

This Privacy Policy is meant to help you understand what information we collect, why we collect it, and how you can update and manage your information.

LISTA PRIVACY POLICY

Last Updated April 16, 2021

Lista ("**Lista**") is committed to protecting your privacy. This Privacy Policy explains the data collection and use practices of the www.lista.io website, including any mobile versions, mobile applications, platforms, integrated services, and subdomains (the "**Site**"). By using the Site, you are giving us clear consent to process your personally identifiable information, nonpersonally identifiable information, and any other information that you provide to us for the purposes set forth herein.

1. **Third Party Websites.** The Site may contain links to other websites operated by third parties. Lista is not responsible for the privacy practices or policies of such third parties. This Privacy Policy does not apply to those websites.
2. **Scope of this Privacy Policy.** This Privacy Policy is limited to personal information collected by Lista from users of the Site while they are using the Site. It does not apply to information collected by Lista in any other way, including offline.

3. Non-Personally Identifiable Information.

- 3.1 **Collecting Non-Personally Identifiable Information.** Through use of the Site, certain information about your visit, such as the name of your Internet service provider; mobile network information, including the carrier name and application version; the Internet Protocol (IP) address through which you access the Internet; the date and time you access the Site; the pages you select while navigating the Site; the type of computer operating system; and internet browser type and settings you are using may be collected.
- 3.2 **Using Non-Personally Identifiable Information.** Non-personally identifiable information may be tracked and aggregated to compile statistics and maintain, evaluate, and improve the services offered by Lista. We also use your non-personally identifiable information to ensure our services are working as intended, such as tracking outages or troubleshooting issues that you report to us. We use data for analytics and measurement to understand how our services are used and to optimize product design. Aggregated statistics, which contain no personally identifiable information, may be provided to advertisers or other third parties.

4. Personal Information.

- 4.1 **Collecting Personal Information.** The Site is not set up to automatically collect personally identifiable information except as necessary to provide services to you or as you submit. In some areas of the Site, you will be required to provide certain personally identifiable information. This personally identifiable information typically includes your name, password, title, company or organization name, address, email address, phone number, and any other information you submit.

You may also choose to add payment information to your account. To verify your identity, you may be required to provide a response to one or more identifying questions. On occasion, we may ask you for additional information.

4.2 Using Personal Information. The personally identifiable information collected by Lista will be used to operate the Site; to verify your right to access and use certain information, materials, and services contained on the Site; to assist with customer service and technical support issues; and to further product development and marketing efforts.

4.3 Protecting Personal Information. The personal information you provide when using the Site will be kept confidential and used to support your customer relationship with Lista and to provide services to you. Reasonable and appropriate steps will be taken to ensure that agents and contractors of Lista that are given access to your personal information will keep it confidential and not use it for any purpose other than to carry out the services required.

Circumstances may arise from time to time that require the disclosure of your personal information to third parties for purposes other than to support your customer relationship with Lista and providing services to you, such as in connection with the sale of all or a portion of Lista's business or assets (including customer lists containing personal information) or to comply with judicial or governmental investigations or proceedings.

4.4 Data Protection.

A. California Consumer Privacy Act (CCPA) Compliance. The CCPA is a law that provides California consumers certain rights with respect to their personal information. Specifically, the law requires that businesses subject to the statute grant consumers the ability to request access to and deletion of their data, and the ability to opt out of "sales" of their personal information. The law also restricts how service providers that process personal information on behalf of a business may use that information.

Lista does not sell its customers' or users' personal information.

For more information about how Lista provides individual consumers with the ability to access and request deletion of their personal information under the CCPA, please see [Section 8](#) below (Your California Privacy Rights). If you would like to exercise any of your rights under California law with respect to your personal information, please submit your request by contacting us at help@lista.io.

5. Use of Cookies. A cookie is a message that is sent to your computer from a web server and stored on your computer's hard drive. We may use cookies to track your use of the Site and provide you with a more personalized user experience.

6. Use of Emails. It is essential that Lista be able to contact you by use of emails in order to provide certain of its services. Accordingly, you consent to receive such emails and acknowledge that you cannot 'unsubscribe' from receiving them in the future while still a customer of Lista.

7. **California Do Not Track Notice Disclosures.** Lista does not track our users and visitors over time or across third party websites to provide targeted advertising. Consequently, Lista does not respond to Do Not Track (DNT) signals. Other third party websites may keep track of your browsing activities when they provide you with content, which enables them to customize what they present to you on their websites.

8. **Your California Privacy Rights.** Residents of the State of California, under the California Civil Code, have the right to request from companies conducting business in California, a list of all third parties to which the company has disclosed personal information during the preceding year for direct marketing purposes. Except with respect to the limited exceptions described above, Lista does not share your personal information with any third parties for direct marketing purposes. If you are a California resident and request information about how to exercise your third party disclosure choices, you must send a request to us with a preference on how Lista's response to your request should be sent (email or postal mail).

9. **Children's Online Privacy Protection Act.** Lista does not intentionally collect personally identifiable information about children under the age of 13, and assumes all user accounts are opened by adults. If you are under the age of 18 (but at least 13 years of age) you may use the Site only under the supervision of a parent or legal guardian who agrees to be bound by the Terms of Use and Service posted on the Site (the "**Terms**"). Children under the age of 13 may not use the Site, and parents or legal guardians may not agree to the Terms on their behalf. If you do not agree to (or cannot comply with) any of the Terms, do not use the Site.

10. **Changes to Privacy Policy.** Lista may update this Privacy Policy from time to time without directly notifying you. You are encouraged to periodically review this page to stay informed about how your personal information is being used and protected. Your continued use of the service constitutes your agreement to this Privacy Policy and any updates to it.

If you have any questions regarding the Privacy Policy, please contact Lista by email at help@lista.io.