

# Emma Privacy Policy

Last updated: June \_\_\_\_, 2014

*The Emma Service collects personally identifiable information from you solely to operate the Service as described in the "How We Use Your User Information" section below. We will not sell your personally identifiable information to advertisers or spammers. We will only share the information we collect from you as described in the section below entitled "How We Share Your User Information."*

We at **MicroStrategy Enterprises, Inc.** ("we" or the "Company"), a subsidiary of MicroStrategy Incorporated, respect your privacy and value the relationship we have with you. This Privacy Policy is designed to show you what information about you we collect when you use the Emma mobile device software application (the "Application") and the related website (the "Site" and together with the Application, the "Service"), and how we use and share that information.

## **Information We Collect About You**

The Service is a tool that enables you and other individuals who install the Application ("Users") to (i) aggregate your professional and social credentials in a single location; (ii) use the Site or the Application to create "Emma Badges" (iii) send such Emma Badges to other Users within your professional and social organizations ("Organizations"), thereby creating an Emma network ("Emma Network"); (iv) allow other Users within a shared Emma Network to confirm your credentials for such Organization by using the Application, including by scanning the QR code then associated with your User account or by inputting into the Application the characters of the "Emma Code" then associated with your User account; (v) discover other Users when such Users are in close proximity to your current location ("Peer Discovery"); and (vi) allow such other Users to use the Peer Discovery feature to discover you, according to your chosen privacy settings. In order to facilitate these processes, the Service may collect your personally identifiable information in various ways, including: (i) by collecting certain information from you when you create a new Emma Badge or when you are invited to join an Organization ("Emma Account Information"), (ii) at your option, by authorizing the Application to connect to your Facebook account and collect certain of your Facebook account information, including your name and photo, and the names and photos of your Facebook friends ("Facebook Information"); (iii) by collecting your location when you use certain features of the Service, such as the Peer Discovery feature; and (iv) in other ways as described by this Privacy Policy.

## **User Account Information**

As a User, if you choose to create a new Emma Badge using the Site, you will be the administrator for such Emma Badge ("Administrator"). If you choose to establish a new Emma Badge as an Administrator or if you are invited via email or text message to join a new Organization by an Administrator, the User Account Information that will automatically be collected will include, without limitation:

- your name
- your organization
- your title

- your email address
- your telephone number

In addition, we may collect a picture of you if you decide to share that information.

### *Facebook Information*

If you are the Administrator of an Emma Badge, you may invite other Users of the Service to join your Organization by “tagging” such Users in a Facebook post, or by inviting them to participate in a Facebook event or group. As the Administrator of an Emma Badge, if you choose to invite other Users to join your Organization via Facebook, the Application will ask you to input Facebook login information, including your email address and Facebook password. This Facebook login information is collected directly by Facebook as part of the login process.

If you are invited by an Administrator via Facebook to join an Emma Badge, certain of your Facebook Information may automatically be collected, such as your name and your photo. If you choose to invite other Users to join your Organization via Facebook, or if you accept an Emma Badge that was sent to you via Facebook, we may automatically collect the following Facebook Information from you:

- your name
- your email address
- a picture of you
- your gender

In addition, if you grant us permission, we may also collect information regarding your Facebook events and groups and the names and pictures of your Facebook friends.

Your use of Facebook in general and your relationship with Facebook are subject to Facebook’s own Privacy Policy and Facebook’s other terms and policies, which we strongly recommend that you review before you start using the Service. We do not control and are not responsible for Facebook’s processing of your information or that of your Facebook friends.

### Usage Information

In addition to the Emma Account Information and Facebook Information, we may collect information about you based upon your use of the Service, including your privacy settings, when and where you use the Peer Discovery feature, when and where you use Emma to validate another User, your requests for customer support, your user feedback and other communications you direct to us, how often you log into the Service and what functions of the Service you use the most frequently (collectively the “Usage Information”).

### Login Information

We may also collect your login information for the websites or servers of participating Organizations (“Login Information”), which we will use to verify your credentials for each applicable Organization.

## Credentialing Information

When you choose to create or accept an Emma Badge for an Organization, certain information about you will be visible in the Application for other Users affiliated with such Organization to view as part of the verification process or Peer Discovery feature ("Credentialing Information"). Credentialing Information may include, for example, your name, organization name, job title, photo, email address, and phone number. We may collect the Credentialing Information.

## Cookies

In addition, when you visit the Site, we may collect certain information by automated means, such as cookies. A "cookie" is a file that websites send to a visitor's computer or other Internet-connected device to uniquely identify the visitor's browser or to store information or settings on the device. The information we collect in this manner enables us to better serve you when you return to our site – for example, it can "remember" your email address to save you having to enter it manually upon your return. We also use cookies to track responses to our marketing materials, such as emails and online advertisements. Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. For more information about the Company's own cookies, please see ["How to work with Cookies."](#)

The Site may also feature cookies associated with certain unaffiliated companies. For example, we partner with other companies to provide you with connections to certain social networks, such as Facebook. By engaging with such other companies' sites, such companies may place cookies on your device. The use of these cookies is subject to such companies' own cookie policies, we strongly recommend you review before you use the Site.

## Web Analytics

We may use web analytics services on the Site, such as those of Google Analytics. The service providers that administer these services use technologies such as cookies to help us analyze how visitors use the Site. The information collected through these means (including IP address) is disclosed to or collected directly by these service providers, who use the information to evaluate use of the website.

To disable Google Analytics, please download the browser add-on for the deactivation of Google Analytics provided by Google at <http://tools.google.com/dlpage/gaoptout>. To learn more about other ad networks, including how to opt out, [click here](#).

## **Information We Collect When You Access the Service on a Mobile Device**

When you have installed the Application on your mobile telephone or other mobile device, we collect your unique device identifier, IP address, phone model, operating system and we may collect your precise geolocation (including when the Application is not being used) ("Mobile Information," and together with Emma Account Information, Facebook Information, Usage Information, Login Information and Credentialing Information, collectively hereinafter referred to as "User Information").

## **How We Use Your User Information**

The Company will use User Information for purposes of performing the Service and, in particular:

- to enable you to use the Service to organize your professional and social credentials
- to contact you when Administrators wish to invite you to an Organization they have created
- to issue reports which may include reporting on your activity patterns, preferences and geolocation
- to validate your Credentialing Information to other Users
- to validate your Credentialing Information on new or additional mobile devices
- to enable you to use the Service's Peer Discovery feature to discover other Users when such Users are in close proximity to your current location, and to allow you to save the Credentialing Information of such Users to the contact list on your mobile device
- according to your privacy settings, to allow other Users to use the Service's Peer Discovery feature to discover you when such Users are in close proximity to your current location, and to enable such Users to save your Credentialing Information to the contact list on their mobile device
- to send you emails or text messages regarding your Emma Badges and your use of the Service
- to provide technical support and to respond to your inquiries
- to enable Administrators to receive reports on Users within their Organization(s), including reports related to Users' activity patterns, preferences and geolocation

In addition, the Company may use User Information for the following purposes:

- to communicate with you about new features or promotions of the Company or Service
- to prevent fraud or potentially illegal activities
- to enforce our Terms of Use
- to solicit your feedback to improve the Service and your experience using it
- to administer and improve the Service, including by creating test reports on the User Information we collect
- to keep track of your activity patterns, preferences and geolocation in order to improve the level of service you receive from the Service and to provide reporting to Administrators

We will not sell your personally identifiable User Information to advertisers or spammers.

## **How We Share Your User Information**

We may share your User Information in the following cases:

- With Affiliates and Third-Party Service Providers: We may disclose your User Information to our affiliates (to see a list of MicroStrategy affiliates, click [here](#)) and third-party service providers. To receive a full list of all service providers, please contact us at the address specified in the "How to Contact Us" section below. Except as otherwise set forth in this section, we will only share your User Information with any such parties in connection with the administration of the Service or for the purpose of improving your experience with the Service. Third party service providers are not authorized by us to use or disclose your User

Information except as necessary to perform services on our behalf or comply with legal requirements. If you have shared your Facebook Information with us, we will only disclose it to the extent permitted by Facebook.

- **With Administrators:** We may share certain of your User Information with the Administrator of an Emma Badge that you accept. Such User Information may include your Usage Information and your Credentialing Information. We also may provide them with your Mobile Information (including precise geolocation) for their own purposes.
- **With Other Users:** Depending on the privacy settings you choose for your Emma Badge(s), we may share your Credentialing Information with other Users who are in close proximity to your current location (approximately 100 feet) using the Bluetooth signal on your mobile device. Such Users will have the option to save your Credentialing Information to the contact list on their mobile device. This functionality can be disabled by altering the privacy settings of your Emma Badge(s), closing the Application or by turning off the Emma Identity Bluetooth sharing functionality in the Settings of your phone. In that case, you will still be able to use your phone's Bluetooth signal for other purposes.
- **With Other Third Parties:** We may share your User Information with other third-parties, in which case we will obtain your specific consent.
- **As Required by Law:** We may disclose any User Information when we believe, in our sole discretion, disclosure is necessary or appropriate to comply with any applicable law, regulation, legal process or governmental request.
- **To Protect Our Legitimate Business Interests:** We may disclose User Information when we believe, in our sole discretion, disclosure is necessary to protect the Company's legitimate business interests.
- **In Connection With a Sale of Our Business:** We also reserve the right to transfer User Information in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use the User Information in a manner that is consistent with this Privacy Policy. Following such a sale or transfer, you may contact the entity to which we transferred the User Information with any inquiries concerning the processing of that information.

### **How We Protect Your User Information**

We maintain administrative, technical and physical safeguards designed to protect the User Information that we collect about you against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

### **Transfers of User Information to Other Countries**

The Company uses databases located in different jurisdictions. We may transfer User Information we collect about you to our databases located in countries other than your country of residence, in

countries which have a different level of data protection compared to your country of residence. We will take all the necessary steps to ensure that such transfers of User Information comply with applicable data protection law, in particular, the legal requirements on adequate protection for data transfers to countries outside of the European Economic Area.

### **Your Privacy Rights and Choices**

To stop the Service from collecting your User Information at any time, uninstall the Application from all of your devices.

Subject to applicable law, we provide you with access to the User Information we have retained about you and the ability to review, correct, update, block or delete the information where it is inaccurate. Subject to applicable law, we may limit or deny access to your User Information where providing such access is unreasonably burdensome or expensive under the circumstances. Please submit your request to the address specified in the "How to Contact Us" section below.

### **Updates to This Privacy Policy**

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our information processing practices or for any other purpose. We will post a notice on the Site to notify you of any significant changes to the Privacy Policy and indicate there and at the top of the Privacy Policy when it was most recently updated.

### **How to Contact Us**

If you have any questions or comments about this Privacy Policy, please contact us by email at support@usher.com or telephone at 703-744-6529. You also may write to us at MicroStrategy Enterprises, Inc., 1850 Towers Crescent Plaza, Tysons Corner, Virginia 22182, Attn: Office of the General Counsel. Questions or comments submitted through other means, such as Wall posts, may not be received or addressed.

If you are located in the EU, you may also write to us at MicroStrategy Limited, Building 10, Chiswick Park, 566 Chiswick High Road, Chiswick, London, W4 5XS, Attn: Legal Department.