

Alpha Theory, LLC

Privacy Policy

Last Updated: 5/12/2013

This Privacy Policy applies to information received by Alpha Theory, LLC via the website located at <https://www.alphatheory.com> (the "Website").

By becoming a Registered User via the Website, you acknowledge that you have read, understood, and agree to be legally bound by this Privacy Policy and our Terms of Use, which are hereby incorporated by reference (collectively, this "Agreement"). If you do not indicate your agreement with these Terms of Use and Privacy Policy by clicking where indicated below, you will not be permitted to use the Service.

Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in the Terms of Use.

The Information We Collect.

Alpha Theory collects the following types of information, both directly from you and indirectly through our third-party service providers (our "Providers").

1. Personal Information

For purposes of this Privacy Policy, "Personal Information" means any information or set of information that identifies or could be used by or on behalf of Alpha Theory to identify a natural person. Personal Information does not include information regarding corporate entities or information that is encoded or anonymized, or publicly available information that has not been combined with non-public Personal Information.

Alpha Theory collects Personal Information for specific and limited purposes. When we or our Providers collect Personal Information, we or our Providers will inform the individuals of these purposes and the choices and means, if any, offered to such individuals for limiting the use and disclosure of that Personal Information. We or our Providers will endeavor to provide such notice in clear and conspicuous language when individuals are first asked to provide Personal Information or as soon as practicable thereafter.

Examples of different purposes for which we may collect Personal Information include, but are not limited to (i) the user registration process; and (ii) responding to a request from you for information regarding our products and services.

2. Other Information.

In addition to the Personal Information, we may collect additional information on the Website (collectively, the "Other Information"). Such Other Information may include:

a. From Your Activity. Information that we or our technology providers may automatically collect when you visit, access, and/or use the Website, such as your IP addresses, Internet service provider, browser type and language, referring and exit pages and URLs, date and time, amount of time spent on particular pages, what sections of the Website you visit, number of links you click while on the Website, search terms, and operating system.

How We Use and Share the Information.

We use the Personal Information only in ways that are compatible with the purposes for which it was collected or subsequently authorized by the individual. Alpha Theory will take reasonable steps to ensure that the Personal Information is relevant to its intended use, accurate, complete, and current.

We may also use and/or share the Personal Information and the Other Information as described below.

- We may employ other companies and/or individuals to perform functions on our behalf. Examples may include providing technical assistance and customer service. These other companies and/or individuals will only have access to “need to know” information (Personal Information and the Other Information) only as necessary to perform their functions and to the extent permitted by law. In addition, we will obtain assurances in the form of executed Confidentiality Agreements from our agents that they will safeguard the Personal Information and Other Information consistent with this Privacy Policy and applicable law. If we learn that an agent is using or disclosing Personal Information or Other Information in a manner contrary to this Privacy Policy, we will take reasonable steps to prevent or stop such unauthorized use or disclosure.
- In an ongoing effort to better understand visitors to our Website and our products and services, we may analyze the Other Information in aggregate form in order to operate, maintain, manage, and improve the Website and/or our products and services. This aggregate information does not identify individuals personally. We may share this aggregate data with our affiliates, agents, and business partners. We may also disclose aggregated user statistics in order to describe our products and services to current and prospective business partners and to other third parties for other lawful purposes.
- As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution, or similar event, the Personal Information and Other Information may be part of the transferred assets.
- To the extent permitted by law, we may also disclose the Personal Information and the Other Information: (i) to government and regulatory agencies in connection with our seeking regulatory approval for our products; (ii) when required by law, court order, or other government or law enforcement authority or regulatory agency; or (iii) whenever we believe that disclosing such information is necessary or advisable, for example, to protect the rights, property, or safety of Alpha Theory or others.

Accessing and Modifying Information; Communication Preferences

Upon request, Alpha Theory will grant individuals reasonable access to Personal Information that we and our agents hold about them. For example, visitors to the Website who have provided Personal Information to us may review and/or make changes to the same by contacting Alpha Theory's support email at support@alphatheory.com. In addition, individuals may manage their receipt of marketing communications by clicking on the "unsubscribe" link located on the bottom of any Alpha Theory marketing e-mail or by following the instructions found on the Website. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our subscription databases.

How We Protect the Information.

We take every commercially reasonable step to protect the Personal Information and Other Information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. Please understand, however, that no security system is impenetrable. We cannot guarantee the security of our databases, nor can we guarantee that the information that you supply will not be intercepted while being transmitted to and from us over the Internet. In particular, e-mail sent to or from the Website may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.

Important Notices to Non-U.S. Residents

Alpha Theory's Website and servers are operated in the United States. If you are located outside of the United States, please be aware that any Personal Information you provide to us will be transferred to the United States. By using the Website and by providing us Personal Information in any manner, you consent to this transfer and our use of the information and data provided by you in accordance with this Privacy Policy.

Alpha Theory commits to the resolution of complaints about your privacy and our collection or use of your Personal Information. If you have any questions regarding this Privacy Policy, please contact us as described in the "Contact" section at the bottom of the Website. We will investigate your question, respond to your inquiry, and attempt to resolve any concerns regarding your privacy question.

Changes to This Privacy Policy.

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time. Please be aware that, to the extent permitted by applicable law, our use of the Personal Information and Other Information is governed by the Privacy Policy in effect at the time we collect the information. Please refer back to this Privacy Policy on a regular basis.

How to Contact Us.

If you have questions about this Privacy Policy, please contact Alpha Theory via e-mail at sales@alphatheory.com, with "PRIVACY POLICY" in the subject line or at the contact information set forth in the "Contact" section of the Website.