



# BQE Software, Inc.

## Privacy Policy

**T**his Privacy Policy covers the collection and use of personal information that may be collected by BQE Software, Inc. (“BQE” or “we” or “our” or “us”) anytime you interact with BQE, such as when you visit our website, when you purchase or use BQE products and services, or when you call our sales or support associates. Please take a moment to read the following to learn more about our information practices, including what type of information is gathered, how the information is used and for what purposes, to whom we disclose the information, and how we safeguard your personal information. Your privacy is a priority at BQE, and we go to great lengths to protect it.

PLEASE REVIEW THIS PRIVACY POLICY AND THE TERMS OF USE FOR THIS WEBSITE AND BQE PRODUCTS AND SERVICES CAREFULLY. YOUR USE OF THIS WEBSITE AND/OR BQE PRODUCTS AND SERVICES SIGNIFIES YOUR AGREEMENT TO SUCH POLICY AND TERMS OF USE.

### 1. WHY WE COLLECT PERSONAL INFORMATION

Why do we collect your personal information? Because it helps us deliver a superior level of customer service. It enables us to give you convenient access to our products and services and focus on categories of greatest interest to you. In addition, your personal information helps us keep you posted on the latest product announcements, software updates, special offers and events that you might like to hear about. If you do not want BQE to keep you up to date with BQE news, software updates and the latest information on products and services, go to [www.bqe.com/optout](http://www.bqe.com/optout) and update your contact preferences.

### 2. WHAT INFORMATION WE COLLECT

Our goal is to collect and use only that information that we think is required for our legitimate business interests, in order to better understand your interests and to improve your experience of using our website or other BQE products or services. In order to do so, we collect the following types of information:

#### **PERSONALLY IDENTIFIABLE INFORMATION**

Personally identifiable information is any information that identifies a living individual, such as your first and last name, mailing address, phone number, email address, credit/debit card number and expiration date (or other payment-method information), login ID, user name and password and other information about a specific individual that identifies the individual (collectively, “Personally Identifiable Information”).

There are a number of situations in which your Personally Identifiable Information may help us give you better service. For example, we may ask for your Personally Identifiable Information when you are



discussing a service issue on the phone with an associate, downloading a software update, registering for a seminar, participating in an online survey, registering your products, purchasing a product, or signing up for or using our online products and services. At such times, we may collect Personally Identifiable Information relevant to the situation, such as your name, mailing address, phone number, email address and contact preferences; your credit card information; information about the BQE products you own, such as their registration numbers, and date of purchase; and information relating to a support or service issue. We collect information for market research purposes — such as your occupation and where you use your computer — to gain a better understanding of our customers and thus provide more valuable service. We also collect Personally Identifiable Information that you may voluntarily provide when you use our website, products or services or that you may disclose in a public area of our website (such as a message board or chat room). We also may obtain Personally Identifiable Information from reputable third parties, such as credit agencies.

### **NON-PERSONALLY IDENTIFIABLE INFORMATION**

BQE collects information from you automatically when you use our website or online products or services. This helps us to determine how best to provide useful information to customers and to understand which parts of our website and online products and services are of most interest to them. Non-personally identifiable information is information that does not specifically identify a living individual and is not used with Personally Identifiable Information to determine an individual's identity, including a computer's Internet Protocol ("IP") address, a mobile device's unique identifier, computer and device connection information such as browser type or version, demographic information such as a person's age, ZIP code and other data collected automatically through the operation of our website, products or services (collectively, "Non-Personally Identifiable Information").

We may collect site usage data and other Non-Personally Identifiable Information (such as which website pages are visited and in what sequence) through the use of various technologies. For example, our web servers automatically collect IP addresses from computers and other devices that visit our website. An IP address is a number that is automatically assigned to a computer by the Internet service provider whenever the computer is connected to the Internet. Web servers, the computers that "serve up" and deliver web pages, automatically identify a computer by its IP address, and when a page is requested from a website, its servers log the IP address of the computer requesting the page. When we are collecting information regarding what pages and content on our website and online products and services a computer is accessing and using, in general we do not link that computer's IP addresses to any Personally Identifiable Information, so although the website usage data associated with a computer's IP address will be logged, your identity will remain anonymous to us and the website and online product and service.

For portions of our website and online products and services that may require registration or a log-in, we may also collect your registration, username and password information from you when you register or log in to those portions of our website and online products and services. During some visits, we may use software tools, such as Javascript, to measure and collect session information, including page response times, download errors, time spent on certain pages, page interaction information and methods used to browse away from the page.



### 3. COOKIES AND OTHER TECHNOLOGIES

As is standard practice on many corporate websites, BQE's website uses "cookies" and other technologies. A cookie is a small text file that is sent to your computer from a web server and stored on your computer's hard drive when you visit a website. BQE's cookies contain Personally Identifiable Information, such as your login ID and your email address, as well as Non-Personally Identifiable Information. We use cookies and other technologies to help us understand which parts of our website are the most popular, where our visitors are going, and how much time they spend there. We also use cookies and other technologies to make sure that our online advertising is bringing customers to our products and services. We use cookies and other technologies to study traffic patterns on our website, to make it even more rewarding as well as to study the effectiveness of our customer communications. And we use cookies to customize your experience and provide greater convenience each time you interact with us. Most browsers are initially set to accept cookies. If you prefer, you can set your browser to refuse cookies or to alert you when cookies are being sent, but it is possible that some parts of our website and online products and services may not function properly if you do so. Certain Internet browsers, such as Internet Explorer, Chrome, Firefox and Safari, also allow you to block, control and remove cookies from your computer. For more information regarding your specific browser, please consult the browser's Help section or browser provider's website. Your continued use of BQE products and services or access of our website serves as your consent to the placement of cookies in your browser in accordance with this Privacy Policy.

As is true of most websites, we gather certain information automatically and store it in log files. This information includes IP addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and click-stream data. We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole. BQE will not use the information collected to market directly to that person.

In some of our email messages we use a "click-through URL" linked to content on our website. When a customer clicks one of these URLs, they pass through our web server before arriving at the destination web page. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, simply avoid clicking text or graphic links in the email.

In addition, we may use pixel tags (which are tiny graphic images), web beacons or similar mechanisms (collectively, "Pixel Tags") to obtain certain usage information regarding our website, products and services. When you visit a page on our website that contains a Pixel Tag, the Pixel Tags communicates with your computer to collect Non-Personally Identifiable Information and determine, among other things, whether you have been to that page before or viewed a particular advertisement. We use Pixel Tags to tell us what parts of our website customers have visited or to measure the effectiveness of searches customers perform on our website.

Pixel Tags also enable us to send email messages in a format customers can read. In addition, they tell us



whether emails have been opened to assure that we are only sending messages that are of interest to our customers. Pixel Tags can be refused when delivered via email. If you do not wish to receive Pixel Tags via email, you will need to disable HTML images or refuse HTML (and select text only) emails via your email software. Although these mechanisms are similar to cookies, they are different in that they are not stored on your computer and, therefore, cannot be disabled through your browser.

#### **4. HOW WE USE YOUR INFORMATION**

##### **PERSONALLY IDENTIFIABLE INFORMATION**

We will use your Personally Identifiable Information for the purposes for which it was provided. For example, we may use your Personally Identifiable Information to notify you of changes to our website, products or services, to let you know about opportunities and other products or services you may be interested in, and to request your participation in online surveys. You can choose not to receive certain communications from BQE as described in the section below entitled “Communication Preferences.” We also may use your Personally Identifiable Information in the following ways:

- To provide availability of our website, products and services to you, including registering you as a user, verifying your identity and authority to use our products and services, and to otherwise enable you to use our website, products and services.
- To provide customer support and to respond to any inquiries, questions or concerns you may have.
- To process billing and payment, including sharing third-party payment gateways in connection with our website and/or products and services;
- To help us create, develop, operate, deliver and improve our website, products and services.
- To send promotional emails to the email address you provide to us.
- To send important notices, such as communications about purchases and changes to our terms, conditions and policies. Because this information is important to your interaction with BQE, you may not opt out of receiving these communications.
- To contact you via email, telephone, facsimile or mail, or, where requested, by text message, to deliver certain services or information you request.
- To resolve disputes between us and users.
- To protect ourselves and other users of our website, products and services.
- To enforce our contractual rights.
- For our internal purposes, such as auditing, data analysis and research to improve BQE’s products, services and customer communications.
- To provide you with a personalized experience based on your personal wants and needs as indicated by your Personally Identifiable Information.



Cookies and similar tools may be used to relate your use of our website, products and services and Non-Personally Identifiable Information to Personally Identifiable Information obtained from you. If any Non-Personally Identifiable Information is linked with Personally Identifiable Information, the linked Non-Personally Identifiable Information will then be treated as Personally Identifiable Information.

## **AGGREGATE INFORMATION**

BQE also combines your usage information for our website and online products and services with that of other users (“Aggregate Information”) to determine which features and areas of our website, products and services are most popular. Aggregate Information does not contain any of your Personally Identifiable Information. By collecting and analyzing this data, we can improve our website, products and services. Additionally, we may share this type of Non-Personally Identifiable Information with a variety of third parties, including our affiliates, agents, service providers and current and prospective business partners, for any purpose.

## **5. ANTI-SPAM POLICY**

BQE is 100% opposed to unsolicited commercial email (“spam”). We do not have any desire to send unsolicited marketing emails to anyone without permission and we do not sell or provide user email addresses to any unauthorized third party in violation of this Privacy Policy. All of our newsletters and other general email marketing communications also include an “unsubscribe” opt-out link that you may use to ask that we discontinue such emails to you.

## **6. WHEN WE DISCLOSE YOUR INFORMATION**

### **DISCLOSURE TO AFFILIATES**

BQE takes your privacy very seriously. Be assured that BQE does not sell or rent your Personally Identifiable Information to other marketers. To help us provide superior service, your Personally Identifiable Information may be shared with our affiliates who will safeguard it in accordance with this Privacy Policy.

### **DISCLOSURE TO SERVICE PROVIDERS OR BUSINESS PARTNERS**

There are also times when it may be advantageous for BQE to make certain Personally Identifiable Information about you available to companies that BQE has a strategic relationship with or that perform work for BQE to provide products and services to you on our behalf. These companies may help us process information, extend credit, fulfill customer orders, deliver products to you, manage and enhance customer data, provide customer service, assess your interest in our products and services, or conduct customer research or satisfaction surveys. These companies are also obligated to protect your Personally Identifiable Information in accordance with BQE’s policies. Without such information being made available, it would be difficult for you to purchase products and services, have products and services delivered to you, receive customer service, provide us feedback to improve our products and services, or access certain services, offers and content on our website and online products and services.



If we sell all or part of our website and/or products and services or make a sale or transfer of assets or we are otherwise involved in a merger, reorganization or business transfer, we may, in our sole discretion, transfer, sell or assign your Personally Identifiable Information to a third party as part of or in connection with that transaction. Upon such transfer, the privacy policies of the acquiring entity may govern the further collection and use of your Personally Identifiable Information.

### **DISCLOSURE TO OTHERS**

In addition, we may disclose Personally Identifiable Information under the following circumstances to: (a) protect our legal rights, privacy or safety, and those of our affiliates, employees, agents and contractors; (b) protect the safety and security of visitors to our website or other properties; (c) protect against fraud or other illegal activity or for risk management purposes; (d) respond to inquiries or requests from government, regulatory, law enforcement or public authorities; (e) permit us to pursue available remedies, commence, participate in, or defend litigation, or limit the damages that we may sustain; (f) enforce our contractual rights; or (g) comply with subpoenas, search warrants, the law or other legal process. Our disclosures may occur under circumstances where we may not be authorized to advise you of such action.

### **AGGREGATE INFORMATION**

We may share Aggregate Information with potential partners, advertisers, investors and other interested third parties in connection with the marketing of our products and services. However, Aggregate Information does not include any of your Personally Identifiable Information.

## **7. SPECIAL PRIVACY TERMS RELATED TO MOBILE APPLICATIONS**

This section of the Privacy Policy governs your use of any BQE software application (“Application”) on a mobile device (such as a mobile phone or tablet), providing a BQE product or service.

### **INFORMATION THE APPLICATION OBTAINS AND USES**

**USER PROVIDED INFORMATION** – The Application obtains the information you provide when you download and register the Application. When you register with us and use the Application, you may provide some or all of the following: (a) your name, email address, user name, password and other registration information; (b) transaction-related information, such as when you make purchases, respond to any offers or download or use applications from us; (c) information that you store and use in our cloud; (d) information you provide us when you contact us for help; and (d) information you enter into our system when using the Application, such as contact or credit card information, customer information or company information. We may also use the information you provided to us to contact you from time to time to provide you with important information, required notices and marketing promotions.

**AUTOMATICALLY COLLECTED INFORMATION** – In addition, the Application may collect certain information automatically, such as the type of mobile device you use, the unique device ID of your mobile device, the IP address of your mobile device, your mobile operating system, the type of mobile internet browser you use, and information about the way you use the Application. See “Automatic Data Collection and Advertising” section below for further information.



## **AUTOMATIC DATA COLLECTION AND ADVERTISING**

We may work with analytics companies to help us understand how the Application is being used, such as the frequency and duration of usage. We work with advertisers and third party advertising networks, who need to know how you interact with advertising provided in the Application, when applicable. Advertisers and advertising networks may use some of the information collected by the Application, including the unique identification ID of your mobile device and your mobile telephone number. To protect the anonymity of this information, we use an encryption technology to help ensure that these third parties cannot identify you personally. These third parties may also obtain anonymous information about other applications you have downloaded to your mobile device, the mobile websites you visit, your non-precise location information (i.e., your zip code) and other non-precise location information in order to help analyze and serve anonymous targeted advertising on the Application and elsewhere. We may also share encrypted versions of information you have provided in order to enable our partners to append other available information about you for analysis or advertising-related use.

## **OPT-OUT PROCEDURES**

You can stop all collection of information by the Application by uninstalling the Application from your mobile device. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network.

You can also withdraw your consent to receive “push” notifications and/or to the collection of your physical location information at any time by disabling or changing the related functionality or setting as provided in your mobile device.

## **8. HOW WE PROTECT YOUR PERSONAL INFORMATION**

The security of your Personally Identifiable Information is important to us. BQE takes reasonable precautions — including administrative, technical and physical measures — to safeguard your Personally Identifiable Information against loss, theft and misuse, as well as unauthorized access, disclosure, alteration and destruction. Please be advised, however, that the Internet and other various networking communication media are not entirely secure, and your information may therefore be subject to interception or loss which is beyond our control. While we strive to protect your Personally Identifiable Information, we cannot ensure or warrant the security of any Personally Identifiable Information you transmit to you. Any transmission is done at your own risk. As a result, you acknowledge that: (a) we cannot guarantee you that the information we collect and any information you may store on our cloud will never be disclosed in a manner that is inconsistent with this Privacy Policy; (b) there are security and privacy limitations of the Internet and various networking communication media which are beyond our control; (c) the security, integrity and privacy of any and all information and data exchanged between you and us through our website, products or services cannot be guaranteed; and (d) any such information and data may be viewed or tampered with in transit by a third party. BQE assumes no responsibility or liability for disclosure of your information (personally identifiable or otherwise) due to errors in transmission, unauthorized third-party access or use, hardware or software failure or other causes beyond BQE's reasonable control.



The BQE Online Store uses Secure Sockets Layer (SSL) encryption on all web pages where Personally Identifiable Information is required. To make purchases from the BQE Online Store you must use an SSL-enabled browser such as Safari, Netscape Navigator 3.0 or later, or Internet Explorer. Doing so protects the confidentiality of your Personally Identifiable Information while it is transmitted over the Internet.

You can help us by also taking precautions to protect your Personally Identifiable Information when you are on the Internet. Change your passwords often using a combination of letters and numbers, and make sure you use a secure web browser like Internet Explorer.

## **9. INTEGRITY AND RETENTION OF YOUR PERSONAL INFORMATION**

BQE has safeguards in place to keep your Personally Identifiable Information accurate, complete and up to date for the purposes for which it is used. We will retain your Personally Identifiable Information for the period necessary to full the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

## **10. ACCESS TO PERSONAL INFORMATION**

If you have a BillQuick® Online, ArchiOffice® Online or BQE CORE account, you can help ensure that your contact information and preferences are accurate, complete and up to date by logging in to your account at [www.billquickonline.com](http://www.billquickonline.com), [www.archiofficeonline.com](http://www.archiofficeonline.com) or [[www.bqecore.com](http://www.bqecore.com)]. For other personal information we hold, we will provide you with access for any purpose including to request that we correct the data if it is inaccurate or delete the data if we are not required to retain it by law or for legitimate business purposes. We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. Access, correction or deletion requests can be made through our Customer Care Department.

## **11. COMMUNICATION PREFERENCES**

If you do not want BQE to keep you up to date with BQE news, software updates and the latest information on products and services, go to [www.bqe.com/optout](http://www.bqe.com/optout) and update your contact preferences.

In addition, all of our newsletters and other general email marketing communications also include an “unsubscribe” opt-out link that you may use to ask that we discontinue such emails to you.

You understand and agree that, even if you opt-out, you will continue to receive legal notices from us, including any changes to our terms, conditions and policies. You will also continue to receive messages, confirmations or other information in response to any direct request you make us or relating to any transactions you initialize, process or complete on or through our website or online products or services.

## **12. THIRD-PARTY ADVERTISING AND LINKS TO OTHER SITES**

BQE’s website has links to websites and services that are neither owned, managed nor controlled by BQE (“Third-Party Sites”). This Privacy Policy does not apply to Third-Party Sites. If you click on an advertisement or link, the privacy policies of the website that you link to will govern the use of your information by that website’s operator. BQE is not responsible for their privacy practices and assumes no responsibility or



liability for the actions of such third parties with respect to their use of your information or otherwise. Accordingly, we encourage you to learn about the privacy policies of any Third-Party Sites you link to.

### **13. DO NOT TRACK SIGNALS**

We do not currently incorporate a self-regulatory protocol with regard to Internet browsers using “Do Not Track” signals nor do we impose any protocol on third parties with whom we may share user data.

### **14. GUIDELINES REGARDING CHILDREN**

BQE’s website, products and services are not designed or intended for use by children under age 13. At various places on our website or products, we may ask users for their age. Children under age 13 are expressly prohibited from submitting any Personally Identifiable Information to us, and if we discover that we have inadvertently gathered any such information from a child under age 13, we will take appropriate steps to delete it. If you are under age 18, you should use our website and products only with the involvement of a parent or guardian.

### **15. PUBLIC FORUMS**

If you post information to message boards, chat rooms, blogs or any other public forums on a BQE website, you should be aware that any information you share is visible to other users. Please use caution when posting. Individuals under the age of 18 should be especially careful not to provide any Personally Identifiable Information when participating in an area of our website or online products or services where posting might become public. Personally Identifiable Information you submit to one of these forums can be read, collected or used by other individuals to send you unsolicited messages, advertisements or for other purposes. We do not control the actions of users in public areas of our website or online products or services. If you disclose Personally Identifiable Information in a public area, you do so at your own risk. We are not responsible for the Personally Identifiable Information you choose to submit in any public areas.

### **16. APPLICABLE LAW**

The interpretation and application of this Privacy Policy shall be governed by the laws of the United States and the State of California without regard to its conflict of law provisions. This website is not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States. Please note that we do not represent or warrant that our website, products or services are appropriate for use in any particular jurisdiction. Those who choose to access our website, products or services do so at their own initiative and are responsible for complying with all local laws, rules and regulations. If you are located in a country outside the United States and submit personal information to us, you are consenting to the transfer, processing storage and use of that information in the United States as provided in this Privacy Policy.

### **17. ACCEPTANCE OF THIS PRIVACY POLICY**

When you use our website, products or services, you are accepting the terms and conditions of this Privacy Policy, and BQE will have the right to use your Personally Identifiable Information or other information about you as described in this Privacy Policy. If you do not agree to have your information used in any of



the ways described in this Privacy Policy, you must not use our website, products or services and you must follow the opt-out provisions above. If you have questions or concerns about this Privacy Policy, please contact our Customer Care Department or write to BQE at the contact address listed below.

## **18. CHANGES TO THIS PRIVACY POLICY**

From time to time, we may revise this Privacy Policy to reflect industry initiatives, changes in the law or technology, or changes in our practices regarding information collection and use. You can determine when this Privacy Policy was last revised by referring to the “Last Revised” legend at the bottom of this page. Any changes to this Privacy Policy will become effective upon posting of the revised Privacy Policy on the Internet, accessible through our website. By continuing to use our website, products or services following such changes, you will be deemed to have agreed to such changes. If you do not agree with the terms of this Privacy Policy, as it may be amended from time to time, please do not continue using our website, products and services. To the extent that an arbitrator or court of applicable jurisdiction determines that applying any changes to this Privacy Policy would render this an illusory or unenforceable contract, such changes shall be applicable on a prospective basis only, with respect to events or circumstances occurring after the date of such changes, to the extent necessary to avoid this Privacy Policy being deemed illusory or unenforceable.

## **19. TERMS OF USE**

Your access to and use of our website or products and services are also subject to the Terms of Use, which is available at [www.bqe.com/terms-of-use/](http://www.bqe.com/terms-of-use/).

## **20. OUR COMPANYWIDE COMMITMENT TO YOUR PRIVACY**

As we said, BQE takes protecting your privacy very seriously. To make sure your personal information is secure, we communicate these guidelines to BQE employees and strictly enforce privacy safeguards within our company.

## **21. CONTACT INFORMATION**

If you have questions or concerns about this Privacy Policy, please contact us at the address below or by phone to our Customer Care Department. All such communications are examined and replies issued where appropriate as soon as possible.

### **BQE Software, Inc.**

Attn: BQE Data Controller

3825 Del Amo Blvd., Torrance, CA 90503

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