

## Loveland Innovations, Inc. Privacy Policy

Last Updated: April 30, 2025

Loveland Innovations, Inc., a Delaware corporation (“**Loveland**”, “**we**” or “**us**”), provides commercial applications and services, including IMGING, to businesses (such as insurance companies, solar companies and providers, and contractors) that allows them to gather data and information about a property location using a web application, unmanned aerial vehicle (UAV) and/or mobile device, and to process and analyze the data gathered from those sources.

We value individual privacy, and we are committed to protecting individuals’ information throughout this process. We are also committed to keeping individuals (“**you**”) informed about how we collect and use information about you.

This Privacy Policy (this “**Policy**”) is provided to inform you about Loveland’s practices regarding collection, use, disclosure, processing and storage of information, and how you can contact us with any questions about our information practices or to access or request changes to information about you.

Please review this Policy carefully to understand our practices, and how we collect, use, share and protect your personal information that is collected by us. If this Policy is unacceptable to you or if you do not agree with our information practices, you may choose not to visit our websites, not to use our apps and not to use any services that we offer.

If you have any questions or concerns that are not addressed here, please contact us at [support@lovelandinnovations.com](mailto:support@lovelandinnovations.com) or as provided in hereafter.

**1. Scope of this Policy.** This Privacy Policy applies to information that we may collect from you through various sources, including those described below.

**Loveland Sites.** We collect information from your use of public websites of Loveland and any Loveland websites that directly link to this Policy (collectively, the “**Sites**”).

**IMGING Account.** To use IMGING or any of the mobile applications published by Loveland (collectively, the “**Apps**”), you must provide information to create an account, that may include your name, email address or other contact information, business name and information, together with any other information provided by you when creating an IMGING account.

**Use of IMGING.** Loveland works with many business using IMGING, including companies in the property insurance, solar and contracting industries. These businesses use IMGING to gather information about certain property locations of their customers. This information may include property owner information, addresses, contact information and images of the property, including image metadata and precise geo-location information from where the image was taken. We also collect information about how you use the Apps, including, flight data, log data (such as your device ID, IP address, browser information and device hardware), usage data, geo-location information and cookie data (see below).

**Other Services.** We may also collect information about you from other features, communications, content, downloads, products or services that are produced, provided, operated or maintained by Loveland or on behalf of Loveland, including your interactions with Loveland personnel (collectively and together with the App and Site, the “**Services**”). This Policy **does not** apply to information collected by third parties, third-party websites, or content or applications of third parties, including any that may be linked to or accessible from the Services.

**Payment Services.** We use a third-party service to process credit card and payment information for any payments made by you. We do not access or store credit card data.

**2. How We Use Information We Collect.** Loveland is not in the business of selling personal data. Loveland uses information that we collect, including personal information about you, only to provide the Services and to continually evaluate and improve the Services we offer.

**General Uses of Information.** We may use personal information about you for the following general purposes:

- To provide our Services according to your requests;
- To present information or content that you may access on via the Services, including personalization of such information and content;
- To process transactions, including financial transactions, related to your use of the Services;
- To communicate with you about your user account or transactions with Loveland and to send you information and announcements about the Services, or about features or improvements;
- To optimize and improve our Services and operations, for example by analyzing usage of or interest in features, identifying areas of interest, providing updates to the Services, or training computer learning, computer vision and other features of the Services;
- To maintain our Services, operations and any content or information provided through our Services;
- To respond to your questions or requests for information, or to fulfill any other purpose for which you provide your information to us through the Services;
- To provide you with information about our Services, or updates, editorial content, industry education, invitations to upcoming events or similar information;
- To detect, investigate and prevent activities that may violate our policies or that may be harmful or illegal;
- To perform statistical, demographic, market or other analyses of users of the Services or to investigate relevant industries and markets;
- To better understand how visitors and users interact with the Services and the performance of the Services, including measuring and monitoring user traffic and using aggregate statistical analysis, which informs future enhancements and changes to the Services, or by combining information collected through the Services with information about our users collected by other means;
- For any other purpose that we might describe at the time we collect your information; and
- For any other purpose with your consent.

**Use of Geographic Location Information.** We may use location information, including information about your geographic location, for the following purposes:

- To verify use of the Services, including flight restrictions;
- To provide personalized content, including information about selected products and services relevant to your location, for example local flight restrictions;
- To maintain, optimize and improve the Services and our operations, including systems administration, troubleshooting, and security purposes; and
- To perform statistical, demographic, market or other analyses of users of our Services.

**Service Providers.** We may share personal information with service providers who process it for us in compliance with this Policy and other appropriate confidentiality and security measures. These service providers may provide us with services globally, including customer service, image processing, 3D model creation, information technology, payments, sales, marketing, data analysis and surveys.

**Personal Information Provided by Enterprise Customer.** We may use your personal information provided by our enterprise customers with whom you have a business relationship, including but not limited to your insurance company, solar provider or contractor, in accordance with this Policy. This Loveland enterprise customer will have the ability to access, disclose, monitor, compile information and generate reports from your personal information using the Services. Use of your personal information will be governed by this Policy and the policy of the Loveland enterprise customer with whom you have a relationship and from whom your personal information was obtained by us.

**Legal Processes.** We may disclose personal information to comply with valid legal processes, such as in response to a court order or subpoena. We will notify you of any legal process seeking to access your personal information unless we are prohibited by law from doing so.

**Disclosures of Statistical or De-Identified Information.** Loveland also uses statistical and aggregate information about users, as well as de-identified information (together referred to as “**aggregate information**”). This aggregate information does not identify you or any specific individuals and could not be traced to you or any specific individuals. We may use and disclose aggregate information without restrictions and for a broad range of purposes, including, without limitation, the following:

- To analyze and share characteristics of users of the Services, which may be used to improve the Services or its features, or to better market the Services; and
- To develop and publish industry research and reports.

**Business Successor.** If we are involved in a merger, acquisition, or sale of assets, we will continue to take measures to ensure that any successor entity receiving your personal information will take appropriate steps to protect it.

**3. Cookies.** Like many websites and applications, Loveland uses cookies and other tracking technologies to help tailor the Services to the needs and interests of users and to improve users’ experience of the Services, as well as for systems administration, troubleshooting, and security purposes. A cookie is a small text file stored on your device or computer when you access the Sites or Apps. These small text files allow the Site or App to recognize your computer or device at the next visit and remember your preferences and information (for example, your login, language, font size and other display preferences). This way, you do not need to re-enter that information whenever you return or browse from one page to another within the Services. Cookies may also be used by a website to collect data about user activity, or how the website is used by visitors. To learn more about management of cookies, see our Cookies Statement at <https://www.lovelandinnovations.com/cookie-statement/>.

We also use Google Analytics, an analytics service provided by Google, in offering our Services. Google Analytics uses cookies and other tracking technologies to help us analyze how users interact with and use the Services, and to compile activity reports and provide other, related services based on users’ activities and usage. The information generated by Google Analytics will be transmitted to and stored by Google

and will be subject to Google's privacy policies (available at <http://policies.google.com/privacy>). To learn more about Google's partner services and to learn how to opt out of tracking of analytics by Google, see <http://policies.google.com/technologies/partner-sites>.

**4. Security.** We have implemented reasonable precautions and follow security best practices to protect your information from loss, misuse and unauthorized access, disclosure, alteration and destruction. We use network security and data encryption standards that follow industry best practices. All network access to your personal information is secured, but please be aware that despite our best efforts, no data security measures can guarantee security. You should take steps to protect against unauthorized access to your information by, among other things, signing off after using a shared computer, choosing a robust password that nobody else knows and keeping your login credentials private.

**5. Children.** The Services are not intended for children under the age of 13 or as defined by applicable local law, and children should not use the Services for any purpose, even with permission of a parent or other responsible adult. If you believe we have collected personal information from a child under the age of 13, please contact us immediately at [support@lovelandinnovations.com](mailto:support@lovelandinnovations.com).

**6. California Consumer Privacy Act.** Loveland intends that this Privacy Policy and our practices comply with the California Consumer Privacy Act ("CCPA"), which requires that we provide California residents with notice that you have the right to:

- Opt-out of the sale of personal information;
- Know about personal information collected, disclosed or sold;
- To request deletion of personal information; and
- To be treated without discrimination should you exercise these rights.

To reiterate our policy stated previously, Loveland does not sell any of your personal information as defined by the CCPA.

To make a request under the CCPA, please contact us at [support@lovelandinnovations.com](mailto:support@lovelandinnovations.com) with the subject line: CCPA.

**7. Contact Us.** Please feel free to contact us with any questions or comments regarding this Privacy Policy or our information practices. You can contact us by email at [support@lovelandinnovations.com](mailto:support@lovelandinnovations.com) or by postal mail at:

Loveland Innovations  
ATTN: General Counsel  
2100 W Pleasant Grove Blvd, Suite 380  
Pleasant Grove, UT 84062