



## Water Hero: Privacy Policy

Water Hero uses best-in-class practices and technology to keep your data private and secure. We will not share it with others unless you have given us permission to do so, or we have anonymized and/or aggregated it such that your information is not personally identifiable.

Our Privacy Policy lays out what data we collect, how we use it, and what your rights are. If you have any questions, please let us know at [support@waterhero.com](mailto:support@waterhero.com).

Terms not defined herein are defined in the Water Hero Terms & Conditions. Water Hero collects the following information about you:

**Product Data.** The Water Hero monitor collects detailed data about the usage of water through the water supply line or Utility Water Meter on which it is installed. It collects detailed flow information, and uses this data to generate hypotheses about potential home leaks in use. All of this data or a subset of it is sent to our servers, where it is stored indefinitely.

**Service Data.** The Water Hero Application collects various information at setup time, and in the course of usage. We collect location data to set your time zone and to enhance product operations (for example, to correlate to weather), we track application usage information to monitor customer experience, and we collect crash and error information for improving application experience.

**Information for Purchase.** We collect information about the purchase and delivery of Water Hero. This includes your email address, billing and shipping address, and (optionally) your phone number. Credit card information is not collected by Water Hero and is processed by a third party.

**General Website Data.** We collect information about you in various ways when you use the Sites. We collect personal information you provide to us. For example, we collect your name, e-mail address, and other information you provide via the Sites when you submit inquiries or request more information about our Product and Service.

When you visit our Site, some information may be automatically collected. For example, when you visit our Site your computer's operating system, Internet Protocol (IP) address, access times, browser type and language, and the website you visited before our site are logged automatically. We also collect information about your usage and activity of the Site.

**Cookies.** We may automatically collect information using “cookies.” Cookies are small data files stored on your hard drive by a website. Among other things, cookies help us improve our Site and your experience. We use cookies to see which areas and features are popular and to count visits to our Site.

**Web Beacons.** We may collect information using Web beacons. Web beacons are electronic images that may be used via the Service or in our emails. We use Web beacons to deliver cookies, count visits, understand usage and campaign effectiveness and to tell if an email has been opened and acted upon.

### **Third Party Applications**

We may link to certain third party websites and applications, such as Facebook. In those circumstances, your use of the Site will be subject to this Privacy Policy and our Terms & Conditions, whether you are required to click through or otherwise. In addition, the third party website may also impose its own terms and conditions and privacy policies on your activities on their Site. **HOWEVER YOU ACCESS OUR SITE, YOU AGREE TO BE BOUND BY AND COMPLY WITH THIS PRIVACY POLICY AND THE WATER HERO TERMS & CONDITIONS AND WAIVE ANY OBJECTION TO THE ENFORCEABILITY THEREOF WITH RESPECT TO YOUR USE OF THE SITE.**

### **Use of Information We Collect**

No information that we collect that is identifiable to you will be used in any way outside of our company without your express consent, except to the extent identified herein.

We may use information that we collect in the following ways:

- To improve our Services, Products and Sites. This includes improvements that are specific to your installation and that improve the Products, Service, and Site.
- To identify opportunities for you to conserve water in your home and reduce potential for leaks, such as suggestions for new appliances, fixtures or faucets or identifying existing appliances, fixtures, or faucets that are running inefficiently or may be failing.
- To send you alerts that you have enabled, such as leak alerts and conservation alerts.
- To provide you with information specific to your house, like a summary of device usage over time, or comparative information relative to others.
- To understand you and your preferences to enhance your experience and enjoyment using our Sites, Product, and Service.
- To respond to your comments and questions and provide customer service.
- To provide and deliver the Product and Service you request.
- To send you related information, including confirmations, invoices, technical notices, updates, security alerts, and support and administrative messages.
- To link or combine your information with other personal information we get from third parties, to help understand your needs and provide you with better service.

Water Hero may store and process personal information in the United States and other countries.

## **Sharing of Personal Information**

We do not share your personal information with third parties other than as follows:

- with your consent, for example, when you agree to our sharing your information with third parties for their own marketing purposes subject to their separate privacy policies
- with third party vendors, consultants and other service providers who work for us and need access to your information to do that work
- to (i) comply with laws or to respond to lawful requests and legal process, (ii) to protect our rights and property and that of our agents, customers, members, and others including to enforce our agreements, policies and terms of use or (iii) in an emergency to protect the personal safety of any person
- in connection with or during negotiation of any merger, financing, acquisition, or dissolution, transaction or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of our business or assets to another company.

We may also share aggregated or information which cannot be linked to your specific account or other personal information.

## **Security of your Personal Information**

We take reasonable steps to help protect your personal information in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction.

## **Your Information Choices and Changes**

If you terminate the Service and uninstall or deactivate the Hardware, you may request that we delete all of the Product Data that was collected for your Account. To request this, please send an email to [support@waterheroinc.com](mailto:support@waterheroinc.com)

You may opt out of receiving promotional emails from us by following the instructions in those emails. If you opt out, we may still send you non-promotional emails, such as emails about your accounts or our ongoing business relations. You may also send requests about your contact preferences and changes to your information including requests to opt-out of sharing your personal information with third parties by emailing [support@waterheroinc.com](mailto:support@waterheroinc.com).

Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Service.

California Users: Your California Privacy Rights.

In addition, California's "Shine the Light" law, Civil Code section 1798.83, requires certain businesses to respond to requests from California customers asking about the businesses' practices related to disclosing personal information to third parties for the third parties' direct marketing purposes. If you wish to find out about any rights you may have under California Civil Code section 1798.83, you may notify us in writing at [support@waterheroinc.com](mailto:support@waterheroinc.com)

#### Changes to this Policy

We may change this Policy from time to time. If we make any changes to this Policy, we will change the "Last Updated" date below.

#### Questions

If you have any questions about this Policy, please contact us at [support@waterheroinc.com](mailto:support@waterheroinc.com)