swivelsecure

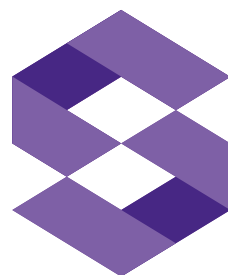# Corporate Brand Guideline

Swivel Brand Guideline, version 2.0 December 2018

Protecting identities with intelligent authentication

swivelsecure

Swivel text

Master Logo: The 'Swivel Master Logo' consists of text and an icon. These elements have a fixed size and position relative to one another, as shown to the right. The 'Swivel Master Logo' exists as a unique set of master artwork and should only be reproduced from this master artwork. The master artwork is available in various electronic formats, including EPS or TIFF for print applications and either a PNG or GIF file format for online applications.

Logo Colour: The 'Swivel Master Logo' colour is Dark Purple C=90 M=99 Y=0 K=0, R=71 G=49 B=146 #473192. Both the text and icon elements of this logo should appear in this colour. The 'Swivel Master Logo' should always appear on a white or light coloured background.
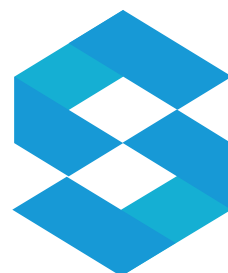
swivelsecure

Swivel icon

Dark Purple: C=90 M=99 Y=0 K=0
R=71 G=49 B=146 #473192

Secondary Logo: The 'Swivel Secondary Logo' consists of text and an icon. These elements have a fixed size and position relative to one another, as shown to the right. The 'Swivel Secondary Logo' exists as a unique set of master artwork and should only be reproduced from this master artwork. The master artwork is available in various electronic formats, including EPS or TIFF for print applications and either a PNG or GIF file format for online applications.

Logo Colour: The 'Swivel Secondary Logo' colour is Primary Blue C=100 M=15 Y=0 K=0, R=0 G=155 B=223 #009bdf Both the text and icon elements of this logo should appear in this colour. The 'Swivel Secondary Logo' should always appear on a white or light coloured background.

Swivel text

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Swivel icon

Primary Blue C=100 M=15 Y=0 K=0, R=0 G=155 B=223 #009bdf

Reversed Logo: The 'Swivel Reversed Logo' version has been created for use on textured or dark coloured backgrounds. A dark coloured background is defined as the tonal equivalent of a tint of black ranging from 40–100% in value. When placing the logo over a picture with a varied background always place the logo in an area where the logo is fully legible.

Greyscale version: The 'Swivel Single Greyscale Logo' version has been created for use ONLY when printing is restricted to one colour. It should never be used in any other non specified colour.

Clear space area: To ensure prominence and legibility, please ensure there is a minimum space around the 'Swivel Master Logo' equivalent of the size of the 'S' grid. Free of any other elements such as type and imagery. This clear space is illustrated to the right.

Minimum size: The minimum size of the 'Swivel Master Logo' is 3cm or 30mm. To specify the size of the product logo measure across the overall width of the logo. This size has been determined to ensure maximum clarity for all elements at small sizes.

Clear space area, equivalent of the size of the 'S' grid

Minimum size 30mm

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Strapline: The strapline that has been chosen to accompany the Swivel Secure brand is 'Protecting identities with intelligent authentication', illustrated to the right. The strapline should appear on the first page or cover of any marketing material and should be depicted as illustrated to the right.

The strapline can appear in one or two lines depending on the space provided. It can also appear in either Swivel's Primary Blue colour or in Swivel's Dark Blue Accent colour. The font used however must always be GT Walsheim Light. The strapline should NOT be reproduced in any other non specified colour or font.

Protecting identities with intelligent authentication

Font GT Walsheim Light

Primary Blue C=100 M=15 Y=0 K=0, R=0
G=155 B=223 #009bdf

Dark Blue Accent C=98 M=95x Y=10 K=1
R=50 G=55 B=137 #323789

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AuthControl Sentry®: Should always be written with a capital letter for the 'A', 'C' and 'S'. 'AuthControl' should be written as one word and 'Sentry' should be the second word. The registered trade mark should also always be used at the end of the product name.

Font: The font used should be GTWalsheim-Light for all printed marketing material. However Verdana and Tahoma may be used for online purposes and instances when the primary front GTWalsheim-Light is unavailable.

Colour: AuthControl Sentry® should always be shown in corporate Dark Grey: C=67 M=54 Y=47 K=43, R=74 G=79 B=84 #4a4f55 unless reversed out on a dark background in which instance white may be used.

AuthControl Sentry®

GTWalsheim-Light

Dark Grey: C=67 M=54 Y=47 K=43
R=74 G=79 B=84 #4a4f55

swivel|secure

AuthControl® MSP: Should always be written with a capital letter for the 'A', 'C' and 'MSP'. 'AuthControl' should be written as one word and 'MSP' should be the second word. The registered trade mark should always appear at the end of 'AuthControl®'.

Font: The font used on all printed material should be GTWalsheim-Light for 'AuthControl®' and GTWalsheim-Medium for 'MSP' and should be illustrated as shown here, right aligned and with the word 'MSP' beneath 'AuthControl®'. 'MSP' should also be 25% smaller than the font size of 'AuthControl®'. For online purposes Verdana and Tahoma may be used.

Colour: The corporate Dark Grey should be used for the text 'AuthControl®' and the Magenta Accent should be used for the text 'MSP'. One section of the accompany triangular graphics should also be in the Magenta Accent colour, as illustrated here, but kept minimal, to not dominate the page.

AuthControl®
MSP

25% Smaller size font than 'AuthControl®'

GTWalsheim-Light

Dark Grey: C=67 M=54 Y=47 K=43
R=74 G=79 B=84 #4a4f55

Magenta Accent: C=30 M=100 Y=0 K=10
R=170 G=12 B=118 #aa0c76

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AuthControl® Enterprise: Should always be written with a capital letter for the 'A', 'C' and 'E'. 'AuthControl' should be written as one word and 'Enterprise' should be the second word. The registered trade mark should always appear at the end of 'AuthControl®'.

Font: Used on all printed material should be GTWalsheim-Light for 'AuthControl®' and GTWalsheim-Medium for 'Enterprise'. It should be illustrated as shown here, right aligned and with the word 'Enterprise' beneath 'AuthControl®'. 'Enterprise' should be 25% smaller a font size than 'AuthControl®'. For online purposes Verdana and Tahoma may be used.

Colour: The corporate Dark Grey should be used for the text 'AuthControl®' and the Green Accent should be used for the text 'Enterprise'. One section of the accompany triangular graphics should also be in the Green Accent colour, as illustrated here, but kept minimal, to not dominate the page.

AuthControl®
Enterprise

25% smaller than the font size of 'AuthControl®'

GTWalsheim-Light

Dark Grey: C=67 M=54 Y=47 K=43
R=74 G=79 B=84 #4a4f55

Green Accent: C=67 M=9 Y=100 K=0
R=97 G=166 B=14 #61a60e

Icons: There are 3 icons which have been created to represent the 3 different AuthControl products illustrated here. The left icon represents AuthControl Sentry®, the middle icon represents AuthControl® Enterprise and the far right icon represents AuthControl® MSP.

Abbreviations: AuthControl Sentry®, AuthControl® MSP and AuthControl® Enterprise all have abbreviated versions. AuthControl Sentry® can be abbreviated to ACS, AuthControl® MSP can be abbreviated to ACM and AuthControl® Enterprise can be abbreviated to ACE.

These abbreviated versions can be used, after one instance of the full product name has been used. For example ACS can be written after one instance of AuthControl Sentry® has been written in the copy.
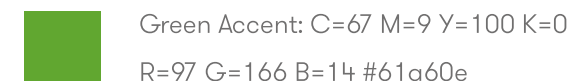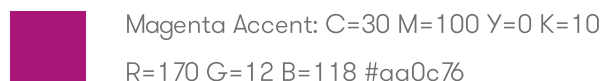
ACS

AuthControl Sentry®

ACE

AuthControl® Enterprise

MSP

AuthControl® MSP

Magenta Accent: C=30 M=100 Y=0 K=10
R=170 G=12 B=118 #aa0c76

Green Accent: C=67 M=9 Y=100 K=0
R=97 G=166 B=14 #61a60e

Icons: There are 3 icons which have been created to represent the 3 different AuthControl products illustrated here. The left icon represents AuthControl Sentry®, the middle icon represents AuthControl® Enterprise and the far right icon represents AuthControl® MSP.

Abbreviations: AuthControl Sentry®, AuthControl® MSP and AuthControl® Enterprise all have abbreviated versions. AuthControl Sentry® can be abbreviated to ACS, AuthControl® MSP can be abbreviated to ACM and AuthControl® Enterprise can be abbreviated to ACE.

These abbreviated versions can be used when size is a limited factor and the symbols representing the versions on the previous page can become distorted.

ACS

ACE

MSP

AuthControl Sentry®

AuthControl® Enterprise

AuthControl® MSP

Magenta Accent: C=30 M=100 Y=0 K=10
R=170 G=12 B=118 #aa0c76

Green Accent: C=67 M=9 Y=100 K=0
R=97 G=166 B=14 #61a60e

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Swivel Brand Guideline: **Colours**

Primary colours: The primary colour to be used in all applications is Primary Blue C=100 M=15 Y=0 K=0, R=0 G=155 B=223 #009bdf

Secondary colours: Secondary colours have been specified to support the primary colour these include; Dark Purple C=90 M=99 Y=0 K=0, R=71 G=49 B=146 #473192 and Lighter Purple C=60 M=68 Y=0 K=0, R=126 G=96 B=166 #7E60A6

Accent colours: Accent colours have also been added to the colour pallet for use to highlight items and make them 'pop out' from the rest of the design. These accent colours include; Dark Blue Accent C=98 M=95 Y=10 K=1, R=50 G=55 B=137 #323789, Light Blue Accent C=31 M=2 Y=0 K=0, R=169 G=218 B=246 #a9daf6, Magenta Accent C=30 M=100 Y=0 K=10, R=164 G=22 B=129 #a4168 and Green Accent C=67 M=9 Y=100 K=0, R=97 G=166 B=14, #61a60e

Dark Purple
C=90 M=99 Y=0 K=0
R=71 G=49 B=146
#473192

Lighter Purple
C=60 M=68 Y=0 K=0
R=126 G=96 B=166
#7E60A6

Green Accent
C=67 M=9 Y=100 K=0
R=97 G=166 B=14
#61a60e

Primary Blue C=100 M=15 Y=0 K=0
R=0 G=155 B=223 #009bdf

Dark Blue Accent
C=98 M=95 Y=10 K=1
R=50 G=55 B=137
#323789

Light Blue Accent
C=31 M=2 Y=0 K=0
R=169 G=218 B=246
#a9daf6

Magenta Accent
C=30 M=100 Y=0 K=10
R=164 G=22 B=129
#a41681

Swivel Brand Guideline, version 2.0 December 2018

Please ensure you use either registered ® or Tradema01. They are protected differently depending on the location.

UK

AUTHCONTROL®

AUTHCONTROL SSO®

AUTHCONTROL DESKTOP®

AUTHCONTROL MOBILE®

PINSAFE®

SWIVEL ONE TOUCH®

AUTHCONTROL SENTRY®

AUTHCONTROLCLOUD®

SWIVEL SECURE®

PINPAD®

USA

AUTHCONTROL SENTRY®

AUTHCONTROL CLOUD®

AUTHCONTROL™

AUTHCONTROL DESKTOP®

AUTHCONTROL MOBILE®

SWIVEL SECURE™

PINPAD®

European Union

AUTHCONTROL DESKTOP®

AUTHCONTROL MOBILE®

PINSAFE®

AUTHCONTROL SENTRY®

AUTHCONTROLCLOUD®

SWIVEL SECURE®

PINPAD®

Switzerland

AUTHCONTROL®

AUTHCONTROL DESKTOP®

AUTHCONTROL MOBILE™

SWIVEL SECURE™

PINPAD®

Japan

PINPAD®

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Offline fonts: GT Walsheim is the font family used for offline use. GT Walsheim Light, Regular and Medium is used in all offline material such as corporate brochures.

Online fonts: Verdana and Tahoma are the font family's used for online use. Verdana Regular, Bold and Tahoma Regular, Bold are used for all online applications such as the company web site.

GT Walsheim Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

GT Walsheim Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

GT Walsheim Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

Verdana:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

Verdana Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

Tahoma:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

Tahoma Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz

Primary Graphic: Here are 2 examples of the primary graphic elements that have been designed to support the Swivel brand. They use the brand's colour palette and are symbolic of the industry of security, networks, integrations and technology.

These graphic elements can be used in part of in full on any promotional material. They are available in various electronic formats, including EPS or TIFF for print applications and either a PNG or GIF file format for online applications.

Secondary Graphic: Here are 3 examples of the secondary graphic elements that have been designed to support the Swivel brand. They can be used to support the Swivel Secure brand in addition to the primary graphic elements on the previous page. They use the brand's colour palette and are symbolic of the industry of security, networks, integrations and technology.

These graphic elements can be used in part of in full on any promotional material. They are available in various electronic formats, including EPS or TIFF for print applications and either a PNG or GIF file format for online applications.

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Icons Set 1: Swivel Secure have a series of Icons as part of their brand to support their marketing proposition. These Icons can be used in any promotional material including print and online advertising.

Set 1 of Swivel Secure Icons include; Single sign-on (SSO), Risk-based authentication, VPN, Cloud, Desktop, Mobile SMS, Mobile App, Token and Image authenticator, illustrated to the right.

These Icons have been produced in Swivel Secure's Primary Blue colour in this instance. However they are also available in a reversed and gradient colour format. These Icons are also available in a variety of electronic formats including EPS, PNG and GIF files.

Cloud	Email	Desktop	Token	Mobile App

Mobile SMS	Single sign-on (SSO)	Risk-based authentication	VPN	Image authenticator

Primary Blue C=100 M=15 Y=0 K=0,
R=0 G=155 B=223 #009bdf

swivel**secure**

Icons Set 2: Swivel Secure have a series of Icons as part of their brand to support their marketing proposition. These Icons can be used in any promotional material including print and online advertising.

Set 2 of Swivel Secure Icons include; Key, On-premise, User, Information, Direct call, Video, Cloud integration, Device integration, Configuration and About.

These Icons have been produced in Swivel Secure's Primary Blue colour in this instance. However they are also available in a reversed and gradient colour format. These Icons are also available in a variety of electronic formats including EPS, PNG and GIF files.
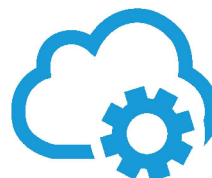
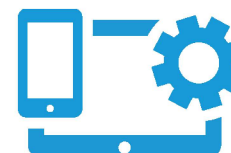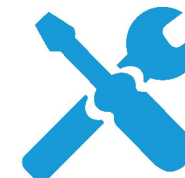| Key	On-premise	User	Information	Direct call

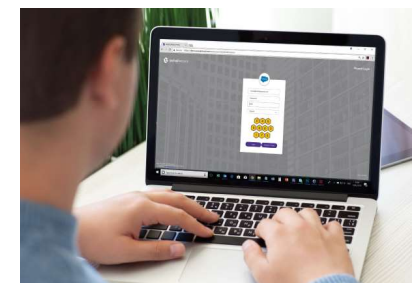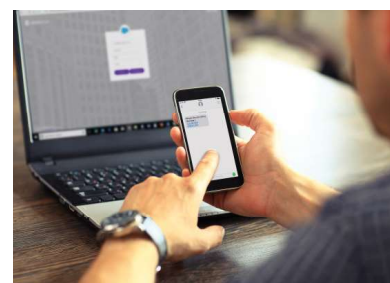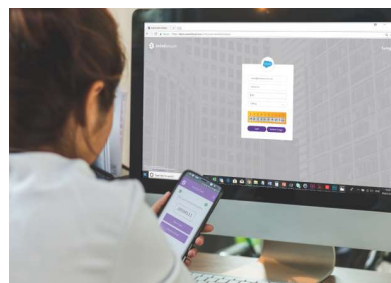| Video	Cloud integration	Device integration	Configuration	About

Primary Blue C=100 M=15 Y=0 K=0,
R=0 G=155 B=223 #009bdf

Imagery:

These image has been designed for use on Swivel promotional material. It reflects the industry of security, networks, connections and technology. It is available in JPEG and TIFF formats.

Verbal brand: It is important for Swivel Secure to outline a verbal brand identity so communication is consistent and coherent. When communicating with anyone about Swivel Secure, please ensure you use the glossary to the right, including any punctuation, so terminology is consistent across the organisation.

Swivel Secure's short description: Swivel Secure is an industry leader in authentication solutions. Founded in 2001, Swivel Secure protects thousands of organizations in over 52 countries. The award winning AuthControl Sentry® delivers multi-factor authentication, combined with risk-based authentication and single sign-on for securely authenticating all applications, both cloud and on-premise.

Multi-factor authentication (MFA): Multi-factor authentication is a security system that requires more than one method of authentication from independent categories of credentials to verify the user's identity for a login. Usage: always use the hyphen. Only abbreviate to MFA once the complete word has been used and shown to abbreviate to MFA.

Single sign-on (SSO): Single sign-on is a property of access control of multiple related, yet independent, software systems. With this property, a user logs in with a single ID and password to gain access to a connected system or systems without using different usernames or passwords. Usage: always use the hyphen. Only abbreviate to SSO once the complete word has been used and shown to abbreviate to SSO.

Risk-based authentication (RBA): Risk-based authentication (also known as adaptive authentication) is a non-static authentication system which takes into account the profile of the agent requesting access to the system to determine the risk profile associated with that transaction Usage: always use the hyphen. Only abbreviate to RBA once the complete word has been used and shown to abbreviate to RBA.

PINpad®: PINpad® is an alternative way of implementing image based authentication. In this model, the user is presented with a scrambled keypad, and they have to click on the images that represent their PIN, rather than perform a one-time code extraction from, for example, a TURing image.

Swivel Secure's active voice: Swivel Secure's verbal brand identity will be in the 'active voice' because it needs to a have strong authoritative voice when communicating about the product offering or ethos of protecting networks, applications and data.

Example of an active voice – Swivel Secure provides the multi-factor authentication platform protecting the sensitive data at Mr Smith's organisation.

Example of a passive voice – The sensitive data was protected by Swivel Secure's multi-factor authentication platform at Mr Smith's organisation.

TURing:
A 10-digit code is presented in the form of a rectangular image, and the user then takes the number represented by their PIN. For example: if their PIN is 1370, then they simply take the 1st, 3rd, 7th, and 10th character to generate the One Time Code (OTC).

PINsafe®:
PINsafe combines the use of PIN, with random 10-digit security strings, to create unique OTCs. The protocol works be sending a 10-digit numeric or alphanumeric string to a user by SMS, Mobile app, email or the TURing image. Usage: always use with the registered superscript R

One-time codes (OTCs):
A One Time Code (OTC) is a password or passcode that can be used once for authentication. After it is used it cannot be used a second time for authentication, and a new One Time Code must be supplied.

Swivel Secure Privacy Policy

Swivel Secure Limited a private limited company registered in England and Wales, whose registered address is Equinox 1, Audby Lane, Wetherby, LS22 7RD (registered company number 04068905) ("Swivel," "We" or "Us"), is committed to respecting the privacy rights of visitors to the Swivel web site at www.swivelsecure.com and our associated customer support portal at supportdesk. swivelsecure.com (the "Site"). While visiting the Site, We may ask you ("You" or "Your") to provide information that personally identifies You ("Personal Information") for purposes of interacting with the Site.

We will take measures to ensure that the Personal Information You submit to Us remains private and is used only for the purposes as set out in this Privacy Policy. To further the protection of Your Personal Information, We have adopted a set of guidelines (outlined below) to describe the Personal Information We collect about You, why We collect it, how We use it and when We share it with third parties.

This Privacy Policy has been developed with the recognition that Internet technologies are rapidly evolving. Accordingly, this Privacy Policy is subject to change without prior notice. Any such changes will be posted on this page. Please see the Effective Date stated at the conclusion of this Privacy Policy.

What kind of information do We collect from You?

Contact us

We only collect Personal Information that You submit to Us via our "contact us" section. The data collected via our form will be Your name, company name, email address, phone number and country. We may also collect your IP address, as set out below.

Demo Registration

Where You wish to set up a demo, We may collect the Personal Information including Your first name, last name, email address, mobile number and company name. These details will be stored for 14 days both locally on Our web server and on our cloud demo server instance to allow the demo to work. After 14 days details stored locally on the web server and on the cloud demo server will be deleted.

How do We use Your Personal Information?

We may use Your Personal Information for the following purposes:

- To manage and administer the Site;
- To improve Your user experience of the Site;
- To provide and improve the services We provide to You;
- To comply with legal obligations imposed on Us under applicable legislation;
- To send you marketing emails; and
- To undertake sales purposed telemarketing.

Our legal basis for processing Your Personal Information

In order to process and use Your Personal Information, we rely on one of more of the following legal bases:

- Processing is necessary for the performance of the services We provide to You; or

- Processing is necessary for the purposes of a legitimate business interest pursued by Us; or

- You have given explicit consent to the processing of Your Personal Information for a specified business purpose, such as marketing.

When might We disclose Your Personal Information?

Except to the extent required by any applicable law or governmental or judicial body, We will not disclose Your Personal Information to any third party other than to (i) a regulator; (ii) to Our sales partners Swivel Secure Europe and Swivel Secure Inc. for the purposes of providing You with services and support; and (iii) third party suppliers, resellers and distributors to enable Us to provide services to You.

We do not provide specific Personal Information to unaffiliated third parties without Your consent. However, We may share aggregate, non-personally identifiable information with our business partners and other affiliated third parties (i.e., the number of users who have visited the Site on a specific day, etc.). Swivel may match aggregated user information with third party data. Also, We may disclose aggregated user statistics in order to describe our services to potential advertisers, partners and other third parties, and for other lawful purposes.

It should be noted, however, that this Privacy Policy only addresses the use and dissemination of information that We collect from You. To the extent that You disclose any information to other parties, through other web sites on the Internet linked to the Site, different policies may apply. Since Swivel Secure does not control the privacy policies of third parties, You are subject to the privacy customs and policies, if any, of that third party, and Swivel Secure shall not be responsible for the use or dissemination of Your Personal Information by that third party. Therefore, We encourage You to ask questions before You disclose Your Personal Information to others.

Transferring Your Personal Information outside of the EEA

To deliver services to You, it is sometimes necessary for Us to share your Personal Information outside the European Economic

Area (EEA), for example with Our resellers located outside of the EEA. These transfers are subject to special rules under European and UK data protection law. These non-EEA countries do not have the same data protection laws as the United Kingdom and EEA. If you would like further information regarding the mechanisms We use to comply with data protection law, please contact Us.

Storage and transfer of Your Personal Information

Your Personal Information is stored in either Microsoft Office 365, our CRM (SalesForce) and Our support software program (Team Support). Access to these systems is limited to registered technology, which must be registered with our Mobile Device Management system. This allows Us to remotely block or wipe the device where your Personal Information is stored should it be lost or stolen. We also hold physical records containing

Personal Information, which are protected by being stored in locked cabinets and by access being limited to authorised personnel only. We also operate a clear desk policy to assist in protecting Personal Information.

We will only hold Your Personal Information for the duration that is necessary to carry out the data processing purposes set out above, or where we are required to store it for longer under applicable laws.

Your rights

Subject to certain limitations, You have the right to:

- Access Personal Information held about You free of charge;

- Restrict Our processing of Your Personal Information if:

  - You contest the accuracy of the Personal Information held by Us (for a period enabling Us to verify the accuracy of the information);

  - Our processing activities are unlawful; or

    Your Personal Information are no longer necessary for the purposes for which it was collected by Us;

- Ask Us to erase Your Personal Information if:

  - We are processing Your Personal Information on the basis of Your consent and You withdraw Your consent to Our processing of Your Personal Information;

  - Your Personal Information have been processed unlawfully by Us;

  - Your Personal Information are no longer necessary for the purposes for which it was collected by Us;

- Ask Us (and third parties to whom We transfer Your Personal Information) to rectify Your Personal Information if it becomes inaccurate;

- Challenge processing which has been

justified on the basis of legitimate interests or in the public interest;

- be notified of a personal data breach which is likely to result in high risk to Your rights and freedoms;
- in limited circumstances, to receive or ask for Your Personal Information to be transferred to a third party in a structured, commonly used and machine readable format;
- request a copy of an agreement under which Personal Information is transferred outside of the EEA; and
- prevent processing that is likely to cause damage or distress to the You or anyone else.

You can exercise these rights at any time by contacting Us at: dataprivacy@swivelsecure.com.

If You believe Our processing of Your Personal Information does not comply with data protection law, You can make a complaint to the Information Commissioner's Office using the following details:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Telephone: 0303 123 1113

Cookies

Our Site uses cookies to distinguish You from other users of our Site. By continuing to use out Site, you are agreeing to Our use of cookies. A cookie is a text file made up of numbers and letters, that a web site can send

to Your browser, which may then be stored on Your computer's hard drive. The Site can only access the information from a cookie sent by the Site. We cannot access other cookies sent by other web sites or the information contained therein. Additionally, We are not provided Your email address or any other information about You through the use of a cookie. The only way We would be provided with such information is if You specifically submit that information to Us.

Why does the Site use cookies?

Swivel uses cookies to track usage of the Site and further customise Your experience when You are visiting the Site. By tracking usage, We can best determine what features of the Site best serve You. No Personal Information is tracked.

swivelsecure

Cookie	Name	Purpose
_hjIncludedInSample	_hjIncludedInSample	This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels. When someone visits swivelsecure.com, we collect details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. We collect this information in a way which does not personally identify anyone. Kept for 365 days. Does not contain any PII.
Google Analytics	_gat	Used by Google Analytics to throttle the number requests being sent. Kept for 1 minute. Does not contain any PII.
Google Analytics	_gid	Used by google analytics to distinguish users. Does not contain any PII just a randomly generated ID. Kept for 24 hours.
Google Analytics	_ga	Used by google analytics to distinguish users. Does not contain any PII just a randomly generated ID. Kept for 2 years.

May I decline to accept a cookie?

You may decline to accept cookies sent by the Site by selecting an option on Your browser to reject cookies. Other sites linked to the Site may also send cookies; however We do not control such activities. If You decline a cookie, You may not be viewing the Site in a way in which it was designed to optimally be presented.

What benefits do I receive from cookies?

Overall, the use of cookies helps to give You a customised experience at the Site. Through the use of cookies, We will know what's working and what's not. That information is then used to keep our Site fresh and relevant to You. Cookies also allow the personalisation of any online services We may provide to You.

Google Analytics

Swivel uses Google Analytics to analyse the activity of users on it's website via

anonymised data. Any personally identifiable information such as a user's IP address is automatically anonymised. Details that are tracked are:

- The total time a user spends on your site;
- The time a user spends on each page and in what order those pages were visited;
- What internal links were clicked (based on the URL of the next pageview);
- The geographic location of the user;
- What browser and operating systems are being used;
- Screen size and whether Flash or Java is installed; and
- The referring site.

IP Addresses

An IP address is a number automatically assigned to Your computer whenever You access the Internet. All computer identification on the Internet is conducted with IP addresses, which allow computers and servers to

recognize and communicate with each other. Swivel does log IP addresses, or the location of Your computer on the Internet, for systems administration and troubleshooting purposes. However, We do not use IP address logs to track Your session or Your behaviour on the Site.

Effective Date and Changes

This Privacy Policy is effective as of May 25, 2018. Swivel reserves the right to modify the terms of this policy at any time and in our sole discretion, by posting a change notice to this page. Your continued use of the Site following our posting of a change notice will constitute binding acceptance of those changes.

Contact Us

Questions, comments, and requests regarding this Privacy Policy are welcomed and should be directed to dataprivacy@swivelsecure.com.