

Baseline Privacy Policy

Last Update: May 12, 2015

Your privacy is important to us, as is your trust in our products and services. For this reason, we strive to maintain the highest standards of decency, fairness, and integrity in all of our operations, including the operation of this website at www.baselinesystems.com, and any derivatives or extensions thereof (the "Site"). Please read this Privacy Statement, which describes the types of information we collect through the Site, and how we use that information.

Purpose

This Privacy Statement is to inform you how we handle personally identifiable information ("Personal Information") and other non-personally identifiable information that we collect through the Site, as well as the choices you can make about the way we use such information. Please note, however, that different policies may apply to Personal Information that you provide to us in the course of purchasing products or software from us and you should receive information about those separate policies at the time of your purchase.

Consent

As a condition to your use of the Site, we require that you accept the practices and policies outlined in this Privacy Statement. By visiting the Site, you expressly acknowledge that you accept these practices and policies, and consent to our collection, use and disclosure of your Personal Information in the manner described in this Privacy Statement. If you do not agree to the terms of this Privacy Statement, please do not use the Site.

How We Collect Information

Users of the Site may be able to request information, submit comments, register for services, inquire about opportunities for employment or engage in other business transactions offered through the Site. If you choose to use the Site, we may collect certain information, including Personal Information, in connection with these and other uses of the Site by you. This information enables us to provide, maintain, and improve the Site and the services that we offer through the Site, to personalize your experience, and to process your requests for information and services.

We may collect non-personally identifiable information through the Site in a number of ways, including tracking your activities through your IP address, page views, geographic location, computer settings, most-recently visited websites, and the services and information that you register to receive through the Site. We may also ask you to provide certain non-personally identifiable information about yourself and your company, or organization, etc.

Additionally, in order to use some features of the Site, you may be required to first supply Personal Information through an online form. The types of Personal Information required to use these features may include your name, credit card information, address, phone number, e-mail address and other basic contact information. All such information provided by you is voluntary, but failure to provide such information may restrict your ability to use certain features of the Site.

How We Use Your Information

In general, we use Personal Information that you provide to us for the purposes for which such Personal Information was provided, including responding to your requests for information and services. Additionally, the information you provide, including Personal Information, may be used by us, our affiliates, our trusted partners and/or our suppliers to offer you products and/or services that are consistent with your preferences or that we believe may be of interest to you, to improve the products and services that are offered to you, to customize your online experience including the advertising and content you see on the Site, to customize and improve the content of our communications, to administer the Site, to enforce our policies, to compile aggregate information for statistical purposes and for advertising, marketing, or product research purposes. We may also disclose your information to our agents, contractors, and other third parties when necessary for them to assist us in connection with the foregoing activities.

We will disclose Personal Information when required to do so by law, for example, in response to a court order or a subpoena. We may also disclose Personal Information in response to a law enforcement agency's request.

In some cases, we may choose to buy or sell assets. In these types of transactions, Personal Information, as well as other information about website users, is typically one of the assets that is transferred. Moreover, if we, or substantially all of our assets, were acquired by a third party, your Personal Information would be one of the assets that is transferred or acquired by the third party. You acknowledge that such transfers may occur, and that any acquirer of us may continue to use your Personal Information as set forth in this Privacy Statement.

If you do not wish to be contacted by us in the future, please let us know by following the instructions set forth in the opt-out section below. We will make reasonable efforts to remove your name and address from future correspondence.

Credit Card Information

Your transaction may be processed by one of our third-party payment vendors. These vendors are payment processors who can process your payment on behalf of Baseline. The vendor which will be used to process your own transaction will depend on the kind of product or subscription you purchase.

Cookies and Other Tracking Devices

We may use cookies on our websites. Cookies are pieces of data assigned by a web server to the browser on your computer, which help us provide you with a better, more personalized, experience on the Site. For example, our website uses "cookies" or other tracking devices to enhance your experience with the Site, to help us measure Site activity, to keep track of your preferences, and to recognize you when you return to the Site. Cookies may also be used to tell us information such as the time and length of your visit, the pages you look at on the Site, the website you visited just before coming to the Site, and the name of your Internet service provider.

You can set your browser to reject cookies. To do so, please refer to your browser Help instructions to learn more about cookies and how to manage their use. Please note, however, that if you choose to reject cookies, you may not be able to use or engage in the services offered through the Site.

We may also use the technology of third-party advertising companies to serve advertisements on other websites and place our listings on search engines. When you click on one of our paid listings, a separate cookie is placed or recognized on your computer's Web browser. Web beacons at the Site are used in conjunction with this cookie to evaluate our online advertising or to tailor promotions and other marketing messages to you.

Outside Links

The Site may contain links to third-party websites not controlled by us or covered by this Privacy Statement. We are not responsible for the privacy practices or the content of such websites, and we recommend that you check the privacy statement of these websites before providing any Personal Information.

Information Security

We recognize the importance of safeguarding Personal Information in our possession from theft, inappropriate use, or improper distribution. Accordingly, we have put in place reasonable physical, electronic, and managerial procedures to safeguard and secure information that we collect through the Site. It should be recognized, however, that no company can perfectly protect Personal Information from unauthorized access due to the open nature of the Internet. By using this website, you acknowledge that you understand and agree to assume these risks.

Children's Privacy

Protecting the privacy of the very young is especially important. For that reason, we do not collect or maintain information at our website from those we actually know are under 13, and no part of our website is structured to attract anyone under 13.

How to Correct or Update Your Information

The Site may permit users to change or modify certain information that they previously provided by sending an email with the corrected information to support@baselinesystems.com.

Unfortunately, to the extent that such information is also stored in other databases, we cannot always ensure that such corrections or deletions will reach the other databases. However, we will use reasonable efforts to remove or correct your information in our records in accordance with your instructions.

How to Opt-Out

You may opt-out of receiving communications from us and our partners by sending an email to unsubscribe@baselinesystems.com.

Public Forums

The Site may make chat rooms, forums, message boards, and/or news groups available to you and other users of the Site. Please remember that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your Personal Information.

Changes to Privacy Statement

Any amendments, modifications, or changes to this Privacy Statement will be posted on the Site and will take effect immediately after they are posted. Collection and use of information, including Personal Information, from that point on will be subject to the new policy and your continued use of the Site following the posting of any amendment, modification, or change will constitute your acceptance thereof. You should check back from time to time to be aware of any changes to the Privacy Statement.

How to Contact Us

If you have any questions about this Privacy Statement or the practices of the Site, you can contact us at:

Baseline Inc
10259 W Emerald St, STE 160
Boise, ID 83704
Phone: 208-323-1634
Fax: 208-323-1834
Email: info@baselinesystems.com
Web: www.baselinesystems.com