with your service providers regarding your HVAC system
- With your utility company, including information regarding usage of your HVAC system, efficiency, maximum usage times, etc; you should consult with your utility company regarding how it may use such information.
- When we do a business deal, or negotiate a business deal, involving the sale or transfer of all or a part of our business or assets. These deals can include any merger, financing, acquisition or similar transaction.
- In the event of a bankruptcy or liquidation proceeding and in which event, we may not be able to control how your data is used or disclosed.
- For legal, protection, and safety purposes, including, but not limited to (i) comply with laws, (ii) respond to lawful requests and legal processes, (iii) protect the rights and property of the Company, our agents, other users and third parties (including enforcing our agreements, policies, and terms of service), and (iv) in an emergency or other hazardous situation (this includes protecting the safety of you, our employees and agents, other users, the general public, or any person).
- We may share information with our service providers and other partners who need it to do work for us. We limit their use or sharing of your personal information to that necessary for the provision of the services for us.

### **AGGREGATE INFORMATION**

We may also use and share aggregated and/or anonymized data for research purposes and for sales, marketing and business strategies. We may share such aggregated data with others for their own uses, including sharing aggregate anonymized information with our service providers and partners. We may also share aggregate information with our user base to help them understand how to better use our products and services and improve their home's efficiency. Unless you otherwise consent, we will not provide your personally identifiable information to third parties for their direct marketing purposes.

### **INFORMATION COLLECTED FROM CHILDREN**

We do not knowingly collect personal information from children without parental consent. If we learn that we have inadvertently obtained information from a child, or done so without parental or guardian consent, we will promptly delete the information.

### **DISCLOSURES**

**Social Media Sites.** We may have pages or other presence on various social networking sites or services, such as Facebook, Twitter and the like. Any information you post or provide through such sites and services will be subject to the policies of those sites and services. If you register for the Service through a social networking site, your personal information will be imported from such site to Company as permitted by the policies of such site.

**Tracking.** We do not track or collect personal data about your online activities once you close the App or Service.

**Information security**

We will take reasonable security measures to protect against unauthorized access to or unauthorized alteration, disclosure or destruction of data. However, we cannot guarantee its absolute security or that unauthorized persons will not access or use the Breezi Products or your personal information for improper purposes. In the event of a breach of security affecting personal information or data on our servers, we will take such notification and other steps as may be required under applicable law.

**LOCATION OF SERVERS**

Our servers are located in the United States of America. If you are accessing the site and service from outside the United States, please be advised that through your continued use of the site or service, which is governed by U.S. law and this Privacy Policy, you are transferring your personal information to the United States and you consent to that transfer and the maintenance and processing of such information in the United States.

**INFORMATION CHOICES AND CHANGES**

Our marketing emails tell you how to “opt-out.” If you opt out, we may still send you non-marketing emails. Non-marketing emails include emails about the Breezi Products you have purchased, your accounts and our business dealings with you.

You may send requests about personal information to our Contact Information below. You can request to change or update your personal information or opt-out of our sharing personally identifiable information with others. You may delete your account through the App and we will use reasonable efforts to promptly remove your information from the active part of our systems. We reserve the right to retain data, including your personal information, as necessary to comply with our legal obligations, resolve disputes and enforce our rights under our Terms of Service and otherwise.

**CONTACT INFORMATION.** We welcome your comments or questions about this privacy policy. You may also contact us with questions regarding the Service at [support@breezi.io](mailto:support@breezi.io)

**CHANGES TO THIS PRIVACY POLICY.** We may change this privacy policy from time to time. We will use reasonable efforts to notify you of material changes to this privacy policy, including by posting such notices on our website or contacting you. If we make any changes, we will change the date above. Continued use of the Breezi Products after the effective date of such changes constitutes your acceptance of and agreement to the updated policy.