



LAT-LON L.L.C. PRIVACY POLICY

Effective as of March 1, 2020, Lat-Lon, L.L.C. (“**Lat-Lon**” or “**we**” or “**us**” or “**our**”) has updated its Privacy Policy (“**Policy**”).

1. Introduction

This Policy describes how we collect, use and disclose personal data when you use the following:

- Any website that Lat-Lon operates and which displays or links to this Policy (“website(s)”), including lat-lon.com.
- The Lat-Lon software platform (the “**Lat-Lon Portal**”), a web-based asset management software platform that is available to our customers after they entered into an applicable agreement (each, a “**Customer**”). The [Lat-Lon Portal](#), coupled with a Lat-Lon asset tracking hardware device (“**Lat-Lon Hardware**”, and together with the Lat-Lon Portal, the “**Lat-Lon Solution**”) installed on a Customer’s asset, enables a Customer to manage their assets information in one place and use it to make more informed decisions regarding their assets.

For the purposes of this Policy, “**personal data**” means information or data relating to an identified or identifiable natural person. A person is considered identifiable if they can be identified directly, or indirectly, by reference to an identification number or to one or more factors that indicate their identity.

2. Information Provided to Lat-Lon

Lat-Lon Portal

Information in the Lat-Lon Portal is either entered by you when setting up your account, or is collected by Lat-Lon Hardware, once installed on an asset, and then transmitted to the Lat-Lon Portal.

To use the Lat-Lon Solution, you or another representative from your organization must set up a Lat-Lon account in the Lat-Lon Portal and provide us with certain information such as name, address, phone number, email address, company name, and company website.

We also collect information about an account holder’s activities on Lat-Lon. Lat-Lon provides Customers with the ability to obtain, among other types of data, GPS asset location data, and configurable sensor data. GPS coordinates can be provided to a third party service provider to obtain mapping information without identifying a particular asset, or Customer. We only process personal data about an asset connected to the Lat-Lon Portal when a Customer enters personal data into the Lat-Lon Portal, and only in accordance with the Customer’s written instructions or as required by applicable law.

Asset Data

The Lat-Lon Solution is comprised of: (1) Lat-Lon Hardware that is installed into, or on, an asset that facilitates the extraction of data relating to a particular asset; and (2) the Lat-Lon Portal, a software platform which collects the data transmitted from Lat-Lon Hardware and is made available to Customers in near real-time, depending on configuration. Lat-Lon [Hardware](#) is installed into, or on, an asset that facilitates the extraction of data relating to the asset. Any data that is temporarily stored on

Lat-Lon Hardware is encrypted. Asset data stored on Lat-Lon Hardware is then transmitted to Lat-Lon's servers through secured wireless telecommunications networks and stored on servers, in accordance with the applicable server providers' respective privacy, data handling and data usage policies. To the extent such data includes personal data about you, we only use such data at the direction of the Customer who uses the Lat-Lon Solution to collect personal data about you.

3. Lat-Lon's Use of Information

Lat-Lon Portal

If you create a Lat-Lon Portal account, we use your personal data to provide, maintain, improve, and promote the Lat-Lon Solution. We may also use personal data to enable authorized Customers to access the Lat-Lon Portal, and to send Customers transactional messages in order to respond to comments, questions, and requests or to distribute important Customer information.

Device and Asset Data

If you have installed and operate a Lat-Lon Hardware on an asset connected to the Lat-Lon Portal, we receive personal data about you to the extent you provide such personal data to us, and we process such personal data in accordance with our Customer's written instructions or as required by applicable law. To the extent that personal data about you may be inferred from technical vehicle information collected from Lat-Lon Hardware, we process such personal data in accordance with this Policy.

Lat-Lon's Website, Communications and Support

We also use your personal data to provide customer service and support. Such support may include technical notices, updates, security alerts, and administrative messages. Where permitted by applicable law, we may also send you promotional communications from time to time to inform you of products, services, features, surveys, newsletters, offers, promotions, contests, and events. Information and news about our partners may also be communicated from time to time.

You can opt out of marketing communications at any time by contacting us at: marketing@lat-lon.com or following the unsubscribe or opt-out instructions included in our marketing communications.

Additionally, we use the information to monitor and analyze trends, usage, and activities in connection with our website and your account in order to investigate and prevent fraudulent transactions, unauthorized access to the Lat-Lon Solution, and other illegal activities. We may also use personal data for any other purpose for which we have obtained your consent or where permitted or required by applicable law.

Legal Basis for Processing Personal Data (Applicable to EEA only)

If you are located in the European Economic Area (EEA), Lat-Lon's legal basis for processing the personal data we receive depends on the context in which it is provided to us. In our normal course of business, we will only process personal data that has been sent to us by you or our Customer through: the Lat-Lon website or the Lat-Lon Portal. We will process the personal data sent to us where you have provided your consent (based on Art. 6 of the GDPR) to your data controller or where the processing of the information is necessary for the purposes of the legitimate interests pursued by the controller or by a third party and not overridden by your data protection interests or fundamental rights and freedoms (based on Art. 6 of the GDPR). We may also process your personal data where we have a legal

obligation to collect and process personal data and are the controller in respect of such data (based on Art. 6 of the GDPR), or where the processing is necessary to protect your vital interests or that of another natural person (based on Art. 6 of the GDPR).

In circumstances where we rely on your consent to process the personal data, you have the right to withdraw your consent at any time. However, this may not affect the lawfulness of the processing based on the consent Lat-Lon has received prior to the withdrawal of consent.

If you provide Lat-Lon your personal data to comply with a legal requirement (e.g. Hours of Service) or to perform a contract (e.g. Customer Agreement), we will make this clear to you at the relevant time. Lat-Lon recommends that Customers, users, and resellers take steps to minimize the personal data they ask Lat-Lon to process.

4. Sharing of Information

Service Providers

Lat-Lon may share information, including personal data, with our third party service providers that we engage for providing hosting, for maintenance of our websites, applications, backup, storage, payment processing, analytics, and other services. We do not allow our service providers with whom we share personal data to use that information for marketing or any other purpose other than in connection with the services they provide to Lat-Lon. See Exhibit "A" below for more information.

Complying with the Law and Law Enforcement Requests

In some circumstances, we may receive a request from public authorities to disclose personal data in response to a legally binding request to meet national security or law enforcement requirements. As applicable, we may disclose personal data to comply with subpoenas, court orders, or legal process, or to enforce our legal rights and defend against legal claims. In some cases, we may also share personal data if we believe that illegal or fraudulent activity is or has taken place so that we can investigate, prevent, and take appropriate action regarding such activities that may pose a potential threat to the physical safety of any person, violations of our Customer agreements, or to comply with the law. If your personal data becomes subject to a legal disclosure requirement and we are permitted to do so, we will attempt to notify you of said disclosure, if we have current contact information on file.

Success Stories

From time to time, we may post success stories on our website or in other publicly distributed material that contains personal data. In such cases, we obtain your written consent before posting your name or other personal data with the success story. If you wish to delete or remove your success story, you can contact us at marketing@lat-lon.com.

Lat-Lon Internal Sharing

We may share information, including your personal data, with Lat-Lon affiliates.

Sharing with Consent

We may also share information with third parties when you have provided us with your consent to do so.

5. International Transfers of Data

Lat-Lon stores data about website visitors, Customers, and resellers on servers located in the United States. We may also store data on servers located in other countries from time to time. Lat-Lon and its affiliates operate on a global scale and we may transfer and access such personal data from various parts of the world, including from other countries where Lat-Lon or its affiliates have Customers and operations. Data (including personal data) may be transferred across national boundaries for load balancing, availability, or other reasons.

Personal Data Transfers outside of the EEA (Applicable to EEA only)

To the extent Lat-Lon is a controller of your personal data and you reside in the EEA, please note the following. We may transmit some of your personal data to an international organization or a country where the data protection laws may not provide a level of protection equivalent to the laws in your jurisdiction. As required by applicable law, we will provide an adequate level of protection for your personal data using various means, including, where appropriate:

- relying on a formal decision by the European Commission that a certain country ensures an adequate level of protection for personal data (a full list of such decisions may be accessed online [here](#));
- entering into appropriate data transfer agreements based on language approved by the European Commission, such as the Standard Contractual Clauses (2010/87/EC and/or 2004/915/EC), which are available upon request at [legal @ geotab.com](mailto:legal@geotab.com);
- implementing appropriate physical, technical and organizational security measures to protect Personal Data against accidental or unlawful destruction, accidental loss or alteration, unauthorized disclosure or access, and against all other unlawful forms of processing; and
- taking other measures to provide an adequate level of data protection in accordance with applicable law.

Any onward transfer is subject to appropriate onward transfer requirements as required by applicable law.

6. Communication Preferences

You can choose how we use your personal data to communicate with you through our website, Lat-Lon Solution, or email. You can manage your receipt of marketing and non-transactional communications by clicking an unsubscribe link in emails received from us or you may send a request to: [marketing @ lat-lon.com](mailto:marketing@lat-lon.com).

7. Correcting, Updating, and Removing Your Information

Customers may change or update the information associated with their Lat-Lon accounts by logging into these services and editing their profile. You may request to have personal data that we maintain returned or removed by contacting us. You can also contact our Customer support department. Lat-Lon reserves the right to validate requests to ensure legitimacy. Valid requests will typically be handled within 30 days.

An individual who seeks access to, or wishes to correct, amend, or delete inaccuracies in personal data stored or processed by Lat-Lon may have to direct such inquiries to the appropriate Customer who has

access to Lat-Lon Solution and acts as the data controller. Customers may, if required, then make a request to Lat-Lon who will act on valid requests within 30 days. We retain personal data that we store and process on behalf of Customers, resellers, and website visitors for as long as necessary to provide the Lat-Lon Solution. Information (including personal data) will be retained and used as necessary to enable us to comply with our legal obligations, resolve disputes, support our Customers, and to comply with and enforce our agreements.

We maintain technological and organizational measures intended to safeguard your information. We do this when the information is in transit, in use, and at rest.

Data Retention

Lat-Lon will retain your personal data for as long as needed to fulfill the purposes for which the data was provided. Lat-Lon will delete or anonymize your personal data when we no longer have a legitimate business need for it or in compliance with applicable law. If it is no longer possible to delete it because, for example, it has been backed up in archives, then we will securely store the personal data and isolate it from further processing until deletion is possible.

For personal data that we process on behalf of Customers' users, we will retain such personal data in accordance with the instructions provided to us in the terms of our agreement with them, subject to applicable laws.

Additional Rights for California, EEA and Certain Other Jurisdictions

If you are a resident of California, please view our Supplemental California Consumer Privacy Act Disclosures: [LINK](#).

If you reside in the EEA or certain other jurisdictions, you have the right to exercise additional rights available to you under the local law that applies to you:

- Right of erasure: you may have a broader right to have personal data that we hold about you erased or deleted.
- Right to object to processing: you may have the right to request that Lat-Lon stop processing your personal data.
- Right to restrict processing: you may have the right to request that Lat-Lon limit the processing of your personal data in some circumstances (e.g. where you believe that the personal data we hold about you is inaccurate or was obtained unlawfully).
- Right to data portability: in some limited circumstances, you may have the right to receive a copy of your data in machine readable, commonly used format and to request that we transfer personal data to another controller.

In the event you would like to inquire about exercising these rights, you may contact our privacy officer by emailing us at legal@geotab.com. In order to protect your privacy and that of others, we may take steps to verify your identity and the validity of your request before we comply.

You also have the right to communicate with a data protection authority about our collection and processing of your personal data. You may contact your local data protection authority for more information.

8. Children's Personal Data

We do not knowingly or intentionally collect or process any personal data from children under the age of 13. If you are under the age of 13, do not submit any personal data through our website or the Lat-Lon Solution. Parents and legal guardians are encouraged to monitor their children's internet use and assist in helping us enforce this Policy by teaching their children never to provide personal data through our website or the Lat-Lon Solution. If you have reason to believe that we may have been sent personal data of a child under the age of 13, contact us at [legal @ geotab.com](mailto:legal@geotab.com) and we will use reasonable efforts to delete such information.

9. Assignment or Transfer

If Lat-Lon was to enter into discussions regarding the sale or divestment of all or substantially all of our business, stock, or assets with another entity, we may assign or transfer this Policy as well as your account and related data (including personal data) in accordance with applicable law.

10. Changes to This Policy

If we make any changes to this Policy, we will post an updated policy on our website. You should periodically review this page for the latest information on our privacy practices. The updated Policy will become effective as of the date stated in the Policy and following any additional steps we may be required to take under applicable law.

11. Supplemental Terms and Conditions for Certain Regions

California Consumer Privacy Act (CCPA)

If you are a resident of California, please also view our Supplemental California Consumer Privacy Act Disclosures: [LINK](#).

12. How to Contact Us

If you have questions about this Policy or about Lat-Lon's privacy practices, you can contact us by email at [legal @ geotab.com](mailto:legal@geotab.com) or at:

Lat-Lon, L.L.C.
Attn: Privacy Department
2300 South Jason Street
Denver, Colorado 80223
USA

13. English Version Controls

Non-English translations of the Policy, if any, are provided for convenience only. If any ambiguity or conflict exists between such other translations, this English version will be held as the authoritative version.

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Exhibit "A" - Sub-Processors

Sub-Processors Used by Lat-Lon to Support Lat-Lon Solution	
<ul style="list-style-type: none"> • Solution/Product Support 	HERE North America, LLC
	Salesforce.com
	Kore Wireless Inc.
	Jira (Atlassian)
	Google Cloud Platform
	G-Suite
<ul style="list-style-type: none"> • Customer Support 	Bank of America
	Paya
<ul style="list-style-type: none"> • Marketing and Website 	MailChimp