

## Privacy Policy

Effective Date of Privacy Policy: October 1, 2020

### *Your Privacy: Overview*

Capital Valuation Group, Inc. (“CVG”, “we” or “us”) created the website “btavaluation.com” and the BTA+V mobile application (collectively, the “Sites”) knowing that you care about how your personal information is used and shared, and we take your privacy very seriously. By visiting and downloading the Sites, registering with CVG, or using any related services (the “Services”), you agree to this Privacy Policy.

This Privacy Policy covers CVG's treatment of personal information that CVG gathers when you are on the Sites and when you use the Services. This policy does not apply to the practices of third parties that CVG does not own or control, or to individuals that CVG does not employ or manage.

### *Types of Data We Collect*

We only collect personal information that is relevant to the purpose of our Sites. This information allows us to provide you with a customized experience. We collect the following types of information from our users:

#### Business Information

We collect and retain all business information provided to us concerning or related to your business, including information entered online or otherwise submitted by you in connection with your business, including, but not limited to the following:

- Company and business professional contact information, including name, phone number, and e-mail address;
- Financial information typically included in prepared financial statements; and
- Information regarding the financial operations of the company as disclosed to CVG through our valuation questionnaire.

#### Personally Identifiable Information

In order for you to use the Services you must complete a registration form. As part of this registration form, we require certain personal information, including your name, email address and phone number. We collect such personal information from you to provide our Services and to communicate with you with your consent when you register with us. Our collection of personal information from you is limited to information that we require in order to provide our services to you.

#### Automatic Information

We also receive and store certain types of information whenever you interact with us. CVG may automatically receive and record certain "traffic data" on their server logs from your browser and apps including your IP address, cookie information, and the page you requested. CVG may use this traffic data to help diagnose problems with its servers, analyze trends, and administer the website. This does not involve collecting any of your personally identifiable information.

In addition to the "traffic data", CVG may collect information about the device you're using to access the Sites, its operating system, unique device identifier, device settings such as language, and crash data. Which data is specifically collected depends on the type of device and/or system running on that device. This data is again used to help us diagnose problems with the site and/or mobile apps and analyze trends. This does not involve collecting any of your personally identifiable information.

## ***Cookies***

Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser and tell us how and when pages in our website are visited and by how many people. CVG cookies do not collect personal information.

CVG may utilize third-party services to help analyze how our site is used. These services may also use cookies to collect information about visitors to our site (including IP addresses) in an anonymous form that does not include personal information.

The "help" portion of the toolbar on the majority of browsers will direct you on how to prevent your browser from accepting new cookies, how to command the browser to tell you when you receive a new cookie, or how to fully disable cookies.

## ***Use of Data***

CVG may use your information to provide you with requested information; improve our service offering; track and analyze system and site performance; enhance our patented algorithm; or record trends, data elements, and user or site behavior.

CVG may disclose all data and information you provide in connection with a sale, merger or transfer of CVG, so long as the recipient agrees to be subject to the same terms with respect to the use of information as apply to us.

CVG makes a concerted effort to restrict access to your information to those individuals who have a need to know that information to provide information, products or services to you, and to maintain physical, electronic, and procedural safeguards to guard your information.

CVG reserves the right to disclose your information (i) if required to do so by law or legal process, or otherwise requested by any law enforcement officer or agency acting under the color of law; (ii) if necessary or appropriate to protect or defend the rights or property of CVG; or (iii) if necessary or appropriate to act in urgent circumstances to protect the safety or security of the public or of users of the Services.

CVG will not disclose, license, transfer, sell, use, and/or otherwise share any or all data and information you provide us with the public generally.

## ***Security***

While we undertake commercially reasonable efforts to protect your information, we cannot guarantee the security of our servers, the means by which information is transmitted between your computer and our servers, or any information provided to us or to any third party through or in connection with the Services. You provide all such information entirely at your own risk. Your password is an important part of our security system, and it is your responsibility to protect it. You should not share your password with any third party, and if you believe your password or account has been compromised, you should change it immediately and contact us at <https://www.btavaluation.com/contact/> with any concerns.

## ***Access to your Information***

At your request, where the law requires us to do so, we will confirm what personal information we have about you, provide you with information about the ways in which the personal information may have been used or disclosed during the past year, update your information, remove your information, and/or correct any inaccuracies in such personal information. We will make every concerted effort to respond to your request in a timely manner.

You can access and update your personal or business data that we collect and maintain by logging into your account and updating your account at any time.

***Your Acceptance of this Policy and Revisions to this Policy***

We reserve the right to update and revise this Policy at any time. You can determine if this Policy has been revised since your last visit by referring to the “Effective Date of Statement” date at the top of this page. Your use of the Services constitutes your acceptance of the terms of this Policy as amended or revised by us, and you should therefore review this Policy regularly to ensure that you are aware of its terms.