

Marksman Systems, Inc. Privacy Policy

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Overview

This note explains how Marksman Systems, Inc. protects the data collected from or provided to Marksman by users of Marksman application software found on mobile devices. This policy explains:

1. What the mobile application collects;
2. How Marksman Systems, Inc. uses the information collected;
3. How an end-user can manage, export, or delete their information retained on Marksman IT systems.

Information collected by the mobile application

The Marksman Systems mobile application can be installed on Android or Apple compatible devices. This note refers only to the information collected by using the Marksman mobile application on a mobile device. It does not cover user's actions that have a component performed outside the confines of the running application (e.g. screenshots), nor actions where users may employ phones that have applications installed that monitor and exfiltrate phone activity (e.g. network sniffer).

The Marksman Systems application may be provided any information that is provided to Marksman by Apple App store or Google Play in the process of a user's purchase of the application.

Following a successful purchase, when a user launches the application on a mobile device, Marksman Systems may collect and retain the information listed in this section, depending upon the user's actions while the application is running. While the Marksman application is not running, Marksman Systems software does not collect any information from the mobile device.

The mobile application is designed, when running, to interact automatically with the Marksman Systems Inc. website. The information collected on the mobile device may be retained on the mobile device, transmitted whole or in part (via cryptographic protocol methods) to the website and retained there, or both, depending upon user's actions and configurations.

Upon purchasing the mobile application, the user usually establishes an account with Marksman Systems, at which time Marksman software will collect and retain information as follows (to facilitate use of the application):

- A user-selectable unique username
- A password (passwords are scrambled prior to storage consistent with modern practices)

- Personal Information: the user's first and last names
- Personal Information: the user's gender
- Personal Information: an email address
- Personal Information: a telephone number
- Personal Information: Your native language
- Personal Information: Your handedness (used to tailor training aids)

Following purchase of the application and registration, users launch the application and employ the Marksman application in *capture events*, during which Marksman may collect information. During a *capture event*, the Marksman application will use the mobile device camera and screen to capture information in support of the primary functions of the application, collecting and retaining event information from the mobile device service that accesses camera. The application will process image and camera data information received to produce metadata. The primary functions of the application include recording and processing of images of a specific type, deriving metadata, supporting analytics, and the coordination of logistics of group activities. The application may collect video onto the mobile device, but does not retain video data either on the mobile device nor on the website. The application will retain at most a single image collected at the end of a capture event. The only images retained are those that an algorithm within the application determines support the application's intended usages, or in which the user has enabled a feature (off by default) to capture camera information explicitly without regard to whether the application's intended use criterion was met or not. As an example, the application would not automatically collect a video or an image of a person's face, or an arbitrary scene from nature – such images could only be captured by a user overriding the default settings of the application. The application may also collect the user-selected fields of data listed on the main screen of the display, as well as date, time, and timezone of the capture event.

The application collects and stores location information at the end of each capture event. The location information can be estimated by using satellite navigation systems on the phone, IP address, sensor data found on the mobile device, information about things near your mobile device, such as WiFi hotspots, cell towers, Bluetooth devices, or other methods your mobile devices uses to estimate its location. The location information collected by Marksman Systems will depend on configuration of the mobile device independent of the Marksman application – for instance, most mobile devices allow the user to turn off location services – in such a case, Marksman Systems would not collect location information. Consistent with the above, Marksman Systems application software does not collect location information while the application is not running.

The Marksman mobile application does not have a provision for storing payment information (e.g. credit card number), and does not collect such information.

How Marksman Systems, Inc. uses the Information Collected

Marksman Systems uses the information collected only to support the application and website functions. In short, we use your information that we collect in order to deliver our services that the mobile application you've purchased can provide. This information is available only to Marksman users

and Marksman-affiliated organizations, and not to external entities except as required by law (e.g. legal warrant).

Marksman-affiliated organizations are those that have solicited participation in Marksman Systems activities, and have agreed to use the information for their own purposes only. Only organizations whose primary purpose is to support individual or group participation in the primary intended use of the Marksman application will be invited to apply for membership as, or enrolled as, Marksman-affiliated organizations. For instance, Apple, Google, the New York Times, or General Motors would not be invited to apply as Marksman-affiliated organizations, and data would not be shared with them except by a specific user's intentional action, done at least in part outside the Marksman application.

An Image collected will be used to display the image to a Marksman Systems user or users (in raw or image processed form), to reprocess the image and create new metadata, or to coordinate the logistics of group activities where more than one Marksman Systems capture event is ongoing concurrently. Metadata derived from images, or images, may be shared by Marksman-affiliated organizations.

Metadata derived from the image collected will be used to support Marksman analytics functions including statistical analysis, accounting, and display, with results available to defined subset of Marksman System users and Marksman-affiliated organizations, and not to external parties.

Marksman Systems uses location information to provide association between a capture event and Marksman-affiliated organizations, determining whether that capture event occurred at or very near a Marksman-affiliated organization, which supports portions of the Marksman analytics software on the website. As location is not collected while the application is not running, any location history of Marksman-collected locations could provide no more information than the location of Marksman capture events over time.

Marksman Systems may use portions of data collected by the application, and retained by the website, for display or statistical analysis with results available to Marksman-affiliated organizations.

Where a user has requested to participate in a group activity, the Marksman Systems application may use images and metadata to support the group activity, both with members of the group that the user has joined, and with Marksman-affiliated organizations.

Marksman Systems will not sell or otherwise transfer to external organizations the usernames, first or last names, email addresses, telephone numbers, gender information, images, or metadata it retains in support of the primary function of the application, except as required by law (e.g. legal warrant).

The Marksman Systems application supports the export of Marksman Systems data to social media platforms only when requested by a user. The default for the application is that Marksman Systems information is not shared to social media platforms. Should the user of a Marksman application request the export of a capture event(s) to a social media platform on either an event-by-event basis, or on an ongoing basis, the application would publish images or metadata as requested by the user.

The Marksman website is maintained by a professional Internet hosting service. Marksman may employ the hosting service to service backup requests, provide additional Internet security features, or other IT-related services where a Marksman user's data may be exposed to the hosting service. Such an arrangement is consistent with contemporary information systems practices.

Marksman Systems will comply with all legal orders, warrants, or subpoenas for information.

How the End-User can Manage Their Information Retained on Marksman Systems IT

Deleting the Marksman application will remove the personal information from the mobile device.

Should the user require that the website data collected via the application also be deleted, the website supports a delete-all-user-data function.

We try to ensure that our services protect information from accidental or malicious deletion. Because of this, there may be delays between when you delete something and when copies are deleted from our active and backup systems.