

Your Privacy is Important to Us

1. Agreement and Parties

CX-Ray Inc. ("CX-Ray," "us," or "we") respects the privacy and personal information of the members of the CX-Ray community. This privacy policy applies to information we receive when you use the CX-Ray website or CX-Ray software (collectively, the "CX-Ray Service" or "Service"). This privacy policy ("privacy policy" or "policy") is an agreement between CX-Ray and you, as the user of the CX-Ray Service ("you"). This agreement tells you when this policy is effective, how we may change this policy, what information we collect from you, how we might use that information, how you can review or change the personal information you provided to us, and the steps we take to ensure that your personal information is protected. We share your personal information only with your consent or as described in this policy.

Please read this Privacy Policy to learn more about how CX-Ray treats personally identifiable information. We follow principles that are supported by the U.S. Federal Trade Commission's Fair Information Practices Principles, currently available at <http://www.ftc.gov/reports/privacy3/fairinfo.htm>. If you have comments, suggestions, questions, or concerns about our Privacy Policy, please contact us at the email and/or mailing address provided at the end of this policy.

2. Agreement to Terms of Privacy Policy and Terms of Use

Any CX-Ray Service you wish to use is purely voluntary. You are not required to provide any personal information to us unless you choose to access features of the Service which require such information. If you do not agree with the terms of this policy or other terms of use related to the CX-Ray Service, then please do not provide us with personal information, exit this website immediately, and discontinue using the site or any component of the Service. CX-Ray's terms of use, and your end user license agreement related to any software provided by CX-Ray that you download and install, are expressly incorporated into this policy by reference and made a part of this policy. By using the CX-Ray Service, you signify that you agree to the terms of this privacy policy as well as to our terms of use.

3. Effective Date of And Changes To Privacy Policy

This privacy policy is effective as of January 1st 2015, and will remain in effect except with respect to any of its provisions that are changed in the future, in which case the changes will become effective thirty (30) days after they are posted to the website or we otherwise notify you of the changes. Use of information we collect is subject to the policy in effect at the time such information was collected. We reserve the right to change this privacy policy at any time and you should check this privacy policy periodically. Your continued use of the Service after we post any such modifications will constitute your acknowledgment of the modified policy and your agreement to abide and be bound by the modified policy. We will also revise the "last updated" date found at the beginning of this privacy policy when we post changes to it.

4. Policy Applicable To Online Activities Only

The privacy policy does not extend to anything that is inherent in the operation of the internet, and therefore beyond CX-Ray's control, and is not to be applied in any manner contrary to applicable law or governmental regulation. This privacy policy only applies to information collected through the CX-Ray Service and otherwise as described in this policy.

5. Personal Information About You

5.1 TYPES OF INFORMATION COLLECTED

We may ask you for certain information, referred to as "personal information," which includes information that pertains to your identity. Such information may include, but is not limited to, items such as your name, email address, and credit card billing information.

5.2 PERSONAL INFORMATION YOU PROVIDE TO US

You may be required to provide personal information to access or use certain parts or features of the CX-Ray Service. For example, you will be asked to provide your name and a valid email address to establish an account at <http://CX-Ray.com>. If you wish to establish a paid CX-Ray account, you will also be asked (in some cases) to provide credit card account and billing information. If you do not provide the requested personal information, you may not be able to access or use the particular component of the Service where such information is required.

5.3 SURVEY

The CX-Ray website is a Survey Platform, that allows its "users" to give feedback to their organization's inner workings as they will act as the main administrator for the web-based solution. For a non-admin, or "user", it will work as an e-mail tool, in which they will occasionally answer questions, to map their position in the current workflow. Through that, a manager (or admin), will be able to collectively receive all the aggregated data to view on the CX-Ray "Results page" or "Dashboard", in which they ("Admins") will receive an interactive view of all the data collected, along with a report on some of the strengths, weaknesses and "Take-aways" of their team and its members. Team leaders, managers or admins may use their discretion to improve facets of their team or company based on the data. However, CX-Ray is not responsible for any decisions made with the data that is collected, nor held liable for any changes made within an organization. Services include, but are not limited to, any service and/or content CX-Ray makes available to or performs for you, as well as the offering of any materials displayed, transmitted or performed on the Site or through the Services. Content includes, but is not limited to text, user comments, messages, information, data, graphics, news articles, photographs, images, illustrations, and software.

6. Personal Information You Provide About Others

Some components of the CX-Ray Service allow you to share content and personal messages you upload with others by generating messages directly to those other individuals. To use this

feature, we require you provide us with a valid email address for each recipient. CX-Ray uses these email addresses only to share your content and personal messages (at your direction). We use this information for the sole purpose of sending this one-time email. This one-time email may also contain a short description and explanation of the CX-Ray Service.

7. General Information We May Collect

7.1 TYPES OF INFORMATION COLLECTED

There may be other instances in which we collect information from you that is more general in nature ("general information"). Such information may include information recorded by our server logs from your browser such as your Internet Protocol (IP) address (which enables us to identify your computer or device on a Transmission Control Protocol/Internet Protocol (TCP/IP) network like the internet), and the specific webpage you requested. Such general information, including the click stream data and cookies, as mentioned below, may be collected from you whenever you access or use the CX-Ray Service, whether or not you provide us with any other personal information.

7.2 CLICK STREAM DATA

When you use the CX-Ray Service we may collect "click stream data" (server address, domain name, etc.). This information can be combined with information you have provided to us, which will enable us to analyze and better customize your visits. We may use click stream data for traffic analysis or e-commerce analysis of our services, to determine which features within the CX-Ray Service are most or least effective or useful to you.

7.3 COOKIES

A cookie is a small string of information that the website you visit transfers to your computer for identification purposes. Cookies can be used to follow your activity throughout the CX-Ray Service and that information helps us to understand your preferences and improve your experience. CX-Ray cookies do not collect personal information from you, and we do not combine the general information collected through cookies with other personal information you may provide to personally identify you. You can turn off all cookies, if you prefer not to receive them. You can also have your computer warn you whenever cookies are being used. Please refer to documentation provided with your web browser (e.g., Firefox, Safari, Chrome, or Internet Explorer) for information on enabling these options. There are also software products available that can manage cookies for you. Please be aware, however, that when you choose to reject cookies, this choice may limit the functionality of the website and you may lose access to some of its features.

8. Use and Sharing of Information

8.1 TO PROVIDE PRODUCTS AND SERVICES TO YOU

We will use the personal information you provide and any general information we receive from you to provide CX-Ray products and services to you, which include the following:

1. To process orders you may place at <http://CX-Ray.com>.
2. To assist those who help us in designing and operating the CX-Ray Service or help us analyze collected data. These parties will only use your data for the purpose of carrying out the work as agreed with us and will be required to keep the information confidential.
3. To send you information or materials via email about products, offers, and news we think might interest you. This information may relate to products, offers, and news of CX-Ray or its licensees or selected commercial partners. (If you no longer wish to receive any emails from us, or if you want to modify your personal data or want your personal data to be deleted from our database, please see "CANCELING YOUR ACCOUNT, OPTING OUT OF EMAIL, AND MODIFYING PERSONAL INFORMATION" below.)
4. To analyze visits to the CX-Ray website and learn about the interests of our visitors in the aggregate and also on a personal level to better understand your interests and needs, so we can improve our products and services and deliver to you the type of content, features, and promotions that you are most interested in.
5. To publish aggregate statistics regarding our user base. For example, we may choose to publish statistics regarding how many registered CX-Ray users live in the U.S. versus how many live in Europe. If you complete a CX-Ray survey that asks for employment information, we may publish statistics regarding which professions are most likely to use or not use CX-Ray.

8.2 BUSINESS TRANSFERS

In some cases, we may choose to buy or sell assets. In these types of transactions, customer information is typically one of the business assets that is transferred. Moreover, if CX-Ray or substantially all of its assets were acquired, customer information would likely be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of CX-Ray may continue to use your personal information as set forth in this policy.

8.3 PROTECTION OF CX-RAY AND OTHERS

We may release personal information when we believe in good faith that release is necessary to comply with any law, enforce or apply our terms of use and other agreements, or protect the rights, property, or safety of CX-Ray, our employees, our customers, or others. We may disclose personal or general information upon receipt of a court order or subpoena, or to cooperate with a law enforcement investigation, which may include responding to requests and court orders from jurisdictions outside the United States. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful, as determined in our sole discretion.

8.4 WITH YOUR CONSENT

Except as set forth herein, we will notify you or obtain your consent before your personal information may be shared with third parties, and will be able to prevent the sharing of this information. Registered users may, at any time, elect to stop receiving emails from us by visiting the Settings page at CX-Ray.com (requires log in).

8.5 RETENTION OF YOUR INFORMATION

We will only retain your information to the extent: (a) it is needed for the purposes which we have conveyed to you; (b) we are required by law to maintain such information; or (c) it is needed for us to address any issues or inquiries that you may have. When your information is no longer required, we will dispose of such information by destroying it or erasing it.

9 Protection Of Your Information

9.1. SECURITY MEASURES

In order to protect both the personal information and the general information that we receive from you through your use of the CX-Ray Service, we have implemented various security measures. For example, when you enter sensitive information (such as your credit card number) on our online forms, we encrypt that information using secure socket layer technology (SSL). We also follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it.

9.2. RISK OF INTERCEPTION

Please keep in mind, however, that whenever you give out personal information online there is a risk that third parties may intercept and use that information. While CX-Ray strives to protect your personal information and privacy, we cannot guarantee the security of any information you disclose online. By using the CX-Ray Service, you expressly acknowledge and agree that we do not guarantee the security of any data provided to or received by us through your use of the CX-Ray Service and that any personal information, general information, or other data or information received from you through your use of the CX-Ray Service is provided to us at your own risk, which you expressly assume.

10. No Use Of This Service By Minors Permitted

10.1. REGISTRATION DECLINED FOR MINORS

The CX-Ray Service is intended only for those who are at least 18 years old – or, if the age of majority in your state or province is greater than 18 years, such age of majority in your state or province – or who have obtained the consent of their parent or guardian to use the CX-Ray Service. Personal registration information submitted by a minor violates the website terms of use and will not be accepted. Any general information provided by minor and gathered (for example, through the use of cookies) during his or her visit may be used as indicated in this privacy policy. CX-Ray is committed to protecting the privacy of children and has no intention of collecting personal data from minors. We encourage parents and guardians of minors to regularly check and monitor their children's use of email and other activities online.

10.2. NOTICE CONCERNING CHILDREN

PLEASE NOTE: The CX-Ray Service is general audience service, and does not direct any of its content, products, or services specifically at children under 13 years of age. We understand and

are committed to respecting the sensitive nature of children's privacy online. If we learn or have reason to suspect that a user of the CX-Ray Service is under age 13, we will promptly delete any personal information in that user's account. If you have such information, please contact us as support@cx-ray.com

11. Links to Third Parties

For your convenience and to improve the usage of the CX-Ray Service we may insert links to third party websites. This privacy policy does not apply to such third party websites. These links take you outside our Service, and off the CX-Ray site, and are beyond our control. This includes links from partners that may use CX-Ray's logos as part of a co-branding agreement. The sites those links can take you to have their own separate privacy policy and although we seek to protect the integrity of our Service, CX-Ray is not liable for the content and activities of those sites. Your visits and access to such websites is at your own risk. Please note that those other sites may send their own cookies to users, collect data, or solicit personal information.

12. Canceling Your Account, Opting Out of Email, and Modifying Personal Information

You may cancel your account and you may opt out of receiving any emails from CX-Ray at any time. You may cancel your account, opt out of, or modify your personal information, by logging in and visiting your Profile page and following the instructions provided, or go to our Wiki page. We encourage you promptly to update your personal information when it changes. Information concerning your past behavior with the Service may be retained indefinitely by CX-Ray. Please note that although you may opt out of receiving certain emails, CX-Ray reserves the right to communicate with you via email regarding specific products and services you have ordered, requested, or inquired about.

13. Questions or Comments

If you have any questions, comments, or concerns relating to the CX-Ray Service or this privacy policy, please send an email to support@cx-ray.com or write to us at:

CX-Ray Inc
1701 Jackson Street Suite 606
San Francisco, CA 94109

We will make every effort to resolve your concerns.