Privacy Policy

Effective date: July 01, 2024

Introduction

At Matter Advantage, we are committed to building trust. A fundamental part of earning that trust is being transparent about how we use your information and protecting your right to privacy. Please review this Privacy Policy to understand how we handle your personal data.

Your use of Matter Advantage's Services is at all times subject to our Cloud Terms, which incorporate this Privacy Policy. Any terms we use in this Policy without defining them have the definitions given to them in the Cloud Terms.

You may print a copy of this Privacy Policy by using the print feature of your browser. If you have a disability, you may access this Privacy Policy in an alternative format by contacting support@matteradvantage.com.

Privacy Policy Overview

This Privacy Policy outlines how Matter Advantage collects, uses, and shares your personal data, as defined under applicable laws. By using or accessing our Services in any manner, you acknowledge that you accept the practices and policies outlined below, and you hereby consent that we will collect, use, and share your information as described in this Privacy Policy.

Personal Data

Categories of Personal Data We Collect:

This chart details the categories of Personal Data that we collect and have collected over the past 12 months:

Type of Personal Data	Examples of Data	Third Parties We Share With
Profile or Contact Data	• First and last name • Email • Phone number • Unique identifiers	None
Device/IP Data	• IP address • Device ID/OS • System/Browser	None

Type of Personal Data	Examples of Data	Third Parties We Share With
Geolocation Data	• IP-based location	None

Categories of Sources of Personal Data

We collect Personal Data about you from the following categories of sources:

You:

- When you provide such information directly to us.
- When you create an account or use our interactive tools and services.
- When you voluntarily provide information in free-form text boxes through the Services or through responses to surveys or questionnaires.
- When you send us an email or otherwise contact us.
- Through Cookies (defined in the "Cookies and Opt-Out" section below).
- If you use a location-enabled browser, we may receive information about your location and mobile device, as applicable.

Our Commercial or Business Purposes for Collecting Personal Data

- Provide, customize, and improve our Services, including managing your account, processing transactions, delivering requested products, and offering support.
- Offer support and assist with Service use.
- Personalize content and communications based on your preferences.
- Ensure fraud protection, security, and debugging.
- Fulfill legal obligations and enforce agreements.
- Protect rights, property, or safety.
- Resolve disputes and respond to inquiries.
- Carry out other business purposes as required by law, including compliance with data privacy regulations such as CCPA.

How We Share Your Personal Data

We do not share your data (personal or otherwise) with third parties.

Business Transfers

All of your Personal Data that we collect may be transferred to a third party if we undergo a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business (in whole or in part). Should one of these events occur, we will make reasonable efforts to notify you before your information becomes subject to different privacy and security policies and practices.

Legal Obligations

We may share any Personal Data that we collect with third parties in conjunction with any of the activities set forth under “Meeting Legal Requirements and Enforcing Legal Terms” in the “Our Commercial or Business Purposes for Collecting Personal Data” section above.

Cookies and Opt-Out

Our Services use cookies and similar technologies to recognize your web browser, track your usage, analyze trends, and improve our Services. Cookies are small data files, usually text, that are stored on your computer, tablet, phone, or other devices when you access our Services.

We use the following types of Cookies:

Essential Cookies: These are necessary for providing the features or services you’ve requested, such as logging into secure areas of our Services. Disabling them may make certain features unavailable.

Functional Cookies: These store your preferences and settings, helping us personalize content, greet you by name, and remember choices like filtering results and personal app settings.

You can manage cookie settings through your browser’s preferences. Most browsers allow you to disable or delete cookies, though this WILL affect the functionality of our Services. For more details, visit All About Cookies or ICO if you’re in the EU:

http://www.allaboutcookies.org/

https://ico.org.uk/for-the-public/online/cookies/

Data Security and Retention

We take steps to protect your Personal Data from unauthorized access, use, and disclosure through physical, technical, organizational, and administrative security measures appropriate to the type of data and its processing. You should also safeguard your data by selecting strong passwords, limiting access to your devices, and logging out after using our Services. We strive to protect your information.

We retain Personal Data as long as your account is active or as needed to provide our Services. In some cases, we may retain data longer to comply with legal obligations, resolve disputes, or collect fees. Data may also be kept in an anonymous or aggregated form that does not identify you personally.

Personal Data of Children

We do not knowingly collect or solicit Personal Data about children under 16 years of age; if you are a child under the age of 16, please do not attempt to register for or otherwise use the Services or send us any Personal Data. If we learn we have collected Personal Data from a child under 16 years of age, we will delete that information as quickly as possible. If you believe that a child under 16 years of age may have provided Personal Data to us, please contact us at support@matteradvantage.com.

California Resident Rights

If you are a California resident, you have the rights outlined in this section. Please see the "Exercising Your Rights" section below for instructions regarding how to exercise these rights. Please note that we may process Personal Data of our customers' end users or employees in connection with our provision of certain services to our customers. If we are processing your Personal Data as a service provider, you should contact the entity that collected your Personal Data in the first instance to address your rights with respect to such data.

If there are any conflicts between this section and any other provision of this Privacy Policy and you are a California resident, the portion that is more protective of Personal Data shall control to the extent of such conflict. If you have any questions about this section or whether any of the following rights apply to you, please contact us at support@matteradvantage.com

Access

You have the right to request information about our collection and use of your Personal Data over the past 12 months. Upon request, we will provide:

- The categories of Personal Data collected about you.
- The sources from which the data was collected.
- The business or commercial purposes for collecting or selling the data.
- The specific pieces of Personal Data collected.

Deletion

You have the right to request that we delete the Personal Data we have collected about you. Under the CCPA, this right is subject to certain exceptions. For example, we may need to retain your data to provide services or complete a transaction you've requested. If your deletion request falls under one of these exceptions, we may deny the request.

Exercising Your Rights

To exercise your rights, you or your Authorized Agent must submit a request that (1) provides sufficient information for us to verify your identity, and (2) describes your request in detail. Requests meeting these criteria will be considered "Valid Requests." We may not respond to requests that do not meet these criteria. Personal Data in a Valid Request will be used solely to verify your identity and fulfill the request.

We will respond to your Valid Request within 45 days. A fee may apply if your request is excessive, repetitive, or unfounded, and we will inform you if this is the case before proceeding.

Submit a Valid Request via email to support@matteradvantage.com.

To authorize an agent (an "Authorized Agent") to act on your behalf, provide them with written permission. We may request a copy of this permission when they submit a request.

European Union Data Subject Rights

If you are a resident of the European Union (EU), United Kingdom, Liechtenstein, Norway, or Iceland, you may have additional rights under the General Data Protection Regulation (GDPR) regarding your Personal Data, as outlined below.

In this section, "Personal Data" and "processing" are defined according to the GDPR, where "Personal Data" refers to information that identifies an individual, and "processing" includes actions like collection, use, storage, and disclosure. Matter Advantage acts as the controller of your Personal Data processed in connection with our Services.

If this section conflicts with any other provision of our Privacy Policy, the more protective terms for Personal Data will prevail. For questions about this section or to determine if these rights apply to you, contact us at support@matteradvantage.com.

Note: If we process Personal Data as a service provider (processor) for our customers, please contact the relevant controller (the entity that originally collected your data) to exercise your rights.

Personal Data We Collect

The “Categories of Personal Data We Collect” section above provides a detailed overview of the types of Personal Data we collect from you.

Personal Data Use and Processing Grounds

The “Our Commercial or Business Purposes for Collecting Personal Data” section above outlines how we use your Personal Data. We process your data only when we have a lawful basis, such as consent, contractual necessity, or legitimate interests, as detailed below.

Contractual Necessity: We process certain data to fulfill our contractual obligations under our Cloud Terms. Without this data, you may not be able to use some or all of our Services.

Legitimate Interest: We process data to further legitimate interests, such as providing and improving our Services, corresponding with you, meeting legal requirements, and completing corporate transactions.

Other Processing Grounds: Occasionally, we may process data to comply with legal obligations or protect vital interests.

EU Data Subject Rights

You have certain rights regarding your Personal Data, including those listed below. For more information or to submit a request, please email us at support@matteradvantage.com. In some cases, we may not be able to fully comply with your request, such as if it is frivolous, impractical, or conflicts with the rights of others, but we will inform you of any such decision. We may also need additional information to verify your identity.

Access: Request details about the Personal Data we hold and obtain a copy.

Rectification: Request corrections or updates to your data.

Erasure: Request deletion of your data from our systems.

Withdrawal of Consent: Withdraw consent where it was previously given.

Portability: Request your data in a machine-readable format or have it transferred to another controller.

Objection: Object to further use or disclosure of your data for certain purposes, like direct marketing.

Restriction of Processing: Request limits on how we process your data.

Right to File Complaint: Lodge a complaint with your country’s supervisory authority.

Transfers of Personal Data

Our Services are hosted and operated in the United States (U.S.), Canada, and in some cases, in the EU, through Matter Advantage. If you reside outside the U.S., please note that U.S. laws may differ from those in your country. By using our Services, you acknowledge that your Personal Data will be transferred to, stored, and processed in the U.S., and potentially other countries. You hereby consent to the transfer of your data to the U.S. pursuant to: (i) a data processing agreement incorporating standard data protection clauses promulgated by the European Commission, a copy of which can be obtained at https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32010D0087 , (ii) binding corporate rules for data protection that align with the GDPR's requirements, or (iii) adherence to an industry- or technology-specific approved code of conduct blessed by the European Commission.

Changes to this Privacy Policy

We're continually improving our Services, so this Privacy Policy may change from time to time. We will notify you of any changes by posting a notice on the Matter Advantage website, sending an email, or other means. Please note that even if you opt out of legal notices via email or do not receive one, you are still responsible for reviewing and understanding the updated Privacy Policy. Continued use of the Services after changes are posted constitutes your acceptance of the revised terms.

Contact Information:

If you have any questions or comments about this Privacy Policy, how we collect and use your Personal Data, or your choices and rights regarding that collection and use, please contact us at support@matteradvantage.com, 343 Soquel Ave. Suite 201, Santa Cruz, CA 95062.