

Privacy and Security Policy

This Privacy and Security Policy (“PSP”) applies to Customer’s use of the Services offered by AppCentrics Inc., DBA BlueTreeApps and MultiMessaging.

Definition

Maintaining your privacy and the confidentiality of the data you provide us is among our top concerns. To ensure the highest levels of privacy we actively maintain and enforce the following policies and procedures. The following Privacy and Security Notices (“the Policy” or “Policy” or “Policies”) are provided by AppCentrics, Inc. d/b/a BlueTreeApps and MultiMessaging (“we”, “us”, “our” “BTA”, “MMG”, “BlueTree”, “BlueTreeApps”, “MultiMessaging”), a Colorado corporation. BlueTreeApps and MultiMessaging operate several websites including, but not exclusively, bluetreeapps.com and multimessaging.com (collectively, the “Websites”), as well as a number of mobile applications on behalf of our customers (collectively, the “Applications”, “App” or “Apps”). It is MultiMessaging’s and BlueTreeApps’ policy to respect your privacy regarding any information we may collect while operating our Websites and Applications. The term “you” refers to any user (individually, “you” or “User”; collectively, “you” or “Users”) of our websites and mobile apps (“Service” or “Services”). If you are using any of the Services through an educational institution, governmental entity, or other entity that is a customer of AppCentrics, the Policy does not supersede the terms of any agreements between AppCentrics and any other party, nor does it affect the terms of any agreement between any Users of the Services and their employer, their educational institution, government entity, or any other third party. By using the Services you understand and hereby agree to comply with the Policy.

Website Visitors and Application Users

MultiMessaging and BlueTreeApps collect non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. The purpose in collecting non-personally identifying information is to better understand how MMG and BTA visitors use its Websites and Applications. From time to time, MMG and BTA may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its Websites or Applications. MMG and BTA reserves the right to collect potentially personally-identifying information like Internet Protocol (IP) addresses. MMG and BTA does not use such information to identify its visitors, however, and does not disclose such information, other than under the same circumstances that it uses and discloses personally-identifying information, as described below.

Gathering of Personally-Identifying Information

We will collect only as much Data as we need for specific, identified purposes, and we will not use Personal Data or User Data for other purposes without obtaining prior consent. Certain visitors to MMG’s and BTA’s Websites and users of MMG’s and BTA’s Applications choose to interact with MMG and BTA in ways that

require MMG and BTA to gather personally-identifying information. The amount and type of information that MMG and BTA gathers depends on the nature of the interaction. For example, when completing a student enrollment form, we ask visitors questions like name and email address per our customer's direction. In each case, MMG and BTA collects such information only insofar as is necessary or appropriate to fulfill the purpose of the visitor's interaction with MMG's and BTA's customers. MMG and BTA does not disclose personally-identifying information other than as described below. And visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain Website-related and Application-related activities.

Aggregated Statistics

MMG and BTA may collect statistics about the behavior of visitors to its Websites and users of its Applications. For instance, MMG and BTA may monitor the most popular pages on the bluetreeapps.com and multimessaging.com sites. MMG and BTA may convey this aggregate information publicly or provide it to others. MMG and BTA gathers aggregate App download information such as the number of downloads, number per country, number per date range, and revenue from downloads for paid apps. Google and Apple do not disclose any personal account information about the App Users including, but not limited to name, demographic information, email address, financial and billing information, to App Developers such as MMG and BTA.

Protection of Certain Personally-Identifying Information

MMA and BTA discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors and affiliated organizations that (i) need to know that information in order to process it on MMA's and BTA's behalf or to provide services available at MMA's and BTA's Websites and Applications, and (ii) that have agreed not to disclose it to others. MMA and BTA will not rent or sell potentially personally-identifying and personally-identifying information to anyone. MMA and BTA disclose potentially personally-identifying and personally-identifying information only when required to do so by law, or when MMA and BTA believes in good faith that disclosure is reasonably necessary to protect the property or rights of MMA and BTA, third parties or the public at large. If you are a registered user of MMA and BTA Websites or Applications and have supplied your email address in the account set up process, MMA and BTA may occasionally send you an email to tell you about new features, solicit your feedback, or just keep you up to date with what's going on with MMA and BTA and our products. We primarily use our various product blogs to communicate this type of information, so we expect to keep this type of email to a minimum. If you send us a request (for example via a support email or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other users. MMA and BTA takes all measures reasonably necessary to protect against the unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

Security

We will take appropriate physical, technical, and organizational measures to protect your Data from loss, misuse, unauthorized access or disclosure, alteration, and destruction. For Data that traverses the Internet to

or from MMA's and BTA's servers, MMA and BTA uses the most current SSL (Secure Socket Layer) technology with 128-bit encryption for Data transferred over the public Internet. SSL provides a mechanism that encrypts all of the Data transferred between MMA and BTA and an Internet web user. Any Data accessed by the Services are stored in Application Service Provider ("ASP data") centers located in the United States of America. These data centers provide power-conditioned, climate-controlled server space. Three-tier physical security restricts physical access only to authorized personnel. All attempts to access Services are logged. The servers are connected to the Internet behind a pair of dual, redundant, stateful firewall systems and are configured with redundant, fault-tolerant hardware and software. These firewalls are monitored and maintained with the latest security updates.

Cookies

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. MMA and BTA uses cookies to help MMA and BTA identify and track visitors, their usage of the MMA and BTA Websites, and their website access preferences. MMA and BTA visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using MMA's and BTA's Websites, with the drawback that certain features of MMA's and BTA's Websites may not function properly without the aid of cookies.

Ads

Some clients wish to incorporate Ads into the Services we provide including banner ad placements on Websites. Ads appearing on any of our Websites or Applications may be delivered to users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This Privacy Policy covers the use of cookies by MMA and BTA and does not cover the use of cookies by any advertisers.

Family Educational Rights and Privacy Act (FERPA)

MMA and BTA asserts its compliance with the Family Educational Rights and Privacy Act (FERPA) as set forth by the U.S. Department of Commerce with respect to data collection, retention, and use of student data for students residing in the United States. MMA and BTA complies with FERPA by strict adherence to its policies. Most importantly, MMA and BTA does not collect any student record information.

Children's Online Privacy Protection Act (COPPA)

MMA and BTA complies with the Children's Online Privacy Protection Act (COPPA), as set forth by the U.S. Federal Trade Commission, with respect to any personal information received from children under the age of 13 residing in the United States. Some of the Services provided by MMA and BTA have a form feature such as the Absentee and Enrollment Form that allow users to submit student information. MMG and BTA presume that schools and other organizations which service children under the age of 13 will obtain the consent of



parents of children under the age of 13 before children under the age of 13 use MMA's and BTA's apps and websites. If a child under the age of 13 submits personal information, the information will not be used for commercial purposes and will only be provided to the organization that the child requests the information be sent to, in most cases the school or district.

Privacy Policy Changes

Although most changes are likely to be minor, MMA and BTA may change its Privacy Policy from time to time, and in MMA and BTA sole discretion. MMA and BTA encourages visitors to frequently check for any changes to its Privacy Policy. Your continued use of our Services after any change in this Privacy Policy will constitute your acceptance of such change.