

# Privacy Policy

BreakPoint Labs is committed to maintaining the accuracy, confidentiality, and security of our website users' personally identifiable information (PII). As part of this commitment, our privacy policy governs our actions as they relate to the collection, use and disclosure of Personal Information. Our privacy policy is based upon the values set by BreakPoint Labs in enabling a more secure cyberspace, as well as all applicable laws and regulations.

## Purpose

This Privacy Policy describes BreakPoint Labs' policies and procedures on the collection, use and disclosure of your information when using <https://breakpoint-labs.com>, and explains your privacy rights and how the law protects you.

BreakPoint Labs uses your PII data to continuously improve the performance and usefulness of the website. By using the BreakPoint Labs' website, you agree to the collection and use of PII in accordance with this Privacy Policy.

## Definitions

For the purposes of this Privacy Policy:

- **Account** means a unique account created for you to access our BreakPoint Labs' website.
- **Affiliate** means an entity that controls, is controlled by or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.
- **Company** (referred to as either "BreakPoint Labs", "the Company", "We", "Us", or "Our" in this Agreement) refers to BreakPoint Labs, LLC, 8116 Arlington Blvd, #255, Falls Church, Virginia, 22042.
- **Cookies** are small files that are placed on your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- **Country** refers to the United States of America (USA)
- **Device** means any device that can access the BreakPoint Labs' website, such as a computer, a cellphone or a digital tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Service** refers to BreakPoint Labs' Website.
- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the

Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.

- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **Website** refers to BreakPoint Labs' website, accessible at <https://breakpoint-labs.com>
- **You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

## Collecting and Using Your Personal Data

### Types of Data Collected

#### Personal Data

While using BreakPoint Labs' website, we may ask you to provide certain PII that can be used to identify and/or contact you. PII may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Usage Data
- Other types of data

#### Usage Data

Usage Data is collected automatically when using BreakPoint Labs' website.

Usage Data may include information such as your device's Internet Protocol (IP) address, browser type, browser version, the pages of the website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access BreakPoint Labs' website by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

We may also collect information that your browser sends whenever you visit BreakPoint Labs' website or when you access the website by or through a mobile device.

#### Tracking Technologies and Cookies

We use cookies and similar tracking technologies to track the activity on the website and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to analyze and improve the performance of BreakPoint Labs' website. The technologies we use may include:

- **Cookies or Browser Cookies.** A cookie is a small file placed on your device. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some parts of BreakPoint Labs' website. Unless you have adjusted your browser setting so that it will refuse cookies, BreakPoint Labs' website may use cookies.
- **Web Beacons.** Certain sections of BreakPoint Labs website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit BreakPoint Labs, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be "persistent" or "session" Cookies. Persistent cookies remain on your computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web browser.

We use both session and persistent cookies for the purposes set out below:

- **Necessary / Essential Cookies**  
Type: Session Cookies  
Administered by: BreakPoint Labs, LLC  
Purpose: These cookies are essential to provide you with services available through the Website and to enable you to use some of its features. They help to authenticate users and prevent fraudulent use of user accounts. Without these cookies, the services that you have asked for cannot be provided, and BreakPoint Labs only uses these Cookies to provide you with those services.
- **Cookies Policy / Notice Acceptance Cookies**  
Type: Persistent Cookies  
Administered by: BreakPoint Labs, LLC  
Purpose: These cookies identify if users have accepted the use of cookies on the Website.
- **Functionality Cookies**  
Type: Persistent Cookies  
Administered by: BreakPoint Labs, LLC  
Purpose: These cookies allow us to remember choices you make when using the Website, such as remembering your login details or language preference. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you use the Website.

## Use of Your Personal Data

BreakPoint Labs may use PII for the following purposes:

- **To provide and maintain our services**, including to monitor the usage of BreakPoint Labs' website.
- **To manage your account** and registration as a user of the BreakPoint Labs' website. The PII you provide can give you access to different functionalities of the website that are available to you as a registered user.
- **To contact you** via email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide you** with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.
- **To manage your requests** to BreakPoint Labs.
- **For business transfers:** We may use your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of BreakPoint Labs' assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which PII held by BreakPoint Labs about our website users is among the assets transferred.
- **For other purposes:** We may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our service, products, services, marketing and your experience.

We may share your personal information in the following situations:

- **With Service Providers:** We may share your PII with service providers to monitor and analyze the use of our website services.
- **For business transfers:** We may share or transfer your PII in connection with, or during negotiations of, any merger or sale of BreakPoint Labs' assets, financing, or acquisition of all or a portion to another company.
- **With Affiliates:** We may share your PII with affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include any subsidiaries, joint venture partners or other companies that BreakPoint Labs controls or that are under common control with BreakPoint Labs.
- **With Your consent:** We may disclose Your PII for any other purpose with your consent.

## Retention of Your Personal Data

BreakPoint Labs will retain your PII only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your PII to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to

comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

BreakPoint Labs will also retain usage data for internal analysis purposes. Usage data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of BreakPoint Labs' website, or BreakPoint Labs is legally obligated to retain this data for longer time periods.

## **Transfer of Your Personal Data**

Your information, including personal data, is processed at the BreakPoint Labs' operating offices and in any other places where the parties involved in the processing are located. It means that this information may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

BreakPoint Labs will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

## **Delete Your Personal Data**

You have the right to delete or request that BreakPoint Labs assist in deleting the personal data that BreakPoint Labs has collected about you.

Please note, however, that BreakPoint Labs may need to retain certain information when we have a legal obligation or lawful basis to do so.

## **Disclosure of Your Personal Data**

### **Law enforcement**

Under certain circumstances, BreakPoint Labs may be required to disclose your personal data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

### **Other legal requirements**

BreakPoint Labs may disclose your personal data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of BreakPoint Labs
- Prevent or investigate possible wrongdoing in connection with the website

- Protect the personal safety of BreakPoint Labs website users or the public
- Protect against legal liability

## **Security of Your Personal Data**

The security of your personal data is important to BreakPoint Labs, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While BreakPoint Labs strives to use advanced means to protect your personal data, we cannot guarantee its absolute security.

## **Children's Privacy**

BreakPoint Labs' website does not address anyone under the age of 13. We do not knowingly collect PII from anyone under the age of 13. If you are a parent or guardian and you are aware that your child has provided BreakPoint Labs with personal data, please contact us. If BreakPoint Labs becomes aware that we have collected personal data from anyone under the age of 13 without verification of parental consent, BreakPoint Labs will take steps to remove that information from our records.

If BreakPoint Labs needs to rely on consent as a legal basis for processing your information and your country requires consent from a parent, BreakPoint Labs may require your parent's consent before we collect and use that information.

BreakPoint Labs does *not* market to children under 13.

## **California Online Privacy Protection Act**

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. – See more at:  
<http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

According to CalOPPA we agree to the following:

Users can visit our site anonymously.

Once this Privacy Policy is created, we will add a link to it on our home page or as a minimum on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy' and can be easily be found on the page specified above.

Users will be notified of any privacy policy changes:

- On our Privacy Policy Page

Users are able to change their personal information:

- By emailing us

How does our site handle 'do not track' signals?

- We honor do not track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

Does our site allow third-party behavioral tracking?

- It's also important to note that we do not allow third-party behavioral tracking.

## **CAN-SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions.
- Process orders and to send information and updates pertaining to orders.
- We may also send you additional information related to your product and/or service.
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CAN-SPAM we agree to the following:

- NOT use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

If at any time you would like to unsubscribe from receiving future emails, you can email us at [info@breakpoint-labs.com](mailto:info@breakpoint-labs.com) and we will promptly remove you from ALL correspondence.

## **Links to Other Websites**

BreakPoint Labs website may contain links to other websites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We use Google AdSense Advertising on our website.

Google, as a third-party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on previous visits to our site and other sites on the Internet. Users may opt-out of the use of the DART cookie by visiting the Google Ad and Content Network privacy policy.

We have implemented the following:

- Remarketing with Google AdSense
- Google Display Network Impression Reporting
- Demographics and Interests Reporting
- DoubleClick Platform Integration

We, along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

Opting out:

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising initiative opt out page or permanently using the Google Analytics Opt Out Browser add on.

## Changes to this Privacy Policy

BreakPoint Labs may update its Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page, including the "Last updated" date at the bottom of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## Contact Us

If there are any questions regarding this privacy policy you may contact us using the information below. <https://www.breakpoint-labs.com/contact>

8116 Arlington Blvd., #255  
Falls Church, VA 22042  
[info@breakpoint-labs.com](mailto:info@breakpoint-labs.com)



(844) HACKME2  
(844) 422-5632

Last updated: July 21, 2023