

ONLINE PRIVACY NOTICE

This Online Privacy Notice (the “Notice”) describes how information is collected by and through websites that are owned, operated, or controlled by the Unified Carrier Registration Plan (collectively, the “Sites”), including this web portal for entities which are required to register and submit annual fees in compliance with the Unified Carrier Registration Act of 2005, as amended (the “Act”) (individually, a “Site”). This Notice also describes how that information may be used and shared. By accessing or using any of our Sites, you confirm your consent and agreement to the terms of this Notice as shall be in effect at that time.

For purposes of this Notice, the term “Plan” refers to the Unified Carrier Registration Plan established by the Act. Such term also refers to contractors and service providers engaged by the Plan to support its Sites or other activities, as the context requires. The terms “you”, “your” and “yours” refer to any person or entity who accesses or uses a Site.

This Notice supplements, but does not replace, the general Website Terms of Use for the use of this Site. In the event of a conflict between the terms of this Notice and the terms of the general Website Terms of Use, the terms of this Notice will govern and control with respect to the matters addressed in this Notice. Certain other Sites may have separate privacy notices or terms and conditions that are specific to those Sites, and when you use or access those Sites those separate privacy notices or terms and conditions will apply and will control with respect to the matters addressed therein in the event of a conflict with the terms of this Notice.

Categories of Information We Collect through Our Sites – Personally Identifiable Information and Anonymous Information

We may collect and use both Personally Identifiable Information and Anonymous Information by and through our Sites. For purposes of this Notice, “Personally Identifiable Information” means any information or combination of information that we collect or use by or through a Site that identifies you personally, and “Anonymous Information” means information that we collect or use by or through a Site that does not identify you personally or contain personal identifiers about you. Personally Identifiable Information may include, for example, your name, your email address, or your cell phone number. Anonymous Information may include, for example, information about your device or internet browser, information obtained from cookies that have been placed on your device or internet browser at our Site or at other websites you have visited, demographic information, aggregated information, blind information about how you use our registration service and about the registrations you perform using our service, and other information obtained through your access to or use of a Site that does not identify you personally. We may supplement the information we collect from you with information we receive about you from other sources.

How We Collect, Use, and Share Personally Identifiable Information

We collect Personally Identifiable Information when you use our Site to register and submit annual fees in compliance with the Act. In connection with your use of our Sites and registration service, we may ask for, and you may provide, Personally Identifiable Information in forms, surveys, applications, and online fields, or you may authorize us to collect Personally Identifiable Information from third party sources. Personally Identifiable Information also may result from

registrations and inquiries you make using our Sites. We may use Personally Identifiable Information:

- To respond to your inquiries and requests, and to send you notifications.
- To send administrative information to you, such as information regarding the Site and changes to our terms, conditions and policies.
- To complete and fulfill your registrations and to perform such registration services, to execute inquiries and registrations you have requested, and to provide you with related customer service.
- To verify your identity or location for security purposes.
- To send you information that we believe may be of interest to you.
- For operation and administration of the Plan, including (but not limited to) such purposes as (i) data analysis, (ii) audits, (iii) fraud monitoring and prevention, (iv) enhancing, improving or modifying the registration process, (v) identifying usage trends, and (vi) operating and expanding the Plan's activities.
- As we believe to be necessary or appropriate (i) under applicable law, (ii) to comply with legal process and otherwise to comply with applicable laws, rules, and regulations, (iii) to respond to lawful requests from public and government authorities, (iv) to enforce our terms and conditions, (v) to protect Plan operations, (vi) to protect our rights, privacy, safety or property, and (vii) to allow us to pursue available remedies or limit the damages that the Plan may sustain.

Updating Personally Identifiable Information

Online registrations you perform using our Site generally will allow you to review, update and correct certain Personally Identifiable Information. You may also contact the Plan at 1-833-UCR-PLAN, for information about how to review and update your Personally Identifiable Information.

How We Collect, Use, and Share Anonymous Information

We may collect Anonymous Information:

- Through or from your device or browser or cookies that have been placed on your browser. Certain information is collected by most browsers, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system version and internet browser type and version. We use this information to ensure that the Site functions properly and to maintain security.
- Using pixel tags and similar technologies. Pixel tags (also known as web beacons and clear GIFs) may be used in connection with some Site pages and HTML-formatted email messages in order to, among other functions, track the actions of users and email recipients, and compile statistics about Site use and response rates.
- Using your IP address. Your IP address is a number that is automatically assigned by your internet service provider to the computer or device that you are using. An IP address is identified and logged automatically in our server log files whenever a user visits the Site, along with the time of the visit and the pages that were visited. We use IP addresses for purposes such as calculating Site usage levels, helping diagnose server problems, and administering the Site.

- From you. Information, such as your cell phone number and preferred means of communication, is collected when you voluntarily provide it. Unless combined with Personally Identifiable Information, this information does not identify you personally.
- Using geolocation and other location information transmitted by your device, if you have enabled location services on the device.
- By aggregating information. When we aggregate Personally Identifiable Information about numerous users of our Site, the information does not personally identify you or any other user of the Site (for example, we may aggregate Personally Identifiable Information to calculate the percentage of our users who have a particular telephone area code).

We may use, disclose, and share Anonymous Information as described in this Notice and/or for any other purpose, subject to the requirements and restrictions of applicable law. If we combine Anonymous Information with Personally Identifiable Information (such as combining your name with your geographical location), we will treat that Anonymous Information as Personally Identifiable Information as long as it is combined with Personally Identifiable Information.

Cookies

We use “cookies” to provide you with a better online experience. A cookie is a small text file that can be placed on your system when you visit a website. Cookies allow us to collect both Personally Identifiable Information and Anonymous Information, such as browser type, time spent on a website, pages visited, language preferences, and information about your relationships with us. Cookies allow us to facilitate image changes and collect anonymous aggregate website traffic. Our Site does not require users to accept cookies, and you can set your browser to notify you when you receive a cookie, giving you the opportunity to decide whether or not to accept it. If you choose not to accept cookies, you may experience some reduction in graphics and other functionality.

Use of Information for Advertising; Online Behavioral Advertising

We may use Personally Identifiable Information or Anonymous Information in connection with our online advertising activity. Online advertisements may be in the form of banner ads, splash ads, or other formats. These advertisements may appear at our Site, and we may contract with third party advertising companies to promote our registration service and serve related advertisements on websites and mobile applications that are owned or operated by parties not affiliated with us.

In order to better understand how our registration service may be of interest to you and to tell you about this service, we may from time to time collect information about your online activities over time and across third party websites and online services. We also may engage third party service providers to collect information about your online activities over time and across third party websites and online services when you use our Site. Serving advertisements based on a person’s online activities over time and across third party websites and online services is generally known as “online behavioral advertising.” Here are some tips and other important information regarding online behavioral advertising:

- You can learn about how to exercise choice regarding the collection of information about your online activities by our third party service providers over time and across third party websites and online services by visiting [ads.bridgetrack.com Privacy Policy Statement](https://ads.bridgetrack.com/PrivacyPolicyStatement).
- If you are given an opportunity to opt out from online behavioral advertising and you make an opt-out election, then in order to maintain the opt-out election at our Site and at other websites

that might serve behavioral advertisements on our behalf, your browser must be enabled to accept cookies. If you delete cookies, buy a new device, access our Site or other websites from a different device, login under a different screen name, or change web browsers, you will need to opt out again.

- You also may be able to avoid online behavioral advertising by disabling scripting in your browser. Please check the security settings in your browser to determine the status of scripting settings.
- Some browsers may provide a “do not track” or similar setting. Our Site does not respond to such settings. If you enable such a setting it will not prevent the collection of information about your online activities over time and across third party websites when you visit our Site.
- You should be aware that even if you exercise a choice not to receive targeted advertisements in connection with online behavioral advertising, your election does not necessarily stop the collection of information about your online activities over time and across third party websites and online services for purposes other than online behavioral advertising.
- You may still receive generic advertising (i.e., advertising that is not based on your online activities over time and across third party websites and online services) even if you opt out of online behavioral advertising.

Children’s Online Privacy

Our Sites are not directed to individuals under thirteen (13) years of age, and individuals under the age of 13 years should not provide Personally Identifiable Information through a Site. We do not knowingly collect information from individuals under the age of 13 years.

Security

To protect Personally Identifiable Information, we apply administrative, technical, and physical security measures. These measures include computer safeguards and secured files and buildings. In the event we share information with third party service providers, we restrict the ability of such parties to use or disclose the information we furnish. We also require such parties to apply appropriate security measures to protect information. Unfortunately, no data transmission or storage system can be guaranteed to be absolutely secure, and we disclaim any representation or warranty that our information security systems or those of our service providers are absolutely invulnerable to breach or compromise.

Links to Other Websites

The information and disclosures contained in this Notice apply only to our Sites. If you link to a third party website from our Site, the third party website will not be governed by this Notice. We recommend that you review the internet or online privacy notice for any third party website you visit.

Information about Parties that Are Not Natural Persons

Notwithstanding any term or provision to the contrary in this Notice, any information collected by or through the use of any Site that describes, identifies, or relates to a party that is not a natural person may be used, disclosed, and shared by us for any lawful purpose, subject to the requirements and restrictions of applicable law.

Changes to this Notice

We may make changes or amendments to this Notice in our discretion. Any changes or amendments we make will be effective when we post them at the applicable Site, unless we expressly provide a different effective date. You agree that the posting of such changes or amendments at the applicable Site shall constitute effective notice thereof to you. You agree to review the Notice periodically to ensure that you are familiar with the current terms of the Notice. You acknowledge and agree that any changes we make are binding on you as of the effective date we dictate, but in any event your use of the applicable Site on or after the effective date constitutes your affirmative acceptance of such changes. The effective date set forth at the beginning of this Notice indicates when this Notice was last changed.

Questions about this Notice

If you have questions about this Notice, please call us at 1-833-UCR-PLAN.