

Privacy Policy

Last Updated: October 18, 2018

Welcome! The Veristo team at Mile Out Inc. ("Mile Out") recognizes the importance of customer privacy and the need to protect information that website users provide to it. The following privacy policy (the "Privacy Policy") governs the online information collection practices of Mile Out ("Company," "we," or "us") for the veristo.com website (the "Site"). For clarity, Mile Out serves as the data controller for all information related to the Site. Specifically, this Privacy Policy outlines the types of information that we gather about you while you are using the Site, and the ways in which we use this information. This Privacy Policy does not apply to any information you may provide to us or that we may collect offline and/or through other means (for example, via telephone, via email unrelated to the Site, or through the mail).

Please read this Privacy Policy carefully. By visiting and using the Site, you agree that your use of our Site, and any dispute over privacy, is governed by this Privacy Policy. Because the Web is an evolving medium, we will occasionally change our Privacy Policy, in which case we'll post the changes to this Privacy Policy on this Site and revise the "Last Updated" date at the top of the policy to reflect the date of the changes. By continuing to use the Site after we post any such changes, you accept the Privacy Policy as modified.

While our Site is focused on users in the United States of America, in the event that you are a user of the Site in a jurisdiction subject to the European Union's General Data Protection Regulation ("GDPR"), please refer to special GDPR Privacy Policy Addendum ("GDPR Privacy Notice") to this Privacy Policy that supersedes and replaces any conflicting provision of this Privacy Policy.

This Site strives to offer its visitors the many advantages of Internet technology and to provide an interactive and personalized experience. We may use personally identifiable information (including your name, email address, street address, telephone number, and any other personally identifying information) subject to the terms of this Privacy Policy. We will never sell, barter, or rent your email address to any unauthorized third party.

How We Collect and Use Information

We may collect and store personal or other information that you voluntarily supply to us online while using the Site (e.g., while on the Site or in responding via email to a feature provided on the Site). This Site only contacts individuals who specifically request that we do so or in the event that they have signed up to receive free materials from us or have purchased one of our products. This Site collects personally identifiable information from our users during online registration and online purchasing. Generally, this information includes name and email address for registration to receive our free materials and name, postal address, and credit card information when purchasing our products. All of this information is provided to us by you.

We also collect and store information that is generated automatically as you navigate online through the Site. For example, we may collect information about your computer's connection to the Internet, which allows us, among other things, to improve the delivery of our web pages to you and to measure traffic on the Site. We also may use a standard feature found in browser software called a "cookie" to enhance your experience with the Site. Cookies are small files that your web browser places on your hard drive for record-keeping purposes. By

showing how and when visitors use the Site, cookies help us deliver advertisements, identify how many unique users visit us, and track user trends and patterns. They also prevent you from having to re-enter your preferences on certain areas of the Site where you may have entered preference information before. The Site also may use web beacons (single-pixel graphic files also known as “transparent GIFs”) to access cookies and to count users who visit the Site or open HTML-formatted email messages.

We use the information we collect from you while you are using the Site in a variety of ways, including using the information to customize features. We also may provide your information to third parties, such as service providers and contractors, for a variety of purposes. Unless you inform us in accordance with the process described below, we reserve the right to use, and to disclose to third parties, all of the information collected from and about you while you are using the Site in any way and for any purpose, such as to enable us or a third party to provide you with information about products and services. If you do not wish your information to be used for these purposes, you must send a letter to the Online Privacy Coordinator whose email address is listed at the end of this Privacy Policy, requesting to be taken off any lists of information that may be used for these purposes or that may be given or sold to third parties.

Please keep in mind that whenever you voluntarily make your personal information available for viewing by third parties online – for example, on Veristo requests, proposals, proposal selections, contracts, invoices, emails, short message service (“SMS”) messages, other messages, or in other areas – that information can be seen, collected and used by others besides us. We cannot be responsible for any unauthorized third-party use of such information.

The Site may also include links to websites we endorse or sponsor and provides access to products and services offered by third parties, whose privacy policies we do not control. Some of the links we provide are “affiliate links.” This means if you click on the link and purchase the item connected to that link, we will receive an affiliate commission. We are making this disclosure in accordance with the Federal Trade Commission’s 16 CFR, Part 255: “Guides Concerning the Use of Endorsements and Testimonials in Advertising.” When you access another website or purchase third-party products or services through the Site, use of any information you provide is governed by the Privacy Policy of the operator of the site you are visiting or the provider of such products or services.

We may also make some content, products and services available through our Site through cooperative relationships with third-party providers, where the brands of our provider partner appear on the Site in connection with such content, products and/or services. We may share with our provider partner any information you provide, or that is collected, in the course of visiting any pages that are made available in cooperation with our provider partner. In some cases, the provider partner may collect information from you directly, in which cases the Privacy Policy of our provider partner may apply to the provider partner’s use of your information. The Privacy Policy of our provider partners may differ from ours. If you have any questions regarding the Privacy Policy of one of our provider partners, you should contact the provider partner directly for more information.

Be aware that we may occasionally release information about our visitors when release is appropriate to comply with law or to protect the rights, property, or safety of users of the Site or the public.

Please also note that as our business grows, we may buy or sell various assets. In the unlikely event that we sell some or all of our assets, or one or more of our websites, including this

Site, is acquired by another company, information about our users may be among the transferred assets.

How Do We Store Your Information?

Your information is stored at the list server that delivers this Site's free materials and paid products. Your information can only be accessed by those who help manage those lists in order to deliver email to those who would like to receive this Site's free materials and paid products.

All of the free materials, SMS messages, emails, or other messages that are sent to you by this Site include an unsubscribe link in them. You can remove yourself at any time from our free material subscription or mailing list by clicking on the unsubscribe link that can be found in every communication that we send you.

Children's Privacy (under the age of 13)

Mile Out takes children's privacy seriously. We do not seek to collect personal information about children through our Site. If we become aware that a person submitting information through any part of our Site is a child, we delete the information as soon as we discover it and do not use it for any purpose, nor do we disclose it to third parties. Because we do not seek to collect any personal information about children, and we delete information collected inadvertently as soon as we discover that a child has submitted it, we typically retain no information about children that could be reviewed or deleted. If a parent requests review or deletion of information about their child before we have discovered and deleted the information, we will of course honor that request.

Contact Mile Out

Mile Out strives to protect its customer privacy. If you have any questions or concerns regarding our Privacy Policy, please direct them to our Online Privacy Coordinator and Data Protection Officer, Patrick Esposito, Mile Out Inc. via email at privacy@veristo.com or via mail at 3592 Collins Ferry Road, Suite 250, Morgantown, WV 26505.

GDPR Privacy Policy Addendum

Last Updated: October 18, 2018

While the veristo.com website (“Site”) from Mile Out Inc. (“Company,” “we,” or “us”) is focused on users in the United States of America, in the event that you are a user of the Site in a jurisdiction subject to the European Union’s General Data Protection Regulation (“GDPR”), please refer to special GDPR Privacy Notice Addendum (“GDPR Privacy Notice”) to our standard Privacy Policy (“Privacy Policy”) that supersedes and replaces any conflicting provision of this Privacy Policy.

Purpose of GDPR Privacy Notice

This GDPR Privacy Notice provides mandatory information as required under Articles 13 and 14 of the European General Data Protection Regulation 2016/679 (GDPR) regarding the transparency of personal data processing. Definitions of certain terms within this notice are explained in the appendix.

The Data Controller for Personal Data

The Data Controller for the personal data processed by us is the Company, which is operating under the User Agreement of the Site as a contact with the Data Subject. It is this contract which forms the “Legal Basis” for the processing of personal data carried out by the Company in these circumstances.

The Company will also become a Data Controller if it collects additional personal data directly from a Data Subject. In these circumstances, the Company will be acting under a “Legitimate Interest” to legally process the data to fulfil the contractual requirements for you. If applicable, the Company also acts as a Data Controller for any personal data held regarding its own employees, and legally processes this data under its employment arrangements with those Data Subjects.

Your Rights

As a Data Subject you have rights under the GDPR. These rights can be seen below. The Company will always fully respect your rights regarding the processing of your personal data and has provided below the details of the person to contact if you have any concerns or questions regarding how we process your data, or if you wish to exercise any rights you have under the GDPR.

Contact Details

The identity and contact detail for the Data Protection Officer within the Company is:
Patrick Esposito, Chief Executive Officer
Mile Out Inc.
3592 Collins Ferry Road, Suite 250
Morgantown, WV 26505
privacy@veristo.com

Data Protection Principles

The Company has adopted the following principles to govern its collection and processing of Personal Data:

- Personal Data shall be processed lawfully, fairly, and in a transparent manner.
- The Personal Data collected will only be those specifically required to fulfil obligations of the Site. Such data may be collected directly from the Data Subject or provided to the Company via his /her employer. Such data will only be processed for that purpose.

- Personal Data shall only be retained for as long as it is required to fulfil contractual requirements, or to provide statistics to you.
- Personal Data shall be adequate, relevant, and limited to what is necessary in relation to the purposes for which they are collected and/or processed. Personal Data shall be accurate and, where necessary, kept up to date.
- The Data Subject has the right to request from the Company access to and rectification or erasure of their personal data, to object to or request restriction of processing concerning the data, or to the right to data portability. In each case such a request must be put in writing as in Section 3 above.
- The Data Subject has the right to make a complaint directly to a supervisory authority within their own country. The Company's Data Protection compliance is supervised by the Company's Data Protection Officer.
- Personal Data shall only be processed based on the legal basis explained in in this GDPR Privacy Notice, above, except where such interests are overridden by the fundamental rights and freedoms of the Data Subject which will always take precedent. If the Data Subject has provided specific additional Consent to the processing, then such consent may be withdrawn at any time (but may then result in an inability to fulfil Site obligations).
- The Company will not use personal data for any monitoring or profiling activity or process, and will not adopt any automated decision making processes. In the event that automated decision making processes are adopted in the future, which is a right the Company reserves, notice will be provided on the processes and documentation on the processes will be provided by the Company at the request of the Data Subject.

Transfers to Third Parties

To fulfil obligations of the Site for a Data Subject it will in most cases be necessary to process personal data via a third party. Personal Data shall only be transferred to, or processed by, third party companies where such companies are necessary for the fulfilment of the obligations of the Site.

Personal Data shall not be transferred to a country or territory outside the United States of America or European Economic Area (EEA) unless the transfer is made to a country or territory recognized by the EU as having an adequate level of Data Security, or is made with the consent of the Data Subject (including by having accessed the Site subject to the User Agreement, Privacy Policy and GDPR Privacy Notice), or is made to satisfy the Legitimate Interest of the Company in regard to its contractual arrangements with you and our clients that seek to work with you.

Appendix - Definitions of certain terms referred to in the GDPR Privacy Notice

Personal Data:

(Article 4 of the GDPR): "personal data" means any information relating to an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Processing:

(Article 4 of the GDPR): means any operation or set of operations which is performed upon personal data or sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, erasure or destruction.

Legal Basis for Processing:

(Article 6 of the GDPR): At least one of these must apply whenever personal data is processed:

1. Consent: the individual has given clear consent for the processing of their personal data for a specific purpose.
2. Contract: the processing is necessary for compliance with a contract.
3. Legal obligation: the processing is necessary to comply with the law (not including contractual obligations).
4. Vital interests: the processing is necessary to protect someone's life.
5. Public task: the processing is necessary to perform a task in the public interest, and the task or function has a clear basis in law.
6. Legitimate interests: the processing is necessary for the legitimate interests of the Data Controller unless there is a good reason to protect the individual's personal data which overrides those legitimate interests.

Data Controller:

(Article 4 of the GDPR): this means the person or company that determines the purposes and the means of processing personal data.

Data Processor:

(Article 4 of the GDPR): means a natural or legal person, public authority, agency or any other body which processes personal data on behalf of the controller.

Data Subject Rights:

(Chapter 3 of the GDPR) each Data Subject has eight rights. These are:

1. The right to be informed; This means anyone processing your personal data must make clear what they are processing, why, and who else the data may be passed to.
2. The right of access; this is your right to see what data is held about you by a Data Controller.
3. The right to rectification; the right to have your data corrected or amended if what is held is incorrect in some way.
4. The right to erasure; under certain circumstances you can ask for your personal data to be deleted. This is also called "the Right to be Forgotten". This would apply if the personal data is no longer required for the purposes it was collected for, or your consent for the processing of that data has been withdrawn, or the personal data has been unlawfully processed.
5. The right to restrict processing; this gives the Data Subject the right to ask for a temporary halt to processing of personal data, such as in the case where a dispute or legal case has to be concluded, or the data is being corrected.
6. The right to data portability; a Data Subject has the right to ask for any data supplied directly to the Data Controller by him or her, to be provided in a structured, commonly used, and machine-readable format.
7. The right to object; the Data Subject has the right to object to further processing of their data which is inconsistent with the primary purpose for which it was collected, including profiling, automation, and direct marketing.
8. Rights in relation to automated decision making and profiling; Data Subjects have the right not to be subject to a decision based solely on automated processing.