

Firemaps Privacy Notice

Effective: April 8, 2021

Firemaps, Inc., a Delaware corporation (collectively, “**Firemaps**”, “**we**”, “**us**” or “**our**”) owns and operates (a) the Firemaps website and its domains located at www.firemaps.co (the “**Site**”), and (b) the Firemaps proprietary online platform (the “**Platform**”) that enables users to generate a fire defense treatment plan for their property (the “**Treatment Plan**”) and manage the implementation of that Treatment Plan (the “**Service**”). When we refer to the “**Services**” throughout this Privacy Notice, we mean, collectively, the Site, Platform, Service and any other services provided by us to you in connection with the Site, Platform and/or Service. Please read this Privacy Notice carefully. It provides important information about your personal information. It also tells you about your rights under applicable privacy laws.

BY ACCESSING OR USING OUR SERVICES, OR SUBMITTING INFORMATION IN CONNECTION WITH YOUR USE OF THE SERVICES, YOU ACKNOWLEDGE AND AGREE THAT YOU HAVE READ THIS PRIVACY NOTICE.

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1. Introduction

This Privacy Notice is intended to help you better understand how we process your personal information, and governs how Firemaps may use, transfer, store and disclose such personal information.

The term “personal information” or “personal data” means any information about an individual from which that person may be identified. For example, it may include your name, telephone number, email address, or payment information, and in some jurisdictions your IP address. It does not include data from which the identity of an individual has been definitively removed along with any identifiers connected to such individual (also known as anonymous or anonymized data).

Generally, Firemaps may collect personal information when you:

- Visit and/or browse the Site;
- Register an account (“**Account**”) for the Service;
- Purchase a subscription to access and use the Service;
- Access and/or use the Platform;

- Use the Service;
- Interact with and/or use support and other services provided by us as part of or in connection with the Service;
- Sign up to receive updates about Firemaps, our newsletters and/or other marketing communications; and
- Communicate with us directly.

2. Changes to this Privacy Notice

Firemaps reserves the right to update or modify this Privacy Notice at any time. The revised Privacy Notice will be posted on our Site at the following webpage www.firemaps.co/privacy. All updates and modifications to Privacy Notice will be effective from the day they are posted online (except as stated below). If we make any material changes to this Privacy Notice, we will notify you of these changes by sending an email to the email address we have on file for you (if applicable) and also by posting a notice of the changes on the Site. It is your responsibility to regularly visit and review the Privacy Notice. If you do not agree to any updates or modifications to the Privacy Notice, simply do not use or access the Services (or any part thereof). Your continued use of the Services after we have posted the updated Privacy Notice, or, in the event of material changes, ten (10) days following the date we first notified you of such material changes via email and/or through the notice posted on the Site, as applicable, signifies to us that you acknowledge and agree to be bound by the revised Privacy Notice.

3. Information we Collect

a. Information Collected Directly

In connection with your use of the Services, Firemaps may collect the following personal information directly from you:

- Your email address, first name and/or last name;
- Your username, password and/or other login credentials;
- Your property address;
- Your phone number;
- Payment information (using our third party payment provider) when you purchase a subscription to the Services (as described [here](#));
- Names and other information of your neighbors who request to have their property included in the Treatment Plan;
- Contact information of individuals who you invite to sign-up for the Services, including their name and email; and/or
- Other information you may provide by filling out forms or by contacting us (such as your feedback or other communications with us).

b. Information Collected Indirectly

Usage Information

When you use or interact with the Services, we, or our authorized third-party service providers, automatically collect information about how you use them (collectively, “Usage Information”).

Usage Information that we collect consists of information about your interactions with the Services, including information about the device used by you to interact with and/or access the Services, including, without limitation, IP address, access dates and times, information about your approximate location (as determined

through your IP address), mobile device information, device event information, crash data, and log data when you access and use the Services.

This information allows Firemaps to understand how you've used the Services (which may include administrative and support communications with us or whether you have clicked on third-party links), and other actions you have taken in connection with your use of the Services. We use this information for our internal purposes, specifically to operate, maintain, secure and improve the Services. We may also use this information to provide you with notifications, recommendations, and information about specific features of the Services and/or additional products, services, or features we believe may be of interest to you.

Cookies and Similar Technologies

We or authorized third parties collect certain information by automated means using cookies, web beacons, and server logs for analytic purposes. Firemaps tracks users use of the Services, but does not track users across third party websites. A cookie is a small text file that is stored on a user's computer for record-keeping purposes. When you visit or access the Services, we may by means of cookies, beacons, tags, scripts, and/or similar technologies automatically collect technical information about the devices and software you use to access the Services, such as the type of Internet browser or mobile device you use, the website or source that linked or referred you to the Services, your IP address or device ID (or other persistent identifier that uniquely identifies your computer or mobile device on the Internet), the operating system of your computer or mobile device, and other similar technical information. Typically, all technical, analytics, and usage information is gathered by Firemaps in anonymous form and does not identify you personally.

We use both session ID cookies and persistent cookies. These technologies (or a combination of them) are used to help us:

- Compile statistics and analytics about your use of and interaction with the Services, including details about how and where our Services are accessed, how often you visit or use the Services, the date and time of your visits, your actions on the Services, and other similar traffic, usage, and trend data, which allow us to better understand the functionality of our mobile software on your device and gain insights about how mobile software is used in order to improve your experience;
- Gather important functionality, testing, and performance data about our Services, including performance data related to the Platform, such as networking activity, CPU load, and resource usage, among other relevant data;
- Moderate user behavior on the Services, such as protecting against fraud and other inappropriate activities;
- Gather demographic information about our user base; and/or
- Perform other similar functions.

We may use third party tools and technologies to help us gather this information discussed above. For instance, we use Google Analytics to collect and process certain analytics data and security with technologies such as tracking pixels.

Google provides some additional privacy options described at www.google.com/policies/privacy/partners/ with respect to Google Analytics cookies. To opt out from Google Analytics, you can download a plug-in from <http://tools.google.com/dlpage/gaoptout>.

c. Information Collected from Third Parties

In some instances, we process personal information from third parties, which consists of:

- Data from our partners, such as transactional data from providers of payment services;

- Data from third party products and/or services that we have integrated into the Services, for example, we receive location data and satellite images of your property from third party providers (currently, we use [Google Maps](#), [Google Earth](#), and [Astraea](#)) that we have integrated and/or embedded with the Platform (collectively, “**Third Party Integrations**”);
- Information from Firemaps contractor partners that you have engaged in connection with your use of the Services to carry out the Treatment Plan (a “**Contractor**”);
- Information from government agencies and/or our grant partners that may provide us information in connection with permitting and/or grant issuance related to your Treatment Plan; and/or
- Data from existing users of the Services who invite you to sign up for the Services. And/or who designated you as a neighbor that is to be included in the Treatment Plan.

d. Aggregated Data

With the personal information and other data (including, Usage Information) collected by us, we process “*Aggregated Data*”, such as statistical or demographic data. Aggregated Data may be derived from personal information, but is not considered personal information under the law if it does not directly or indirectly reveal your identity. If we combine or connect Aggregated Data with your personal information so that it can directly or indirectly identify you, we treat the combined data as personal information, which will be processed in accordance with this Privacy Notice.

4. Targeting & Advertising

We may use third party advertising partners (e.g., Facebook, Inc. and Google, Inc.) who use targeting/advertising cookies to deliver advertisements that are more relevant to you and your interests. They are also used to limit the number of times you see an advertisement as well as help measure the effectiveness of the advertising campaigns. They are usually placed by advertising networks with the website operator’s permission. They remember that you have visited a website and this information is shared with other organizations such as advertisers. Targeting or advertising cookies will often be linked to site functionality provided by the other organizations. Firemaps uses the third party advertising partners listed below that use these cookies to:

- Advertise Firemaps and the Services across the Internet; and
- Tailor our marketing to better suit your needs and only display ads that are relevant to you.

Please refer to the privacy policies linked below of the third party advertising partners Firemaps currently utilizes through or in connection with the Services:

- Google AdWords and Google AdSense: www.google.com/policies/privacy/partners/
- Facebook Pixel: facebook.com/about/privacy

5. Payment Processing

We do not directly collect or store any payment information. We use third-party, PCI-compliant, payment processors (currently, we use Stripe), which collect payment information on our behalf in order to complete transactions. Our administrators are only able to view limited transaction information via our payment processors’ portals. Please review the following privacy notices of our current payment providers to learn more about how they collect, process and protect your personal information:

- Stripe: <https://stripe.com/privacy>

6. Sensitive Data

Firemaps does not require you to provide any sensitive data about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic, and biometric data to use the Services.

7. Children's Privacy

Firemaps does not target its Services to persons under the age of 13 and does not knowingly collect personal information from minors. Therefore, we ask you not to provide us with personal information of persons under the age of 13. If we learn that personal information of persons under 13 years of age has been collected on or through the Services, then we may deactivate the account or otherwise terminate access to the Services and/or make the user content inaccessible.

8. Using Your Personal Information

Depending on how you use the Services, we use your personal information in the following instances:

- To host and provide the Site;
- To perform and provide the Services to you;
- Facilitate and assist you in connection with the development and implementation of your Treatment Plan (for example, we may use your information to match you with Contractors that will work with you to implement your Treatment Plan, to manage the progress of the Treatment Plan, and to assist you in obtaining permits and/or grants from the government for the implementation of the Treatment Plan);
- Deliver direct marketing communications to you regarding our products and services that we may think are of interest to you;
- Respond to your queries and requests, or otherwise communicate directly with you (including, without limitation, via telephone and SMS/MMS text messages);
- Detect any fraudulent or illegal activity against you and/or Firemaps;
- Perform system maintenance and upgrades, and enable new features;
- To comply with a legal or regulatory obligation (for example, keeping records of our sales for tax compliance); and/or
- Provide information to regulatory bodies when legally required, and only as outlined below in [Legal Obligations and Security](#).

9. Sharing Your Personal Information

Aside from disclosing your information to those of our personnel who are authorized to process the information in order to provide the Services and who are committed to confidentiality, we disclose your personal information only to the third parties as described below.

a. Third-Party Service Providers

We share personal information with third parties that provide services to help us provide the Services, and to otherwise operate our business. Depending on how you use the Services, the following categories of third parties collect data on our behalf or receive personal information:

- Hosting services providers;
- Analytics providers;
- Providers of business operations and communication tools;
- Other third-party service providers that help us provide features and functions for the Services (e.g., customer support providers); and

- Professional service providers, such as auditors, lawyers, consultants, accountants and insurers.

For a list of all third-party service providers we use, please [contact us](#). We require all third parties to respect the security of your personal information and to treat it in accordance with the law.

b. To Contractors, Government Agencies and Grant Partners

If you engage a Contractor, and/or request that we assist in obtaining permits and/or grants in connection with your Treatment Plan, we will share your information with the Contractor and applicable third party government agencies and/or our grant partners.

Note that the Contractors, government agencies and grant partners are not our service providers, and they may use your personal information differently than we do, and we do not control their use of your information. Please make your choice to share your information carefully and review your agreements with, and the privacy notices of, all other third parties you decide to share your information with, if applicable.

Firemaps will not be able to contain or retrieve personal information once it has been shared or disclosed, and Firemaps will have no responsibility or liability for any consequences that may result because you have released or shared personal information with others, or for information we have released or shared with others at your request.

c. To Third Parties at Your Request

If you request to share your information with third parties through or in connection with your use of the Services, for example, to your neighbors that have included their properties in a consolidated Treatment Plan, we will share your information with those third parties.

Note that such third parties may use your personal information differently than we do, and we do not control their use of your information. Please make your choice to share your information carefully.

Firemaps will not be able to contain or retrieve personal information once it has been shared or disclosed with such third parties, and Firemaps will have no responsibility or liability for any consequences that may result because you have released or shared personal information with others.

d. Third Party Integrations

When you interact with Third Party Integrations through the Platform, certain data and information may be exchanged between us and the provider of the applicable Third Party Integration. The applicable providers of Third Party Integrations may use your personal information differently than we do and we do not control their use of your information. Please review the privacy notices for the Third Party Integrations. We currently use the following Third Party Integrations:

- Google Maps and Google Earth: <https://policies.google.com/privacy> and you can find more information regarding privacy and Google products here: <https://policies.google.com/technologies/product-privacy>
- Astraia: <https://app.termly.io/document/privacy-policy/287779b1-3969-4622-98fc-884708eb2b2d>

e. Business Transfers

We may also share data with third parties to whom we choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal information in the same way as set out in this Privacy Notice.

f. Affiliates and Subsidiaries

Personal information that we collect about you through the Services may be shared with the employees, contractors, and agents of Firemaps and our affiliated and subsidiary entities (“**Affiliates**”) who are involved in

providing or improving the Services that we offer to you. We obligate the employees, contractors and agents of Firemaps and our Affiliates to ensure the security and confidentiality of your personal information and to act on that personal information only in a manner consistent with this Privacy Notice.

g. Legal Obligations and Security

If we are required to disclose personal information by law, such as pursuant to a subpoena, warrant or other judicial or administrative order, our policy is to respond to requests that are properly issued by law enforcement within the United States. Under such circumstances, unless prohibited by applicable law, we will attempt to provide you with prior notice that a request for your information has been made in order to give you an opportunity to object to the disclosure. We will attempt to provide this notice by email, if you have given us an email address. However, government requests may include a court-granted non-disclosure order, which prohibits us from giving notice to the affected individual. In cases where we receive a non-disclosure order, we notify the user when it has expired or once we are authorized to do so.

Note that if we receive information that provides us with a good faith belief that there is an exigent emergency involving the danger of death or serious physical injury to a person, we may provide information to law enforcement trying to prevent or mitigate the danger (if we have it), to be determined on a case-by-case basis.

10. Marketing Communications

If you have not otherwise opted out, or if you have opted in to receive direct marketing emails from us, we may use your personal information to send you marketing information about the Services, other Firemaps products and services, new product releases, and new feature releases of the Services that we think may interest you. We carry out direct marketing by email.

If you no longer wish to receive marketing communications, you have the right at any time to opt out as further explained in [Your Choices](#).

11. Your Choices

Updating and Correcting Personal information

If you would like to correct or update certain personal information (such as your contact information) please contact us at support@firemaps.co and we will use reasonable efforts to correct and/or update such information.

Direct Marketing

You may manage your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located on the bottom of any of our marketing e-mails. We will use commercially reasonable efforts to process such requests in a timely manner. You cannot opt out of receiving transactional e-mails related to the Services (e.g., requests for support).

Cookies

With respect to your choices regarding cookie and other tracking technologies, most web and mobile device browsers automatically accept cookies, but if you prefer, you can change your browser to prevent that or to notify you each time a cookie is set. You can also learn more about cookies by visiting www.allaboutcookies.org which includes additional useful information on cookies and how to block cookies using different types of browsers or mobile devices. Please note, however, that by blocking or deleting cookies used on the Services, you may not be able to take full advantage of the Services.

Firemaps does not process or respond to web browsers' "do not track" signals or other similar transmissions that indicate a request to disable online tracking of users who use our Services.

12. California “Shine the Light” Disclosure

Firemaps does not share your personal information with any unaffiliated third party for its direct marketing purposes without your express consent.

California residents who have provided us with personal information have the right (under California Civil Code § 1798.83) to request and obtain from us, once each year, the details of any personal information we shared with a third party for that third party’s direct marketing purposes during the prior calendar year. The details would include the categories of personal information and the names and addresses of the third party with which it was shared.

To request information about this sharing, you may submit a request with "Your California Privacy Rights" in the subject line, along with your first and last name, and complete mailing address (including street address, city, state, and zip code) by sending an email message to privacy@firemaps.co.

If you do not submit and send your request with complete information as set forth above, we will not be able to process the request.

13. External Websites

On or through the Services, we may provide or make available, for informational purposes only, links to other websites or resources with which we do not have a contractual relationship and over which we do not have control (“**External Websites**”). Such links are not paid advertisements, nor do they constitute an endorsement by Firemaps of those External Websites, and are provided to you only as a convenience. By clicking on links to External Websites, the operators of the External Websites may collect your personal information. We are not responsible for the content or data collection practices of those External Websites, and your use of External Websites is subject to their respective terms of use and privacy policies.

14. Data Retention

Your personal information is processed for the period necessary to fulfill the purposes for which it is collected, to comply with legal and regulatory obligations and for the duration of any period necessary to establish, exercise or defend any legal rights.

In order to determine the most appropriate retention periods for your personal information, we consider the amount, nature and sensitivity of your information, the reasons for which we collect and process your personal information, and applicable legal requirements.

In some instances, we may choose to anonymize your personal information instead of deleting it, for statistical use, for instance. When we choose to anonymize, we make sure that there is no way that the personal information can be linked back to you or any specific user.

15. Data Security and Protection

We have put in place reasonable and appropriate security measures designed to prevent your personal information from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. For example, we use encryption, secure socket layer, firewalls, and password protection. In addition, we limit access to personal information to those employees, agents, contractors and the third parties who have a business need-to-know.

We also have procedures in place to deal with any suspected data security breach. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure, and while we take reasonable steps to provide secure services, by using the Services, you understand and assume the risks associated with your activities on the internet.

In addition, you have responsibility and control over protecting your personal information. For example, you, and not Firemaps is responsible for safeguarding your password, and other authentication information you use to access our Services. You should not disclose your authentication information to any third party and should immediately notify Firemaps of any unauthorized use of your password.

In addition, as described in this Privacy Notice, Firemaps cannot secure, and has no responsibility for, any personal information that you share or release on your own or that you request us to share or release.

16. Notice to Users Outside the United States

The Services and its servers are operated in the United States. If you are located outside of the United States, please be aware that your information, including your personal data, may be transferred to, processed, maintained, and used on computers, servers, and systems located outside of your state, province, country, or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you are located outside the United States and choose to use the Services, you hereby irrevocably and unconditionally consent to such transfer, processing, and use in the United States and elsewhere.

17. Contact Us

If you have any questions about this Privacy Notice you can contact us as at privacy@firemaps.co.