



Chesapeake Technology Inc Software Privacy Policy

This Software Privacy Policy (the “Policy”) applies to products and services of Chesapeake Technology, Inc., a California corporation (“CTI”). CTI is committed to respecting your privacy and recognizes your need for appropriate protection and management of any personal information you share with CTI (“Personal Information”).

What is Personal Information?

Any information that is collected and stored by an agency or company that can be used to identify an individual. For example: a person's name, address, email address, social security number, drivers' license number, mother's maiden name, birthday, debit or credit card number, job title, IP and MAC addresses are widely considered to be Personal Information if they can be linked to other stored data such as a user name. The exact definition differs by country, state, legal jurisdiction.

What are the legal requirements for protecting Personal Information?

Most countries and other jurisdictions require a “Privacy Policy Agreement” if Personal Information is collected and stored by a software company. These countries include the EU, Australia, Canada, UK, US, New Zealand, Singapore, Malaysia, South Vietnam, South Korea, and others. The exact requirements for a Privacy Policy Agreement differ by country and jurisdiction, sometimes significantly. A Privacy Policy Agreement discloses what data are collected and stored, why these data are collected, and how they are used. Generally, a Privacy Policy Agreement is required regardless of whether the platform is a website, a mobile app, or a desktop app.

Personal Information Collected and Stored by CTI

General Customer Data

What Is Collected

CTI collects and stores the following Personal Information while doing business with customers and prospects:

- Company Name and Company address
- Names of individuals within a company who communicate with CTI on matters relating to software specifications, pricing, sales, and technical support.
- Email addresses and phone numbers of said individuals.

Sometimes this data is collected manually during a telephone conversation or email exchange. At other times it is collected automatically such as when a user submits a problem report on our technical support website. In this case, the support request and the IP address from which it originated are stored in our database and are linked to our pre-existing data about the requestor (Company name, user name). If a customer chooses to give us a personal phone number or email address, we will also store that in our database unless specifically requested not to.

Why is it Collected

The Personal Information listed above is collected and stored to enable us to transact normal day to day business with customers and potential customers. In addition, Personal Information we store related to software problems and enhance requests enable us to track problems and issues and to respond to customers in a timely manner.

Some of the Personal Information may be shared with authorized reseller partners of CTI in accordance with their reseller agreements. The sole purpose of sharing this Personal Information is to facilitate renewals of extended maintenance agreements and to better support end customers who purchase SonarWiz products and services via a reseller instead of directly from CTI.



Evaluation License Users

What is Collected

Each time the SonarWiz application runs under a time limited Evaluation License we collect the following Personal Information from the machine on which the software is running:

- IP address
- MAC address of the ethernet adapter
- Cached or user entered evaluation license number

Why it is Collected

We use this Personal Information to monitor the usage of the software during the evaluation period to ensure compliance with the evaluation license agreement. The Personal Information is stored on our server and is used solely for the purpose of ensuring license compliance, and to effectively terminate the license at the end of the evaluation period. It is not used for any other purpose and is not shared with any third party.

Dongle-Free License Users

What is Collected

When the SonarWiz application is activated on a PC under a “dongle-free” license (perpetual or time limited), we collect Personal Information that uniquely identify the specific machine on which the software is running, such as:

- The MAC addresses of all installed ethernet adapters
- The machine name
- The volume ID and/or serial numbers of all installed hard drives.

Periodically, when the SonarWiz application communicates with our server to authenticate the license, pursuant to the terms described in EULA, we collect the IP address of the machine as well as some unique machine identifiers such as machine name.

Why is it Collected

We collect unique machine identifiers when a license is activated on a PC in order to bind the license to that specific PC.

During the periodical license authentication, we collect some machine identifiers and the IP address in order to validate the license against the machine on which it is currently running. The Personal Information is stored on our server and is used solely for the purpose of authenticating licenses and ensuring license compliance. It is not used for any other purpose and is not shared with any third party.

How do we protect your Personal Information?

We implement a variety of security measures to maintain the safety of your Personal Information. We store the payment card information only long enough to enter it into the Converge – Virtual Merchant online payment processing system and then shred any paper documents the same day. If a software maintenance agreement is renewed directly by the customer online, the card number is not visible to us. Information such as end user name, company name, telephone and email are entered in password protected databases such as our proprietary license database, Salesforce CRM and QuickBooks accounting system solely for our own internal use. License information for hardware dongles or electronic license activation keys are encrypted and stored in hidden files. Further details available upon request.



How long do we store your Personal Information?

We will retain your Personal Information for as long as we are doing business with you. We will retain and use your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. Unless otherwise provided in our contract with our customer, if the business relationship or contract terminates, we generally process Personal Information for no more than thirty (30) days after termination and then remove it from our system.

When the Personal Information is credit card information, that information is handled one of two ways. If an online renewal of a software through our websites, the information is entered directly by the customer and sent electronically to the Visa or MasterCard processor and is not visible to or stored by CTI. If the card information is provided in written or verbal form during a call to CTI, the information is entered into the Converge Virtual Merchant card processing system and once payment is processed immediately deleted or shredded.

Particular rights regarding Personal Information

Individuals in certain jurisdictions, such as the European Union, have certain rights under the European Union General Data Protection Regulation (“GDPR”) with respect to their Personal Information, such as rights to access it; correct inaccurate information; object to its collection or use for certain purposes; erase it; restrict its further processing; ask for a copy; withdraw their consent of processing; and file a complaint with the appropriate supervisory authority. We will provide the foregoing access except where the burden or expense of providing access would be disproportionate to the risks to the privacy of the individual in the case in question, or where the rights of persons other than the individual would be violated. Individuals who wish to exercise their legal rights under the GDPR should contact us as described below in the “CONTACTING US” section.

If you choose not to provide the Personal Information to CTI, or remove it from our system, you may be unable to access some or all of our software’s features that involve our interaction with you.

Third Parties

We will not distribute your Personal Information to any third party without your consent, other than as reasonably necessary to provide, maintain and support CTI’s business operations, such as payment processors, web hosting services, or data centers. These companies are authorized to use Personal Information only as necessary to provide these services to CTI.

Merger/Acquisition

If CTI is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our site of any change in ownership or in uses of your Personal Information, as well as any choices you may have regarding your Personal Information.

Changes to this Privacy Policy

If we decide to make a material change our Software Privacy Policy, you will be notified via email and/or post a notice of those changes on our site prior to implementing that change.

Website Privacy Policy

Our Website Privacy Policy, which applies to any person accessing our website, is located [here](http://www.chesapeaketech.com/about/privacy-policy/) or go to <http://www.chesapeaketech.com/about/privacy-policy/>



Contacting us

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__ I HAVE REVIEWED THE FOREGONG SOFTWARE PRIVACY POLICY. I ACKNOWLEDGE THAT (A) MY PERSONAL INFORMATION WILL BE TRANSFERRED TO, AND PERHAPS FROM, CTI'S SERVERS LOCATED IN THE UNITED STATES, (B) THE EUROPEAN UNION DOES NOT CONSIDER THE UNITED STATES TO HAVE DATA PROTECTION STANDARDS EQUIVALENT TO THE EU, (C) ANY TRANSFER OF DATA OVER THE INTERNET OR TELECOMMUNICATION NETWORKS POSES INHERENT RISKS, (D) SUCH TRANSFER IS NECESSARY FOR ENTERING INTO AND PERFORMING MY CONTRACT WITH CTI, AND (E) I EXPRESSLY CONSENT TO SUCH TRANSFER OF PERSONAL INFORMATION.