

ASPIRA SCIENTIFIC PRIVACY POLICY

Last Updated: January 15, 2014

This Privacy Policy explains how information about you is collected, used and disclosed by Aspira Scientific, Inc. ("Company", "us", "we", or "our") and its subsidiaries and affiliated companies. This Privacy Policy applies to information we collect when you use our websites, mobile applications and other online products and services (collectively, the "Services").

BY USING THE SERVICES, YOU CONSENT TO THE COLLECTION AND USE OF INFORMATION (INCLUDING PERSONAL DATA) AS SET FORTH IN THIS PRIVACY POLICY. YOU ALSO ACKNOWLEDGE THAT WE MAY PERIODICALLY CHANGE, MODIFY, ADD OR REMOVE OR OTHERWISE UPDATE THIS PRIVACY POLICY IN OUR DISCRETION. If we make changes, we will notify you by posting on our web site a revised version of this Privacy Policy as indicated at the top of the policy. You should review the Privacy Policy whenever you access the Services to stay informed about our information practices and the ways you can help protect your privacy.

Collection of Information Information You Provide to Us

We collect information you provide directly to us. For example, we collect information when you create an account, participate in any interactive features of the Services, fill out a form, participate in a promotion, make a purchase, apply for a job, communicate with us via third party social media sites, request customer support or otherwise communicate with us. The types of information we may collect include your name, email address, postal address, phone number, fax number, credit card information and other contact or identifying information you provide to us.

Information We Collect Automatically When You Use the Services

When you access or use our Services, we automatically collect information about you, including:

- **Log Information:** We may log information about your use of the Services, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our Services.
- **Device Information:** We may collect information about the computer or mobile device you use to access our Services, including the hardware model, operating system and version, unique device identifiers, browser information, IP address and mobile network information.
- **Information Collected by Cookies and Other Tracking Technologies:** We use various technologies to collect information, and this may include sending cookies to your computer or mobile device. Cookies are small data files stored on your hard drive or in device memory that helps us to improve our Services, for example, to determine which areas and features of our Services are popular and count visits to our web site. We may also collect information using web beacons (also known as "tracking pixels"). Web beacons are electronic images that may be used in our Services or emails and help deliver cookies, count visits, understand usage and campaign effectiveness and determine whether an email has been opened and acted upon. For more information about cookies, and how to disable them, please see "Your Choices" below.
- **Do-Not-Track Browser Signals:** We do not track users across third party websites or third party online services, and therefore, our websites do not react to do-not-track browser signals.

Information We Collect From Other Sources

We may also obtain information from other sources and combine that with information we collect through our Services. For example, we may collect information about you from third parties, including but not limited to identity verification services, credit bureaus, mailing list providers and publicly available sources.

Use of Information

We may use information about you for various purposes, including to:

- Provide, maintain and improve our Services;
- Provide and deliver the products and services you request, process transactions and send you related information, including confirmations and invoices;
- Send you technical notices, updates, security alerts and support and administrative messages;
- Respond to your comments, questions and requests and provide customer service;
- Communicate with you about products, services, offers, promotions, and events offered by us and third parties, and provide news and information we think will be of interest to you;
- Monitor and analyze trends, usage and activities in connection with our Services;
- Personalize and improve the Services and provide advertisements, content, or features that match user profiles or interests; and
- Link or combine with information we get from others to help understand your needs and provide you with better service.

Company is based in the United States and the information we collect is governed by U.S. law; however, the Company also has affiliates located outside the U.S. and by accessing or using the Services or otherwise providing information to us, you consent to the processing and transfer of information in and to the U.S. and other countries.

Sharing of Information

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- To protect the rights, property and safety of Company or others; and
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company.

We may also share aggregated or anonymized information that does not directly identify you.

Advertising and Analytics Services Provided by Others

We may allow others to serve advertisements on our behalf across the Internet and to provide analytics services. These entities may use cookies, web beacons and other technologies to collect information about your use of the Services and other websites, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. This information may be used by us and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Services and other websites and better understand your online activity.

Security

We take measures reasonably designed to protect your personal information from loss, misuse, unauthorized access, disclosure, alteration or destruction. Unfortunately, information transmitted on the Web and/or stored on systems attached to the Web is not 100% secure. Therefore, we do not ensure, warrant or guarantee the security or integrity of such information and we will not be responsible for disclosure of any information due to errors in transmission or the unauthorized acts of third parties. You help to maintain the security of your personal information stored in our systems by keeping your username and password confidential and protecting against unauthorized access to your password and to your computer.

Minors

The services available on this site are intended for persons 18 years of age and older. We will not knowingly collect, use or disclose personal data from a person under the age of 18.

Your Choices**Personal Information**

You may update, correct or delete your personal information at any time by managing your online account. However, we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period of time.

Furthermore, you may choose not to provide personal information to us. However, if you do not provide such information, you may not be able to register to use the Services and you may not be able to place orders with us.

Cookies

Your web browser may be set to accept cookies by default. In order to reject acceptance of cookies, please contact the browser company for available options and/or the companies providing other software that you use, for example, Adobe with regard to flashcookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

Promotional Communications

You may opt out of receiving promotional emails from us by following the instructions in those emails. If you opt out, we may still send you non-promotional communications, such as those about your account or our ongoing business relations.

Contact Us

If you have any questions about this Privacy Policy, please contact our customer services which can be reached at 408.571.1100 (telephone) or support@aspirasci.com (email).