

X12, Inc. Privacy Policy

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X12, Inc., its brands, affiliates, subsidiaries, and publisher (“**X12**,” “**we**,” “**our**,” or “**us**”) values your privacy. X12 develops and maintains business-to-business data exchange standards designed to streamline and facilitate consistent electronic interchange of business transactions and is primarily a business-to-business entity servicing various industries and organizations globally.

This Privacy Policy (“**Policy**”) describes how X12 collects, uses, discloses, and otherwise processes personal information described in this Policy, as well as the rights and choices individuals have regarding such personal information. For additional information about the privacy choices you have regarding your personal information, please review the [Your Privacy Choices](#) section below.

By using our Services (as defined below), you agree that your personal information will be handled as described in this Policy. Your use of our Services and any dispute over privacy, is subject to this Policy and our Terms and Conditions, available on the X12 website, including their applicable terms governing limitations on damages and the resolution of disputes.

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1. Scope

Except as otherwise described below, this Policy applies to our personal information processing activities including, but not limited to: visitors of our website where this Policy is posted, including www.x12.org (the “**Site**”); individuals who sign up for our services, or submit applications to access and use certain features of our services; individuals who register for or participate in our events, surveys, research, or promotions conducted or sponsored by us; individuals who subscribe to receive news, information, and marketing communications and other materials from us; current, former, and prospective business partners, and service providers; and individuals who communicate or otherwise interact or engage with us or the services available through our Site or other online services (collectively referred to as the “**Services**”).

2. Personal Information Collected

We collect personal information directly from you, from third-party sources, and automatically through your use of the Services. To the extent permitted by applicable law, we may combine the personal information we collect from publicly available or third-party sources.

Personal Information Collected Directly. While the personal information we collect varies depending upon your use of our Services and our interactions with you, in general, we may collect the following personal information directly from you:

- **Contact Information.** When you contact us, including if you send us a message or sign up to learn more about our Services, we may collect your name, email address, phone number, or other similar identifiers, as well as your message, the nature of your inquiry, and any other information you so choose to provide.
- **Application and Profile Information.** When you submit an application to access and use certain features we offer, or to create an account and profile with us, we may collect your name, address, email address, phone number, contact information and identifiers related to your primary representative, your business industry, sector, and other business-related identifying information, as well as any other information that you otherwise submit in connection with the application and/or your account.
- **Billing Details.** In some circumstances, we and our third-party providers may collect information such as payment type, payment card details, billing information, shipping address, purchasing information, and any other information necessary for facilitating our Services.
- **Communications and Interactions.** When you email, call, or otherwise communicate or interact with us, including if you sign up for our mailing lists, complete forms on our Site, interact with our social media pages, or otherwise engage with us or our sponsored content, we may collect and maintain records of your contact details, communications and interactions, and our responses, if applicable.
- **Responses and Feedback.** If you provide us with feedback, or participate in surveys, questionnaires, or research activities or initiatives conducted by or for us, such as for market research, user satisfaction, or other similar purposes, we may collect your responses and feedback, and any other information you choose to provide.
- **Events and Registration Details.** We also may collect personal information related to your participation in our events, as well as other requests that you submit to us related to such events and our Services. For example, if you register for or attend an event that we host or sponsor, we may collect information related to your registration for and participation in such event.
- **Preferences and Other Requests.** We also may collect information about your preferences, including communications preferences, preferences related to your use of our Services, and any other preferences or requests you provide when interacting with us.
- **Business Development Information.** To assess and pursue potential business opportunities, we may collect and receive personal information about current, former, and prospective business partners, and vendors and service providers, including contact information and other similar identifiers, company and professional-related information, and communications records.

Personal Information Collected from Third Parties. We may also collect and receive certain personal information about you from third party sources, such as business partners, data analytics and marketing providers, operating systems and social media platforms, public databases,

customers, and service providers or other third parties who provide services or perform functions on our behalf. For example, we may collect your name, contact details, and other similar information from other users during the application process if you are listed as a primary representative. In addition, we may collect the following information from third-party sources:

- **Social Media Information.** While using our Services, you may enable or interact with certain social media sharing features. You should check your privacy settings on each social media platform that you connect to our Services to better understand how your personal information may be used, disclosed, or otherwise processed by these platforms.
- **Lead and Prospect Information.** We may receive lead and prospect information from third parties about prospective customers that may be interested in our Services. We may also engage with third parties to enhance or update our customer information. For example, we may receive certain personal information about you from data analytics and marketing providers for marketing and advertising purposes, and for purposes of reaching new customers.

Personal Information Collected Automatically. We may automatically collect or derive personal information about you related to your use of our Services, including through the use of cookies, pixel tags, and other similar technologies. The personal information we may automatically collect includes:

- **Device and Browsing Information.** When you use our Services, we may collect browser type, domain name, page views, access times, date/time stamps, operating system, language, device type, unique ID, Internet service provider, referring and exiting URLs, clickstream data, and other similar device and browsing information.
- **Activities and Usage.** We also may collect activity information related to your use of the Services, such as information about the links clicked, searches, features used, items viewed, time spent within the Services, your interactions with us within the Services, and other similar activity and usage information.
- **Location Information.** We also may collect or derive general location information about you, such as through your IP address. Additionally, with your permission, we may collect geolocation information from your device. You may turn off location data sharing through your device settings.

For more information about our use of cookies and other similar technologies, please see the [Cookies and Other Tracking Mechanisms](#) section below.

3. Purposes for Collecting and Processing Personal Information

Generally, we may collect, use, disclose and otherwise process the personal information we collect for the following purposes:

- **Services and Support.** To provide and operate our Services, manage your application, communicate with you about your use of the Services, provide troubleshooting and technical support, and for similar support purposes, and to otherwise run our day-to-day operations.
- **Analytics and Improvement.** To better understand how users access and use the Services, and for other research and analytical purposes, such as to evaluate and improve the Site, our Services, and business operations, including to develop our Services and its features, and for internal quality control and training purposes.

- **Communication.** To respond to your questions and inquiries, fulfill your requests, send you requested materials and newsletters, as well as information and materials regarding our Services and our offerings. We may also use this information to send administrative information to you, for example, information regarding the Services and changes to our terms, conditions, and policies.
- **Customization and Personalization.** To tailor content we may send or display on the Services, including to offer location customization and to otherwise personalize your experiences and offerings.
- **Marketing and Advertising.** For marketing, advertising, and promotional purposes. For example, to send you promotional information about our Services, the features you use, including information about sales, discounts, and new offerings, as well any other information that you sign up to receive.
- **Research and Surveys.** To seek your feedback, and administer surveys and questionnaires, such as for market research or user satisfaction purposes.
- **Insight Development and Data Enhancement.** We may combine personal information collected through the Services with other information that we or third parties collect about you in other contexts for insight development and data enhancement purposes.
- **Planning and Managing Events.** For event planning and other management-related purposes, such as event registration and attendance, connecting you with other attendees, and contacting you about other relevant events, conferences, or webinars we host or sponsor.
- **Security and Protection of Rights.** To protect the Services and our business operations, our rights and those of our stakeholders and investors, to prevent and detect fraud, unauthorized activities and access, and other misuse of our Site and Services, including where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety or legal rights of any person or third party, or violations of our Terms and Conditions.
- **Compliance and Legal Process.** To comply with applicable legal or regulatory obligations, including as part of a judicial proceeding, to respond to a subpoena, warrant, court order, or other legal process, or as part of an investigation or request, whether formal or informal, from law enforcement or a governmental authority.
- **Auditing, Reporting, and Other Internal Operations.** To conduct financial, tax and accounting audits, audits and assessments of our operations, including our privacy, security and financial controls, as well as for risk and compliance purposes. We may also use personal information to maintain appropriate business records and enforce our policies and procedures.
- **General Business and Operational Support.** To assess and implement mergers, acquisitions, reorganizations, bankruptcies, and other business transactions such as financings, and to administer our business, accounting, auditing, compliance, recordkeeping, and legal functions.

4. Disclosures of Personal Information

We may disclose the personal information we collect for the purposes described above with the following recipients and in the following circumstances:

- **Affiliates and Subsidiaries.** We may disclose the personal information we collect to our corporate affiliates and subsidiaries.

- **Business Partners.** In some circumstances, X12 may partner with other businesses to offer its Services, including to facilitate certain programs or offerings, and we may disclose personal information to those business partners.
- **Vendors and Services Providers.** We may disclose the personal information we collect to vendors and service providers who perform functions on our behalf, such as IT and website hosting, payment processors, product shipment and order fulfillment facilitators, marketing and marketing research providers, customer support, data storage, data analytics providers, auditors, consultants, and legal counsel.
- **Third Party Marketing and Analytics Providers.** We may also disclose your personal information, such as device and browsing, and activities and usage information, and other similar information, to third party marketing and data analytics providers, and other companies who provide marketing, advertising, campaign management, or analytics services on our behalf.
- **In Support of Business Transfers.** If we or our affiliates are or may be acquired by, merged with, or invested in by another company, or if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may disclose or transfer the personal information we have collected from you with or to the other company in accordance with applicable laws. We may also disclose certain personal information as necessary prior to the completion of such a transaction or other corporate transaction such as a financing or restructuring, to lenders, auditors, and third-party advisors, including attorneys and consultants.
- **Compliance and Legal Obligations.** We may also disclose personal information to third parties to the extent required by applicable law and legal obligations. For example, we may disclose information in response to subpoenas, court orders, and other lawful requests by regulators, government entities, and law enforcement, including responding to national security or law enforcement disclosure requirements, or as otherwise required by law or legal process. In addition, we may disclose the names of sweepstakes and contests winners in accordance with applicable law.
- **Security and Protection of Rights.** Where we believe doing so is necessary to protect the Services, our rights and property, or the rights, property, and safety of others. For example, we may disclose personal information to (i) prevent, detect, investigate, and respond to fraud, unauthorized activities and access, illegal activities, and misuse of the Services, (ii) situations involving potential threats to the health, safety, or legal rights of any person or third party, or (iii) enforce, detect, investigate, and take action in response to violations of our Terms and Conditions. We may also disclose personal information related to litigation and other legal claims or proceedings in which we are involved, as well as for our internal accounting, auditing, compliance, recordkeeping, and legal functions.
- **Aggregate and/or Deidentified Data.** Notwithstanding anything else described in this Policy, we may use and disclose aggregate, deidentified, and other non-identifiable data related to our business and the Services with third parties for quality control, analytics, research, development, and other purposes.
- **Other Disclosures.** We may disclose personal information in other ways not described above that we notify you of or that we obtain your consent for, or that are otherwise authorized or required by law.

5. Cookies and Other Tracking Mechanisms

We and our third-party providers and service providers use cookies, pixels, local storage objects, log files, and other mechanisms to automatically collect browsing, activity, device, and similar

information within our Services. We use this information to, for example, analyze and understand how users access, use, and interact with our Services, to identify and resolve bugs and errors in our Services, to assess secure, protect, optimize and improve the performance of our Services, as well as for marketing and analytics purposes, and to personalize content in our Services. To manage your preferences regarding cookies and other similar tracking mechanisms within our Services, please see [Your Privacy Choices](#) below.

Cookies. Cookies are alphanumeric identifiers we transfer to your device's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Services, while others are used to enable a faster log-in process, support the security and performance of the Services, or allow us to track activity and usage data within the Services.

Pixel Tags. Pixel tags (sometimes called web beacons or clear GIFs) are tiny graphics with a unique identifier, similar in function to cookies. While cookies are stored locally on your device, pixel tags are embedded invisibly within web pages and online content. We may use these, in connection with our Services to, among other things, track the activities of users, and help us manage content and compile usage statistics. We may also use these in our emails to let us know when they have been opened or forwarded, so we can track response rates and gauge the effectiveness of our communications.

Local Storage Objects. Local storage is a web storage mechanism that allows us to store data on a browser that persists even after the browser window is closed. Local storage may be used by our web servers to cache certain information in order to enable faster loading of pages and content when you return to our websites. You can clear data stored in local storage through your browser. Please consult your browser help menu for more information.

Third-Party Analytics and Tools. We use third party tools, such as Google Analytics, which are operated by third party companies. These third-party analytics companies may use cookies, pixels, and other similar tools to collect usage data about our Services in order to provide us with reports and metrics that help us evaluate usage of our Services and improve performance and user experiences. To learn more about Google's privacy practices, please review the Google Privacy Policy at <https://www.google.com/policies/privacy/partners/>.

Cross-Device Tracking. We and our third-party providers may use the information we collect about you within our Services and on other third-party websites and services to help us and these third parties identify other devices that you use (e.g., a mobile phone, tablet, other computer, etc.).

Third-Party Advertising. We work with third parties, such as ad networks, analytics, marketing partners, and others ("**third-party ad companies**") to personalize content and display advertising within our Services, as well as to manage our advertising on third-party sites. We and these third-party ad companies may use cookies, pixels tags, and other tools to collect browsing and activity information within our Services (as well as on third-party sites and services), as well as IP address, unique ID, cookie and advertising IDs, and other online identifiers. We and these third-party ad companies may use this information to provide you more relevant ads and content within our Services and on third-party sites, and to evaluate the success of such ads and content.

6. Your Privacy Choices

We make available several ways that you can manage your preferences and privacy choices related to your personal information. Some of these choices are browser and device specific, which means that you may need to set the preference for each browser and device you use to access our Services. In addition, if you delete or block cookies, you may need to reapply these preferences to each browser and/or device used to access our Services. The preferences and privacy choices we make available include:

- **Account and Profile Information.** You can review and update some of the personal information we maintain about you by logging into your account and updating your profile information directly within our Services.
- **Marketing and Other Communications.** We may send periodic promotional emails or other similar communications to you, in accordance with applicable law. You may opt-out of these communications by following the instructions provided to you in the communication. If you opt-out of receiving promotional content from us, we may still send you communications about your account or any services you have requested or received from us. You can also manage your communication preferences in your account settings.
- **Cookie Settings.** To prevent cookies from tracking your activity on our Site or visits across multiple websites, you can set your browser to block certain cookies or notify you when a cookie is set. You can also delete cookies. The “Help” portion of the toolbar on most browsers will tell you how to prevent your device from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to delete cookies. Visitors to our Site who disable cookies will be able to browse the Site, but some features may not function.
- **Do Not Track.** Our Site currently does not respond to “Do Not Track” signals.

7. External Links and Features

Our Services may contain links to third-party websites or features or provide certain third-party connections or integrated services. Any access to and use of such linked websites, features, or third-party services is not governed by this Policy, but instead is governed by the privacy policies of those third parties. We are not responsible for the information practices of such third parties, including their collection, use, and disclosure of your personal information. You should review the privacy policies and terms for any third parties before proceeding to those websites or using those third-party features or services.

8. Children’s Privacy

Our Services are not designed for children, and we do not knowingly collect personal information from children under the age of thirteen. If we learn that personal information has been collected on the Services from persons under the age of 13, then we will take the appropriate steps to delete this information. If you are a parent or legal guardian and you believe we have collected your child’s information in violation of applicable law, please contact us using the contact information in the [Contact Us](#) section below.

9. Security

We have implemented safeguards aimed to protect the personal information we collect from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our best efforts, no data security measures can guarantee security.

10. Changes to this Policy

This Policy is current as of the effective date set forth above. We may change this Policy from time to time, so please be sure to check back periodically. We will post any updates to this Policy on this page. If we make material changes to how we collect, use, or disclose the personal information we have previously collected about you, we will endeavor to provide you prior notice, such as by emailing you or posting prominent notice on our Site or within the Services.

11. Contact Us

If you have any questions or concerns regarding this Policy or our privacy practices, you may contact us at privacy@x12.org.