Acumatica Website Privacy Statement

Last Updated: November 2026

Your privacy is important to us. To better protect your privacy Acumatica, Inc. ("**Acumatica**," "**us**" or "**we**") provides this privacy statement ("**Website Privacy Statement**") to explain who we are, how we collect, use and share your personal information and your data protection rights.

When this Website Privacy Statement applies:

This Website Privacy Statement applies to individuals:

- who visit our website, including Acumatica Marketplace, at https://www.acumatica.com, the Vertrax website at https://vertrax.com/, Beacon, at https://beacon.acumatica.com/, and Community Portal, at https://community.acumatica.com/ (the "**Website**");
- who visit or interact with our social media pages;
- who send us communications, or to whom we send communications, about our events, products and services (including by email and phone); and
- who attend or otherwise take part in our events,

(collectively and for the purposes of this Website Privacy Statement, the "**Services**").

This Website Privacy Statement does not apply to any personal information that Acumatica processes when you purchase and use the Acumatica cloud-based enterprise resourcing platform and related services that we provide to our customers. For further information, see our Platform Privacy Statement.

This Website Privacy Statement addresses specific requirements that may apply depending on the country in which you are located and the data protection laws that apply. Please see the heading entitled "Supplemental region-specific privacy requirements" for further information.

Quick Links

If there is a specific section of this Website Privacy Statement that you wish to read, you can most easily navigate to that section by clicking on the appropriate link below.

- Personal information Acumatica collects
- How Acumatica uses personal information
- How Acumatica shares personal information
- Cookies and other technologies
- Data retention
- Third party links
- Privacy Rights
- Minors
- Changes to this Website Privacy Statement
- Contacting us
- Supplemental region-specific privacy requirements

Personal information Acumatica collects

The personal information we collect depends on the context of your interaction with Acumatica and the Services.

Sources of personal information

Information you voluntarily provide

We collect personal information that is necessary to provide the Services you have requested. Some of this personal information is provided by you directly to us, such as when you enter your contact details, contact us through the Services, or request support through the Services.

Automatically Collected Usage and Device Information

Similar to other websites, when you visit the Services we collect information automatically from your web browser, mobile, or other device. In some countries, this information may be considered personal information. Some of this information may be collected using cookies and other technologies, as explained further below under the heading "Cookies and other technologies".

Information from Other Sources

We may obtain personal information about you from third parties such as business partners, contractors, suppliers, marketing service providers, social networks, payment processors, and product vendors where they are lawfully permitted to share this information with us. We, and the third parties we engage, may combine information we collect from you over time, and across the Services, with information obtained from other sources. This helps us improve the overall accuracy and completeness of the personal information, and tailor our interactions with you.

Categories of personal information

The table below describes the categories of personal information we collect from and about you through our Services, as well as the source of that information:

Category of Personal Information	**Description**	**Source**
Contact Data	Name, email address, company, phone number, country, and job title.	Directly from you Third parties
Device and Electronic Identification Data	Internet Protocol ("IP") address, browser type and language, referring/exit pages and URLs, other browser history, platform	Automatic collection

	type, and other information relating to your device.	
Usage Data	Number of clicks, landing pages, the pages you requested and viewed, the amount of time spent on particular pages, the date and time of your visits.	Automatic collection
Communications and Support Data	Content of any communications or support requests you have with us whether online, at our events, or over the phone.	Directly from you
Marketing Data	Email address and marketing preferences Interaction with online content (including social media pages and advertisements)	Directly from you Third Parties
Location Data	Country, time zone, IP address	Automatic collection
Audiovisual Data	Audio and video content if you participate in a sales call or online video meeting with us which we may record (where applicable)	Directly from you
Social Media Data	Content of a post or activity on a social media network that is connected with our Website or our social media pages	Directly from you Third parties

How Acumatica uses personal information

The table below sets out the purposes for which we process your personal information (each a "**Business Purpose**") which may be supplemented with any additional purpose communicated to you at the point your personal information is collected. Where data privacy laws (such as the GDPR) require us to identify a legal basis for such processing, the relevant legal basis for processing your personal information:

Purpose/Activity	Types of Personal Information	Legal Basis
To fulfil or meet the reason you provided the information: such as to send you product and service information	Contact Data Communications and Support Data Marketing Data Audiovisual Data	Legitimate Interests (in providing relevant content and information on our Website and through our Services)
To understand and track how our Website and Services are being used and to improve them: for example, to ensure that content is presented in the most effective manner for you	Contact Data Communications and Support Data Device and Electronic Identification Data Usage Data	Legitimate Interests (in improving our Website and Services)
To provide certain features or functionalities on our Website and the Services, including social media features on our Websites such as the Facebook "like" button or alternative sharing widgets across other social media platforms ("**Social Media Features**"*)	Contact Data Account Login Data Communications and Support Data Device and Electronic Identification Data Social Media Data	Legitimate Interests (to provide certain features or functionalities on our Website and the Services, including Social Media Features)
To send marketing communications and	Contact Data	Legitimate Interests (to send marketing communications to

promotions: for example newsletters, marketing emails, SMS or push notifications, in accordance with your marketing preferences	Marketing Data Device and Electronic Identification Data Location Data	you about our products and Services which may be of interest to you) Consent (where required by applicable law)
For advertising purposes: We use third party service providers to serve advertisements or collect data on our behalf across the internet and on the Services ("**Advertisers**"). Some of these Advertisers may collect your personal information about your visits and your interactions with our Website, products and Services in order to: tailor marketing and advertising messages on the Services or other sites and social media pages; to trigger real-time interactions; measure the effectiveness of their advertisements; personalize or customize the advertisements on the Services; and/or to enhance your profile	Device and Electronic Identification Data Location Data Contact Data Account Login Data Marketing Data	Legitimate Interests (to serve you advertisements about products, features, content, and Services that may be on interest to you on our Services or other sites and social media pages) Consent (where required by applicable law)
To provide you with support, to communicate with you and respond to your inquiries: including to investigate and address your concerns and requests, monitor, generate and improve our responses, and generate business insights and analysis through these customer support interactions including through the use of AI	Contact Data Account Login Data Communications and Support Data	Legitimate Interests (to communicate with you in order to resolve your contact and support requests, improve our responses, and generate business insights and analysis through those interactions
To personalize our Services: for example to deliver content and product and service offerings relevant to your interests,	Contact Data Account Login Data	Legitimate Interests (in providing tailored and relevant content and features relevant to your interests)

including offers and advertisements, through our Services and third-party sites, and via email.	Marketing Data Device and Electronic Identification Data Location Data Usage Data	Consent (where required by applicable law)
To help maintain the safety, security, and integrity of our Services: including to investigate and prevent any illegal activity, fraud, or abuse against our databases, other technology assets, and business	Contact Data Account Login Data Device and Electronic Identification Data Usage Data Location Data Communications and Support Data Audiovisual Data Usage Data Social Media Data	Legitimate Interests (to detect, prevent, mitigate and investigate potential risk, security issues, suspicious activity, as well as fraudulent or unauthorized transactions and breaches of our policies and terms) Compliance with our Legal obligations
For testing, research, analysis, and product development: including to develop and improve our Website, products and Services.	Device and Electronic Identification Data Usage Data Communications and Support Data	Legitimate Interests (to develop and improve our Website and related Services)
For training, quality assurance, and sales improvement purposes: including using third party tools and services, including AI-powered solutions, software-	Contact Data Communications and Support Data Audiovisual Data	Legitimate Interests (to maintain high-quality sales calls and engagements with customers and prospects; provide training and coaching to our sales teams and resellers; generate

based applications, and machine learning based technologies to analyze the transcripts produced from recorded sales calls and online meetings in order to gain better insights into our interactions with our customers and prospects.		automated call transcripts; keep our records up to date (for example, in relation to follow-up meetings, sales opportunities, and updating customer contact details); and improve our sales processes and interactions) Consent (where required by applicable law)
To comply with our legal obligations: including to respond to law enforcement requests and as required by applicable law, court order, or governmental regulations	Contact Data Account Login Data Device and Electronic Identification Data Location Data Marketing Data Communications and Support Data Audiovisual Data Usage Data Social Media Data	Compliance with our Legal obligations Legitimate Interests (including to defend or pursue a dispute or legal proceeding)
To manage event registrations and attendance: including sending events related communications to you	Contact Data Location Data Communications and Support Data Marketing Data Audiovisual Data	Legitimate Interests (to administer our events and send event related communications to you) Consent (where required by applicable law)
In the event of a possible or actual corporate transaction: including to evaluate or conduct a merger, divestiture, restructuring,	Contact Data Account Login Data	Legitimate Interests (including to further our business interests related to a corporate transaction or similar process)

reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets assessed, transferred or liquidated.	Device and Electronic Identification Data Location Data Marketing Data Communications and Support Data Usage Data Audiovisual DataSocial Media Data	

Please note that **Social Media Features are either hosted by the respective social media network or hosted directly on our website. To the extent the Social Media Features are hosted by the respective social media networks and you click through to these from our website, the latter may receive information showing that you have visited our website. If you are logged in to your social media account, it is possible that the respective social media network can link your visit to our websites with your social media profile. Your interactions with Social Media Features are governed by the privacy policies of the companies providing the relevant Social Media Features*.

How Acumatica shares personal information

We may share or disclose personal information for any of the purposes listed above with the following third parties:

Third Party Recipient	**Personal Information**
Group companies and/or affiliates to assist with providing the Services	Contact Data Account Login Data Device and Electronic Identification Data Location Data Marketing Data Communications and Support Data Usage Data Social Media Data

Advertisers such as third-party advertising networks, exchanges, partners, and on social media platforms (like Facebook) to display advertising on our Website or to manage and service advertising on other sites.	Device and Electronic Identification Data Location Data Marketing Data Usage Data Social Media Data
Sponsors of contests, events or promotions for which you register (for example, if you attend an event or webinar hosted by us, or download or access materials on our Website, we may share your data with the sponsors of the event)	Contact Data Account Login Data Location Data Marketing Data
Third-party service providers and vendors assisting us in the operation, management, improvement, research and analysis of our Website Services, including: analytics providers; AI service providers; AI and non-AI powered sales enablement providers; payment processors; and marketing service providers. These third-party service providers may use personal information we provide to them only as instructed by Acumatica	Contact Data Account Login Data Device and Electronic Identification Data Location Data Marketing Data Communications and Support Data Usage Data
Auditors, advisors, legal representatives in connection with the advisory services they provide to us for legitimate business purposes.	Contact Data Account Login Data Device and Electronic Identification Data Location Data Marketing Data Communications and Support Data Usage Data Audiovisual DataSocial Media Data

Government or regulatory bodies, law enforcement authorities, and/or courts pursuant to a lawful request for information (which we may respond to in accordance with applicable laws or regulations)	We may be requested to provide any of the personal information we hold; however, we will seek to limit to disclosures to what is necessary and lawful in the context of the request
An actual or potential buyer (and its agents or advisors) in connection with any actual or proposed purchase, merger or acquisition of any part of our business (provided that we inform the buyer that it must use your personal information only for the purposes disclosed in this Website Privacy Statement)	We may be required to provide any of the personal information we hold in order to effectuate or facilitate a transaction; however, we will seek to limit to disclosures to what is necessary and lawful in the context of the request or as is necessary given the nature of the transaction.
Any other person with your consent to the disclosure	As applicable based on consent

Cookies and other technologies

We use tracking technologies to automatically collect certain technical information from your web browser, mobile, or other device when you visit the Services. Advertisers that we engage may also use cookies, pixels and other technologies to collect your personal information, measure the effectiveness of their advertisements, and personalize the advertisements on the Services. For further information about the types of cookies we use, why, and how you can control cookies, including third party cookies placed by Advertisers, see our Cookie Notice.

Data retention

We will retain your personal information for as long as necessary for the purposes it was collected, or for other essential purposes such as complying with our legal and reporting obligations, resolving disputes, enforcing our agreements, completing any outstanding transactions and for the detection and prevention of fraud.

Third party links

The Website contains links to third party websites and services, including links to social media, payment processors and other business partner websites. We are not responsible for the privacy practices of any external websites or services. The linked websites and services may collect personal information from you that is not subject to our control.

Your privacy rights

If you wish to exercise any rights in relation to the personal information that Acumatica collects and uses about you (including rights of access, correction or deletion, where applicable), please contact us using the details provided below. Acumatica will fulfil any data protection rights requests in accordance with its obligations under applicable data protection laws.

Please see the heading "Supplemental region-specific privacy requirements" for further information about the specific rights you can exercise depending on the territory you are in and the data protection laws that apply.

Minors

The Services are not intended for anyone under the age of 18, and we do not intend to, or knowingly, collect or solicit personal information online from anyone under the age of 18. Accordingly, we do not knowingly "sell" or disclose personal information of anyone under the age of 18. If you are a parent or guardian and you believe we have collected information from your child in a manner not permitted by law, contact us using the contact details provided below under the "Contact Us" section. Acumatica will delete any personal information which it becomes aware it has received from a minor in accordance with applicable laws.

Changes to this Website Privacy Statement

Acumatica will occasionally update this Website Privacy Statement to reflect changes in services, laws and regulations, or privacy practices, as well as customer feedback. When Acumatica posts changes to this Website Privacy Statement, the "last updated" date at the top of this Website Privacy Statement will be revised. If there are material changes to this Website Privacy Statement or in how Acumatica will use your personal information, Acumatica will notify you by prominently posting a notice of such changes prior to implementing the change. Acumatica encourages you to periodically review this Website Privacy Statement to be informed of how Acumatica is protecting your personal information.

Contacting Us

Acumatica welcomes your comments regarding this Website Privacy Statement. If you have questions about this Website Privacy Statement, please contact Acumatica at:

Email: privacy@acumatica.com

Phone: 1-888-228-8300

Mail: Acumatica, Inc.

Attn: Acumatica Privacy

3075 112th Avenue NE, Suite 200

Bellevue, WA 98004

USA

Supplemental region-specific privacy requirements

European Economic Area ("EEA") and United Kingdom (UK)

If you are located in the EEA or the UK, the following will be incorporated into the Website Privacy Statement:

Legal basis for processing

If you are a resident of the EEA or the UK, we are required to explain the legal basis for processing your personal information. Our legal basis for collecting and using the personal information described above will depend on the personal information concerned and the specific context in which we collect it. The legal basis we rely upon for each of our processing purposes can be found above, in section 2 ("*How Acumatica uses personal information*"). For more general information about each of the legal bases on which we rely, please see below:

- **Consent**: we may use your personal information when we have your explicit consent to do so, where required or permitted under applicable law.

- **Legitimate Interests**: we may use your personal information when the processing is in our legitimate interests or the legitimate interests of a third party. Where we rely on legitimate interests, we have provided further details of the interest in question, above. Before relying on legitimate interests, we have assessed that these legitimate interests are not overridden by your data protection interests or fundamental rights and freedoms.

- **Performance of a contract with you**: we may use your personal information in order to perform our obligations and otherwise fulfil a contract with have entered into with you.

- **Compliance with our legal obligations**: we may use your personal information in order to comply with a legal obligation under applicable laws, or to protect your vital interests or those of another person. If we ask you to provide personal information to comply with a legal requirement, we will make this clear at the relevant time and advise you whether the provision of personal information is mandatory or not (as well as of the possible consequences if you do not provide your personal information).

For further detailed information about our legal basis for processing your personal information specific to each category of personal information, please see the section *How Acumatica uses personal information* above.

If you have questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us using the contact details provided under the "Contacting us" heading above.

International Data Transfers

Your personal information may be transferred to, and processed in, countries other than the country in which you are resident. These countries may have data protection laws that are different to the laws of your country and in some cases, may not be as protective.

Specifically, Acumatica is headquartered in the United States and we largely manage our Services from this location. The data for our Services (including personal information processed in connection with the Services) is hosted in the US, Canada and the UK with data back-ups hosted in other locations. This means

that when we collect your personal information we will access it from and process it in the US and the other locations specified. Our service providers, who process personal information to help us provide the Services, may be located around the world. Whenever your personal data is transferred by Acumatica to a jurisdiction outside of the EEA or UK to a jurisdiction which is not recognised as being "adequate" by the European Commission of UK Government, we have implemented appropriate safeguards, including entering Standard Contractual Clauses approved by EEA and UK authorities where necessary to require that your personal information will remain protected in accordance with this Website Privacy Statement and applicable data protection laws. If you have any questions about our use of Standard Contractual Clauses, please contact us using the details set out in this Website Privacy Statement.

Specific rights for UK and EEA based visitors

You may have the following data protection rights:

- To **access, correct, update or request deletion** of your personal information, **object to processing** of your personal information, ask us to **restrict processing** of your personal information or **request portability** of your personal information. You can exercise these rights by contacting us using the contact details provided under the "Contacting us" heading above.

- To **opt-out of marketing communications** we send you at any time. You can exercise this right by clicking on the "unsubscribe" or "opt-out" link in the marketing e-mails we send you. To opt-out of other forms of marketing (such as postal marketing or telemarketing), please contact us using the contact details provided under the "Contacting us" heading above.

- If we have collected and process your personal information with your consent, then you can **withdraw your consent** at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

- If you have a complaint about our handling of your personal information or the administration of your rights, you can submit a complaint to us any time by sending an email to privacy@acumatica.com. You also have the right to **complain to a data protection authority** about our collection and use of your personal information. For EEA residents please use the following website: https://edpb.europa.eu/about-edpb/board/members_en. UK residents should contact the ICO whose contact details can be found at www.ico.org.uk.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws. If you request to exercise your rights above, we may require verification of your identity before we respond to any such request. Any requests to exercise the above-listed rights may be made on the Privacy Choices Page or by sending an email to privacy@acumatica.com.

The data controller of your personal information is Acumatica, Inc. who can be contacted using the contact details set out in this Website Privacy Statement.

California

If you are using the Services as a Californian resident, the following will be incorporated into the Website Privacy Statement:

Categories of personal information we collected about California residents

In the preceding twelve (12) months, we have collected the following categories of personal information:

	Category of personal information	Do we collect?	Do we disclose for Business Purposes?
A.	**Name, contact information, and other identifiers** such as a real name, alias, address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, or other similar identifiers.	Yes	Yes
B.	**Personal information categories listed in the California Customer Records statute,** such as name, signature, physical characteristics or description, address, telephone number. Some personal information included in this category may overlap with other categories.	Yes	Yes
C.	**Characteristics of protected classifications under California or federal law,** such as race, color, sex, age, religion, national origin, and disability.	Yes	Yes
D.	**Commercial information** such as records of products or services purchased, obtained, or considered, or other purchasing or use histories or tendencies.	Yes	Yes
E.	**Biometric Information** such as physiological or behavioral characteristics that can be used alone or in combination with each other to establish individual identity, including facial recognition (subject to applicable laws and where relevant to the Services we provide to you).	Yes	Yes
F.	**Usage data** such as internet or other electronic network activity information, including, but not limited to, browsing history, clickstream data, search history, information regarding a resident's interaction with an internet website, application, or advertisement.	Yes	Yes
G.	**Geolocation data** such as precise geographic location information about a particular individual or device.	Yes	Yes

H.	**Audio, video, sensory and other electronic data**: audio, electronic, visual, or similar information such as, video footage, photographs, and call recordings.	Yes	Yes
I.	**Professional or employment-related information**, such as current or past job history or performance evaluations.	Yes	Yes
J.	**Non-public education information**, such as education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	Yes	Yes
K.	**Profiles and Inferences** such as inferences drawn from Personal Information to create a profile reflecting a resident's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.	Yes	Yes
L.	**Information qualified as "sensitive personal information" under California law,** such as social security number, driver's license, state identification number, passport number, financial information, precise geolocation, racial and ethnic origin (when hired for a position), the contents of communications where Acumatica is not an intended recipient, personal information collected and analyzed concerning health and other similar information.	Yes	Yes

If you have specific questions about the personal information that we collect about you or would like to exercise any of your privacy rights, please see the section below titled "**Exercising Your Rights**" for the different ways you can contact us.

Categories of sources of personal information that we collect

- Directly from you. For example, when you create an account with us, make a purchase, browse our Website, visit or interact with our third-party social media pages or services, attend or take part in one of our events, or apply for or accept an employment position with us.at
- Directly and indirectly from activity on our Services, and third party social media pages and other services. The section "*Automatically Collected Usage and Device Information*" above describes the types of data that we collect.
- Social networks.
- Advertising companies.
- Service providers who provide services on our behalf such as those used to fulfill orders, process your payments and requests, verify your information, monitor activity on our Services, provide analysis and analytics, maintain databases, administer and monitor emails and marketing,

administer and send mobile messages, serve ads on this and other services, and provide consulting services.

Business or commercial purposes

We may use the personal information identified above for one or more of Business Purposes identified in the section "**How Acumatica uses personal information**" above.

Sale or sharing of personal information

When we disclose personal information for a Business Purpose, we enter into a contract that describes the purpose and requires the recipient (i.e. the service provider under CCPA) to keep that personal information confidential and use only for performance of the contract, and not for any other purpose. We share or make your information available, including any personal information, in the circumstances described below.

In the preceding twelve (12) months, we have made available the following categories of personal information:

- Category A: Identifiers;
- Category B: Personal information categories listed in the California Customer Records statute;
- Category C: Protected classification characteristics under California or federal law;
- Category D: Commercial information;
- Category F: Usage data;
- Category I: Professional or employment-related data.

We also make personal information available to the following categories of third parties:

- Analytics providers;
- Payment processors;
- Other third party marketing service providers;
- AI service providers; and
- Affiliated persons or third-party service providers assisting us in the operation, management, improvement, research and analysis of the Site. Affiliated persons or our third party service providers may augment, extend, and combine non-personally identifiable information with data from additional third party sources in order to assist us with the above. Use of information by affiliated persons and third party service providers will be subject to this Website Privacy Statement or an agreement that is at least as restrictive as this Website Privacy Statement.

In the preceding twelve (12) months, we have disclosed the following categories of personal information for the purposes described in this Website Privacy Statement's Section titled "How Acumatica uses personal information":

- Category A: Identifiers, such as those set forth above;
- Category B: Personal information categories listed in the California Customer Records statute;
- Category F: Usage data, including Internet or other electronic network activity information;
- Category C: Demographic information / Classification characteristics;
- Category D: Commercial information;
- Category G: Geolocation data;
- Category H: Audio, video and other electronic data; and
- Category K: Profiles and inferences.

By way of reminder, personal information under California law does not include:

- Publicly available information from government records;
- De-identified or aggregated consumer information; and
- Information excluded from the scope of the California Consumer Privacy Act ("**CCPA**"), as amended by the California Privacy Rights Act (CPRA), including, without limitation:
    - Health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data; and
    - personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994.

Personal information shared for a business purpose

We share your personal information with companies such as advertisers, marketing partners and platforms, data analytics providers, social media networks, AI service providers, and others to provide services that include, but is not limited to, product recommendations, delivering marketing messages, sending you relevant offers, and improving our products and Services. The types of personal information shared may include unique identifiers (e.g., cookies and similar technologies), pseudonymized visitor and account identifiers, device information, geolocation data, commercial data, behavioral data (such as page views, feature interactions, and navigation patterns), and inferences. We do not knowingly sell or share the personal information of consumers under 16 years of age.

You have the right to opt out of the sale or sharing of your personal information to third parties through our webform or by sending us an e-mail at privacy@acumatica.com. If you decide to opt-out, we will stop sharing your information with third parties. However, your use of our Website may still be tracked by us and our service providers to perform functions that are necessary for our business, such as hosting our Website, ensuring there is no fraud, etc. These entities are contractually obligated to keep this information confidential and will not use it for any purpose other than for the services they provide to our business.

Data protection rights for Californian residents

Right to Access Information and Data Portability Right

You may have the right under the CCPA to request that we disclose certain information to you about our collection and use of your personal information over the past twelve (12) months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories of personal information that we have collected about you.
- The categories of sources for the personal information that we have collected about you.
- Our business or commercial purpose for collecting or making available that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information that we have collected about you (also called a data portability request).
- If we disclosed your personal information for a Business Purpose, the Business Purpose for which such personal information was disclosed, and the personal information categories that each category of recipient obtained.
- If applicable, (1) the categories of your personal information that we have made available for valuable consideration; (2) the categories of third parties to whom such personal information was

made available; and (3) the category or categories of personal information that we have made available to each category of third parties.

You also have a right to know if we have sold or shared your personal information for a business purpose and, if so, the categories of personal information sold or disclosed and the categories of third parties to whom such information was sold or disclosed, along with the business or commercial purpose for which such information was sold or disclosed.

Right to Delete

You may have the right under the CCPA to request that we delete any of your personal information that we have collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service provider(s) or vendor(s) to:

- Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation or legal order.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Right to Correct Inaccurate Personal Information

You have the right to request that we correct inaccurate personal information that we maintain about you. We will take into account the nature of the personal information and the purposes for which we process it. We may require documentation from you in order to process your request, including your name, email address, phone number, and request details.

Right to Opt-Out of Sale or Sharing of Personal Information

To exercise the right to opt-out or right to opt-in to the sale or sharing of personal information, you (or your authorized representative) visit the Privacy Choices Page or by sending an email to privacy@acumatica.com.

If you decide to opt-out, we will stop selling or sharing your information with third parties. However, please note that your use of our Website may still be tracked by us and our service providers to perform functions that are necessary for our business such as hosting our Website, ensuring there is no fraud, etc. These entities are contractually obligated to keep this information confidential and will not use it for any purpose other than for the services they provide to our business.

Once you make an opt-out request, we will wait at least twelve (12) months before asking you to reauthorize certain information sharing practices. However, you may change your mind and opt back in at any time by sending us an e-mail at privacy@acumatica.com. We will only use personal information provided in an opt-out request to review and comply with the request.

Right to Limit the Use of Sensitive Personal Information

We do not process information that is subject to this limitation.

Right to not receive discriminatory treatment

You have the right to not receive discriminatory treatment for exercising your CCPA privacy rights. We do not use the fact that you have exercised or requested to exercise any CCPA rights for any purpose other than facilitating a response to your request.

Exercising Your Rights

To exercise any of the data protection rights described above, or to access this policy in an alternative format, please submit a verifiable consumer request to us by:

- Completing and submitting this web form; or
- Sending us an e-mail at privacy@acumatica.com

Only you, or an authorized agent that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child. We may also request that your authorized agent have written permission from you to make requests on your behalf, and we may also need to verify your authorized agent's identity to protect your personal information.

You may only make such a request for access or data portability twice within a twelve (12) month period. The verifiable consumer request must provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative, and describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor’s identity or authority to make the request.

We will respond to verifiable requests received from California residents as required by law. Any disclosures we provide will only cover the twelve (12) month period preceding the verifiable consumer request’s receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Non-Discrimination

As mentioned above, we will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, or quality levels. Any CCPA-permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time.

California Shine the Light Law

California Civil Code § 1798.83 permits users who are California residents to obtain from us once a year, free of charge, a list of third parties to whom we have disclosed personal information (if any) for direct marketing purposes in the preceding calendar year. If you are a California resident and you wish to make such a request, please send an e-mail with "California Privacy Rights" in the subject line to privacy@acumatica.com. In your request, please attest to the fact that you are a California resident and provide a current California address. We will reply to valid requests by sending a response to the email address or physical address from which you submitted your request. Please note that not all information sharing is covered by the "Shine the Light" requirements and only information on covered sharing and the relevant details required by the Shine the Light law will be included in our response.

Minors

If you are a California resident who is under age 18 and you are unable to remove publicly-available content that you have submitted to us, you may request removal by contacting us at: privacy@acumatica.com. When requesting removal, you must specify the information you want removed and provide us with specific information, such as the URL for each page where the information was entered, so that we can find it. We are not required to remove any content or information that: (1) federal or state law requires us or a third party to maintain; (2) was not posted by you; (3) is anonymized so that you cannot be identified; (4) you do not follow our instructions for removing or requesting removal; or (5) you received compensation or other consideration for providing the content or information. Removal of your information from the Services does not ensure complete or comprehensive removal of that information from our systems or the systems of our service providers. Please note that we are not required to delete information posted by you; our obligations under California law are satisfied so long as we anonymize the information or render it invisible to other users and the public.

Canada

If you are using the Services as a Canadian resident, the following will be incorporated into the Website Privacy Statement:

The Services and our privacy practices are compliant with The Personal Information Protection and Electronic Documents Act ("PIPEDA") fair information principles. In addition to the disclosures made above, we:

- Have appointed a privacy officer to monitor our compliance with PIPEDA.
- Only collect personal information for the uses described herein.
- Only use and disclose personal information as described herein.
- Take reasonable steps to verify the accuracy of the personal information that we collect.
- Take appropriate safeguards to protect the personal information, as further described herein.

Data protection rights for Canadian residents

You have the right to request access to the existence, use and disclosure of your personal information. Additionally, you have the right to challenge the accuracy and completeness of the information and request to have it amended as appropriate. Finally, you have the right to challenge Acumatica's compliance with the PIPEDA fair information principles by contacting our privacy officer. To exercise your rights under this Section, please send an e-mail to privacy@acumatica.com or write us at the address listed in above.