

## **USFON INC. Privacy Policy**

Our Privacy Policy is as follows:

### **INFORMATION COLLECTED**

We collect personal information about you in various ways. We may also get information from other sources and may combine it with information we collect about you. Personal information does not include information that is not used to identify you, including aggregate or anonymous information.

**Information you give us.** The personal information we collect includes information you give us, such as name, postal address, telephone number, e-mail address, date of birth, social security number or other government identification number, demographics, activities, location information, and personal preferences. You may give us information in a variety of ways, including when you sign up for Services or communicate with USFon's customer care.

**Information that we automatically collect.** We automatically receive certain types of information whenever you use our Services. We may collect information about your device such as the type, version of operating system, whether it is on and how it is functioning, as well as information about how you use the device and services available through it, such as your call and data usage and history, your location, web sites you have visited, applications purchased, applications downloaded or used, and other similar information. We may link information we automatically collect with personal information, such as information you give us at registration or check out. We may use systems or tools to follow your use of our Services and other applications, including using cookies, web beacons and other mechanisms, along with analysis of network and device information. For example, we allow collection by analytic service provider(s) of site click-stream and cookie data to help us track aggregate and individual use of our Services. We may use cookies to enable features on our sites, such as the ability to save your shopping cart or set preferences. We may utilize advertisers and advertising networks that serve ads on our sites and they may also use their own mechanisms, including cookies. These third party cookies or tools are governed by the privacy policies of the entities placing the ads and are not subject to this Policy.

### **USE OF PERSONAL INFORMATION**

We use your personal information for a variety of purposes, including providing you with Services. We may use your personal information to do things like:

- Process your orders.
- Protect our rights and property and those of our customers.
- Respond to legal process and emergencies.
- Develop or inform you of new products and services.
- Anonymize or aggregate personal information for various purposes like market analysis or traffic flow analysis and reporting.
- Monitor, evaluate or improve our products, Services, systems, or networks.
- Customize or personalize your experience with our Services.

## **INFORMATION SECURITY**

We maintain a variety of physical and procedural safeguards to help protect your personal information we receive from you from loss, misuse and unauthorized access, disclosure, alteration and destruction. It is your responsibility to protect your private information stored on your devices. We recommend you use strong passwords to access your information on your devices and utilize other protection measures such as firewalls, antivirus software, etc.

## **UPDATING THIS POLICY**

We may change this Policy, which is made available on our website at [www.USFon.org](http://www.USFon.org), at any time. When we change this Policy, we will give notice by changing the date this Policy was last updated or as required by law.

**Authentication and Contact:** You (the account holder) must provide password protect your account information by establishing a personal identification number ("PIN"). You also must set a backup security question and answer in the event you forget your PIN. You agree to protect your PIN, passwords, and other account access credentials like your backup security question from loss or disclosure. You further agree that USFon Inc. may, in our sole discretion, treat any person who presents your credentials that we deem sufficient for account access as you or an authorized user on the account for disclosure of information or changes in Service. You agree that we may contact you for Service-related reasons through the contact information that you provide, through the Services or Devices to which you subscribe, or through other available means, including text message, email, fax, recorded message, mobile, residential or business phone, or mail.

**CPNI:** As we provide telecommunications products and Services to you (the account holder), we develop information about the quantity, technical configuration, type, location, and destination of telecommunications products and Services you use, as well as some other information found on your bill ("CPNI"). Under federal law, you have the right and we have a duty to protect the confidentiality of your CPNI. For example, we have implemented safeguards that are designed to protect your CPNI, including authentication procedures when you contact us. We may rely on contacting your points of contact pre-established as the standard authentication measure.

**Information on Devices:** Your Device may contain sensitive or personal information (for example, pictures, videos, passwords, or stored credit card numbers). USFon Inc. is not responsible for any information on your Device. If possible, you should remove or otherwise safeguard any sensitive or personal information on your Device. By allowing access to your Device, you agree that our employees or contractors may have access to personal information on your Device.