

ixLayer Corporate Privacy Policy

1. Overview

This ixLayer Corporate Privacy Policy explains how information that may be collected from you may be used. This information may be collected in connection with your doing business with ixLayer, including for example, your use of this website or your use of our products or services. ixLayer is a U.S. Company Headquartered in San Francisco, CA. By using our Site or Products (collectively, our “Services”), you agree to the collection, use, disclosure, and procedures this Privacy Policy describes. Beyond the Privacy Policy, your use of our Services is also subject to our Terms of Service.

2. Information We Collect

We collect various types of information from you, including information you voluntarily provide us and information we get from your use of our Services.

Site Visitors, ixLayer Clients, and Product End Users: In order to access certain portions of the Site, order Products, or even use some Products you may be required to first register with us. You may be asked to provide your contact information, like your name, institution/company, address, phone number, email, and username..

If you contact us directly, we may receive additional information about you. For example, when you use our “Contact us” form on our Site, we will collect your name, email, company name, and the contents of your message.

We may receive information about the device and software you use to access our Services, including internet protocol (IP) address, web browser type, operating system version, phone carrier and manufacturer, application installations, device identifiers, mobile advertising identifiers, and push notification tokens.

To help us understand how you use our Services and to help us improve them, we automatically receive information about your interactions with our Services, like the applications you use, the pages or other content you view, and the dates and times of your visits.

If you choose to link our Services to a third party account, such as social media or an online forum, we may receive information about you, including your profile information and your photo, and your use of the third party account. If you wish to limit the information available to us, you should visit the privacy settings of your third party accounts to learn about your options. You may also choose to submit information to us via other methods, including: (i) in response to marketing or other communications, (ii) through participation in an offer, program or promotion, (iii) in connection with an actual or potential business relationship with us, or (iv) by giving us your business card or contact details at trade shows or other events.

Product End Users: When you purchase a genetic product or fill in health information through a ix360 application, we may receive your information, depending on how the client implements our Services. For example, we may receive this information from the ixLayer client as part of services you may receive from an ixLayer client, or from third parties. Information that is received from ixLayer clients or directed to ixLayer as part of services or products you may receive from such ixLayer clients is subject to that ixLayer client's privacy policy.

The information that we collect will include:

- Payment information (such as credit or debit card number, or bank account information).
- Self-Reported Information including demographic data such as personal and family medical history, age, physical features such as eye color, behavioral information such as exercise habits, or self-declared ethnicity.
- Genetic information: This information may include whole or partial genomic information, lab results, interpretations, and similar information, along with conclusions and inferences that may be drawn from your genetic information. Genetic information may be used to reveal information that is deemed sensitive under applicable law, such as information related to racial or ethnic origin and health.

3. Data Retention

We retain personal information and the personal data we process on behalf of our customers for as long as needed to provide the Services. We will retain and use this



personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements with customers, and/or the period required by laws in applicable jurisdictions.

4. Updating, Correcting, and Deleting Your Information

If you believe that ixLayer has incorrect information that was provided as part of the Services, you may use the Services to correct, amend, or delete that information. You may also contact us by e-mailing our customer support at info@ixlayer.com. Alternatively, you may send a letter with your requested changes, corrections or deletions to the following address:

By mail:

ixLayer, Inc. Attn: Privacy Policy
1161 Mission Street
San Francisco, CA 94103

5. Security

The security of your personal information is important to us. ixLayer employs procedural and technological measures to protect your personally identifiable information. These measures are reasonably designed to help protect your personally identifiable information from loss, unauthorized access, disclosure, alteration or destruction. We may use software, secure socket layer technology (SSL) encryption, password protection, firewalls, internal restrictions and other security measures to help prevent unauthorized access to your personally identifiable information. However, ixLayer cannot guarantee that unauthorized third parties will never be able to defeat these measures or use your personally identifiable information for improper purposes. Therefore, you should be aware that when you voluntarily display or distribute personally identifiable information, that information could be collected and used by others. ixLayer is not responsible for the unauthorized use by third parties of information you post or otherwise make available publicly

6. How Your Information is Collected

Some of this information is collected through your voluntary submissions of information, as described in the “Information We Collect” section of this Privacy Policy. Some of this information is collected through the use of cookies, which may be used by us and our third party partners to collect information about your online activities over time and across different services. Some of this information is collected through other analytics technologies (e.g., Google Analytics). The Site or other Products may also use cookies to store user-provided information during your sessions. Cookies are small text files containing a string of alphanumeric characters. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to our Services. Please review your web browser’s “Help” file to learn the proper way to modify your cookie settings. You can usually set your browser to reject cookies or to alert you before one is placed, if you prefer, but this may mean that you cannot use all features of the Site or the Products.

7. How We Use the Information We Collect

We may use the information collected:

- To provide, maintain, improve, and enhance the Services, including any applications, products, services, and software available through them;
- To improve the customer experience;
- For marketing purposes, such as developing and providing promotional and advertising materials that may be useful, relevant, valuable or otherwise of interest to you;
- To store your interests and preferences in order to customize your use of the Site or Products;
- To communicate with you (such as for product support and billing issues), provide you with updates and other information relating to our Services, provide information that you request, respond to comments and questions, and otherwise provide customer support;
- To facilitate connection of third party services or applications, such as social networks;
- To personalize your experience on our Services such as presenting tailored content;

- To verify compliance with the terms of use, license, subscription agreement or other agreement governing the use of the Site, the Product, or other of our products or services (“Terms of Use”);
- To authenticate users;
- To compile and analyze trends on how you use our Services and develop new products, services, features, and functionality, including by creating and using de-identified data and statistical, aggregate data;
- To carry out transactions in connection with you;
- To aggregate the collected information with information from other customers and users of the Services for analysis such as to determine user and performance trends. Generally, any such aggregation will involve de-identified or anonymous data;
- To find and prevent fraud, and respond to trust and safety issues that may arise;
- For compliance purposes, including enforcing our TOS or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency; and
- For other purposes for which we provide specific notice at the time the information is collected.

8. Google AdWords Remarketing

We use Google AdWords Remarketing to advertise across the Internet. AdWords Remarketing will display relevant ads tailored to you based on what parts of our sites you have viewed by placing a cookie on your machine. This cookie does not identify you. As an example, it could mean that we advertise to previous visitors who haven’t completed a task on our site such as an incomplete contact form.

If you do not wish to participate in our Google AdWords Remarketing, you can opt out by visiting [Google's Ads Preferences Manager](#).

We also work with third party advertising partners to show you ads that we think may interest you. These advertising partners may set and access their own cookies, pixel tags and similar technologies on our Services and they may otherwise collect or have access to information about you which they may collect over time and across different online services. You can opt out of any third-party vendor's use of cookies by visiting www.networkadvertising.org/choices.

9. Sharing of Personal Information

As a general rule we do not provide, sell, or lease your personal information to any third parties



for their marketing use without your express consent. However, you acknowledge that your personal information may be provided to third parties in connection with your use of their websites, applications, software, or products. We may also share your personal information with contractors, service providers, affiliates, and other third parties we use to support our business, including without limitation, hosting providers and payment processors. We may also disclose your personal information to third parties: (i) in the event that we sell or buy any business or assets, in which case we may disclose your personal information to the prospective seller or buyer of such business or assets; (ii) if we or substantially all of our assets are acquired by a third party, in which case personal information will be one of the transferred assets. We may also disclose your information with your permission or as may be required by law.

10. Your Choices

You can unsubscribe from our promotional emails via the link provided in the emails. Even if you opt-out of receiving promotional messages from us, you will continue to receive administrative messages from us. There is no accepted standard on how to respond to Do Not Track signals, and we do not respond to such signals. If you choose not to provide us with information we collect, some of the features of our Service may not work as intended.

11. Collection of Personal Information

You may update and correct your personal information at any time. Upon request we will take reasonable efforts to provide you with a summary of your personal information collected by us.

12. Contacting You

We may contact you as described in this Privacy Policy, the Terms of Use, or applicable contract between us and you or your organization, including as necessary in connection with the Site, the Products, and other products and services you use (e.g., to provide you support, updates to the service, billing issues, etc.).

13. Release of Information

We will release your personal information only if you direct us to do so (such as through a function or feature within the Site, the Product, or other action or communication you

make) or as permitted by this Privacy Policy, the Terms of Use, or applicable contract between us and you or your organization. We may also access, preserve, and release collected information if we reasonably believe we are required to do so by law, regulation, court action, to enforce or apply the Terms of Use or applicable contract between us and you or your organization, to prevent abuse of the Site or our Products, or if necessary to protect and defend the rights or property of ixLayer, employees, customers, or others. We also may be required to disclose your personal information in response to a lawful request by public authorities, including to meet national security or law enforcement requirements.

14. Links, Third Party Applications and Software

The Services may contain links to other sites or may give you access to applications, software, or products provided by third parties (“Third Party Sites and Products”). Please understand that those Third Party Sites and Products may have different terms of use and privacy policies. You should review those terms of use and privacy policies prior to using them. We are not responsible for the privacy practices of any Third Party Sites and Products. We are also not responsible for the terms of use you may be required to agree to in order to use such Third Party Sites and Products.

15. Retention of Collected Information

We may retain collected information, even after you remove it from the Services, in order for us to comply with law, to enforce any rights in connection with the Site, our Products, or other of our products and services, to use as provided in the this Privacy Policy, the Terms of Use, or applicable contract between us and you or your organization, and to resolve disputes. Collected information may persist indefinitely.

16. Changes to Privacy Policy

We reserve the right to change this Privacy Policy at any time. When we make changes, we will post the changed Privacy Policy at this site and it will become effective immediately. Your continued access to or use of the Services represents your acceptance of such changed privacy policy.

17. Security of Collected Information

We are committed to protecting the security of the information collected, and we take reasonable physical, electronic, and administrative safeguards to help protect the information from unauthorized or inappropriate access or use. It is your responsibility to



protect the confidentiality of your passwords, account information, and any other access features associated with your access or use of the Site or Product as well as adhering to any applicable Terms of Use or other contract between us and you or your organization.

18. Children's Privacy

We do not knowingly collect, maintain, or use personal information from children under 13 years of age, and no part of our Services are directed to children. If you learn that a child has provided us with personal information in violation of this Privacy Policy, then you may alert us at info@ixlayer.com.

19. International Visitors

Our Services are hosted in the United States and intended for visitors located within the United States. If you choose to use the Services from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your personal information outside of those regions to the United States for storage and processing. Also, we may transfer your data from the U.S. to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By providing any information, including personal information, on or to the Services, you consent to such transfer, storage, and processing.

20. Supplemental Privacy Notice to California Residents

California residents who provide personal information in obtaining products or services for personal, family, or household use ("Consumers") are entitled to request and obtain from us once per calendar year information about the Consumer information that we shared, if any, with other businesses for such businesses' own direct marketing use. If applicable, this information would include the categories of Consumer information and the names and addresses of those businesses with which we shared Consumer information for the immediately prior calendar year (e.g., requests made in 2019 will receive information regarding 2018 sharing activities).

21. Contact Us



If you have questions regarding this Privacy Policy you may contact us at: ixLayer Inc.,
1161 Mission Street, San Francisco, CA 94103 or at info@ixlayer.com

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