

Privacy Policy

Last Updated: January 1, 2023

At IHOY ELECTRONIC SYSTEMS AND SOFTWARE INC., or one of its affiliates or subsidiaries (including iHoy Captain) (collectively "**iHoy Captain**", "**we**", "**us**" or "**our**"), the protection of the information we collect about you is important to us. This privacy policy ("**Privacy Policy**") applies to any website and any related products and services, including any associated interactive features, widgets, plug-ins, applications, content, downloads and other services we may offer to you that post a link to this Privacy Policy (collectively, the "**Services**"), regardless of how you access or use them, whether via personal computer, browser, laptop, tablet, mobile phone or other device (each a "**Device**"). This Privacy Policy covers how iHoy Captain collects, uses, shares, and processes personal and other information and data of users of our Services. To the extent that we provide you with notice through our Services of different or additional privacy policies or practices (e.g., at the point of collection), those additional privacy policies shall govern such data collection and use.

By using or accessing our Services or by submitting information to iHoy Captain, you consent to the terms of this Privacy Policy. In addition to reading this Privacy Policy, please review our Terms and Conditions of Use ("**Terms**"), which governs your use of our Services. ***If you do not agree to our Terms and the collection, use and sharing of your information as detailed in this Privacy Policy, please do not access or otherwise use our Services or any information or content accessible on our Services.*** If and to the extent you are in the European Union or United Kingdom, this Privacy Policy provides you with the information required by (i) the Regulation (EU) 2016/679 of the European Parliament and Council on the protection of natural persons with regard to the processing of personal data (General Data Protection Regulation) ("**EU GDPR**"), and (ii) the equivalent United Kingdom law relating to data protection, the processing of personal data ("**UK GDPR**"); collectively these two regimes are the "**GDPR**".

We reserve the right to change this Privacy Policy at any time. Your use of our Services following the posting of an updated Privacy Policy constitutes your acceptance of such updated Privacy Policy. We reserve the right to apply the amended terms to the information that we have already collected, subject to any legal constraints. We will not, however, use your previously collected Personal Information in a manner materially different than represented at the time of collection. To the extent any provision of this Privacy Policy is found by a competent tribunal to be invalid or unenforceable, such provision shall be severed to the extent necessary for the remainder to be valid and enforceable.

Information Collection

We collect information from you in several ways, including when you choose to share information with us by entering it through our Services and by using automated processes. We also collect information about you from third parties in order to provide our Services in a streamlined manner.

(a) Information You Provide

You may choose to provide certain "**Personal Information**" to us, which is information that identifies you personally, such as your contact information, including your first and last name, address, e-mail address, and phone number. We also collect other information that you provide through our Services, such as information about your boat, such as its name, manufacturer, model, and dimensions, your boat's engine information, such as its type, manufacturer, and power. We also collect location and other navigational information that you provide to direct and use our Services.

(b) Information About Third Parties

By submitting Personal Information about any third party, you represent and warrant to iHoy Captain that you have the consent of the third party to do so, and that the information you submit is factually accurate.

(c) Automated Information Collection

In addition to any information that you choose to submit to us via our Services, we and our third-party service providers may use a variety of technologies that automatically (or passively) store or collect certain information whenever you visit or interact with our Services ("**Usage Information**"). This Usage Information may be stored or accessed using a variety of technologies that may be downloaded to your Device whenever you visit or interact with our Services. To the extent we associate Usage Information with your Personal Information we collect directly from you through our Services, we will treat it as Personal Information.

This Usage Information may include:

- your IP address, UDID or other unique identifier ("**Device Identifier**"). A Device Identifier is a number that is automatically assigned to your Device used to access our Services, and our computers identify your Device by its Device Identifier;
- your Device functionality (including browser, operating system, hardware, mobile network information);
- the URL that referred you to our Services;
- the areas within our Services that you visit and your activities there, including remembering you and your preferences;
- your Device location;
- your Device characteristics; and
- certain other Device data, including the time of day, among other information.

Tracking Technologies

We may use various methods and technologies to store or collect Usage Information ("**Tracking Technologies**"). Tracking Technologies may set, change, alter or modify settings or configurations on your Device. A few of the Tracking Technologies include, without limitation, the following (and subsequent technology and methods later developed):

- **Cookies.** A cookie is a data file placed on a Device when it is used to visit our Services. HTML5 cookies can be programmed through HTML5 local storage.
- **Web Beacons.** Small graphic images or other web programming code called web beacons (also known as "1×1 GIFs" or "clear GIFs") may be included in our Services' pages and messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a page or e-mail can act as a web beacon. Web beacons or similar technologies may be used for a number of purposes, including, without limitation, to count visitors to our Services,

to monitor how users navigate our Services, to count how many e-mails that were sent were actually opened or to count how many particular articles or links were actually viewed.

- **Embedded Scripts.** An embedded script is programming code that is designed to collect information about your interactions with our Services, such as the links you click on. The code is temporarily downloaded onto your Device from our web server or a third-party service provider, is active only while you are connected to our Services and is deactivated or deleted thereafter.
- **Browser Fingerprinting.** Collection and analysis of information from your Device, such as, without limitation, your operating system, plug-ins, system fonts and other data, for purposes of identification.
- **ETag, or Entity Tag.** A feature of the cache in browsers. It is an opaque identifier assigned by a web server to a specific version of a resource found at a URL. If the resource content at that URL ever changes, a new and different ETag is assigned. Used in this manner ETags are a form of Device Identifier. ETag tracking may generate unique tracking values even where the consumer blocks HTTP, and/or HTML5 cookies.
- **Recognition Technologies.** Technologies, including application of statistical probability to data sets, which attempt to recognize or make assumptions about users and devices (e.g., that a user of multiple devices is the same user).

Tracking Technologies Usage

We may use Tracking Technologies for a variety of purposes, including:

- **Strictly Necessary.** We may use cookies or other Tracking Technologies that we consider are strictly necessary to allow you to use and access our Services, including cookies required to prevent fraudulent activity and improve security.
- **Performance-Related.** We may use cookies or other Tracking Technologies that are useful in order to assess the performance of our Services, including as part of our analytic practices or otherwise to improve the content, products or services offered through our Services.
- **Functionality-Related.** We may use cookies or other Tracking Technologies that are required to offer you enhanced functionality when accessing our Services, including identifying you when you sign-in to our Services or keeping track of specified preferences, including in terms of the presentation of content on our Services.
- **Targeting-Related.** We may use Tracking Technologies to deliver content relevant to your interests on our Services and third-party sites based on how you interact with our content. This includes using Tracking Technologies to understand the usefulness to you of the content that has been delivered to you.

Purpose and Legal Basis for use of Collected Information

We may use the information that we collect from you to provide you with the services, process transactions, inform you about opportunities, and provide products, services, and information to you. We may use your information to respond with requested product or service information, respond to your questions and concerns, and make you aware of product or service offerings. We may anonymize or aggregate your information for marketing and actuarial purposes. We may also use your information to process your account registration and to enable you to use certain Services features. We may also use the information that we collect to customize your experience on our Services, to better tailor our product offerings, to improve our Services and the content provided on and through our Services, to provide customer support, to enforce our Terms, to meet our legal obligations or to inform a legal proceeding, and to provide you with content or advertisements that may be of interest to you. We may also use the information we collect from you for additional purposes with your consent.

Information Sharing

We may share the information that we collect from you, including Personal Information, with third parties for a variety of purposes. For example, we may share information with service providers who assist us in our business operations. We may also share information where required by law or to satisfy any applicable law, regulation, subpoena, government request, or other legal process. We may also share information with third parties, including law enforcement, to protect our Services and to enforce our Terms. We also reserve the right to share the information that we collect with our subsidiaries and affiliates for marketing and other business purposes and with any subsequent owner in the event of a merger, consolidation, sale of our assets, or other change in our business, including during the course of any due diligence process.

(a) Co-Branded Areas

We may provide certain parts of our Services in association with third parties, such as promotional partners or affiliates. These “co-branded areas” will identify the third party. If you choose to use these co-branded areas, we may share your information with the identified third party, and that third party may also collect information from you, in addition to the information that we collect, as described above. You should review the privacy policies of those identified third parties to understand how they collect and use information.

(b) Links to Third-Party Websites

Our Services may include links to third-party websites or other online services. We are not responsible for these other sites and services, and they may collect and use information about you. You should review the privacy policies for such third parties before using their sites or services to understand how they collect and use information.

(c) Third-Party Tracking and Do Not Track

Third parties may use tracking technologies in connection with our Services, which may include the collection of information about your online activities over time and across third-party websites. This Privacy Policy does not apply to these third-party technologies because we may not control them and we are not responsible for them. Do Not Track is a technology that enables users to opt out of tracking by websites they do not visit. Currently, we do not monitor or take any action with respect to Do Not Track technology.

(d) Analytic Services and Targeted Ads

We use third-party analytics services, like Google Analytics, to collect, monitor and analyze data we collect through our Services to better understand how our Services are used and to improve their functionality. These services may track details about your online activities over time and across different websites. These services may also allow us and others to provide you with targeted advertisements or other content that you may be interested in based on your online activities. If you wish to opt out of interest-based

advertising or other marketing communications from us please email us at support@ihoycaptain.com. Please note you will continue to receive generic ads.

The Google Analytics service tracks and reports website traffic and provides us with insight into behavior information relating to visitor age, gender and interests. Google Analytics Demographics and Interest Reporting give us insight into behavior to help us understand browsing behavior and give you a better experience when you visit our Services. You can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Ads Settings.

These third-party services have their own privacy policies addressing how they use such information. We recommend you review their privacy policies. If you want to prevent your data from being used by Google Analytics, you may wish to take advantage of Google Analytics' currently available opt-outs for the web.

If you would like to learn more about targeted ads that may be based on your online activities, and the choices that you may exercise for certain sites and advertisers, you may wish to visit the Network Advertising Initiative or the Digital Advertising Alliance.

Information Protection

We use commercially reasonable and industry standard security technologies and safeguards to protect the information that we collect and use. We also expect our service providers to protect information in the same manner. However, no data transmission over the Internet, mobile networks, wireless transmission or electronic storage of information can be guaranteed 100% secure. Please note that we cannot guarantee the security of any information you transmit to us.

Global Use of Information

Please be aware that the personal information you submit, including information provided through our Services, is being processed in Türkiye. Hosting and web services are being provided by Google Cloud Services. The data protection laws in the United States and Türkiye are likely different from those of the country in which you are located, and your personal information may be subject to access requests from governments, courts, or law enforcement in Türkiye or the United States. By providing such personal information through the Services, you are consenting to (and represent that you have authority to consent to), the transfer of such information to outside of your resident country to us for the uses and purposes described in this Privacy Policy.

Children's Privacy

Our sites and applications are intended for general audiences, and we do not knowingly seek or collect personal information from children under the age of eighteen (18). In accordance with the Children's Online Privacy Protection Act, in the event that we learn that we have collected personal information from a child under age thirteen (13) without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any personal information from or about a minor, please contact us at support@ihoycaptain.com.

Consumer Privacy Notice

If you are within the European Union, you may have the following rights, subject to the conditions set out in the General Data Protection Regulation ("GDPR") or other applicable law:

- access to and rectification of your personal data;
- erasure of your personal data;
- data portability for your personal data;
- restriction of processing of your personal data;
- the right to object to processing of your personal data;
- and the right to lodge a complaint with a supervisory authority.

For more information about these rights, please visit the European Commission's "My Rights" page relating to GDPR, which can be displayed in a number of languages.

To request access to or rectification, portability, or erasure of your personal data, to delete your account, please contact us at: support@ihoycaptain.com.

Data retention of your GDPR data. We will only retain your personal data protected by GDPR for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

The English version shall always prevail in case of any discrepancy or inconsistency between English version and its translations to other languages.

Contact Us

If you have any questions regarding this Privacy Policy or your use of our Services, please contact us by e-mail at support@ihoycaptain.com or by using the mailing information below:

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