

PRIVACY POLICY

This privacy policy (“Privacy Policy”) provides you with an understanding of the personal information we collect, and how we collect and use your personal information as part of our website at genasys.com, Services as defined in [“Who is Genasys?”](#) below, and any other website or services that we provide that directly links to this Privacy Policy. In addition, we describe the rights you have in your personal information and your available choices to exercise control over this information.

In this Privacy Policy Statement, the term “personal information” means information which you provide to Genasys which personally identifies you, such as your name, email address or postal address, and, in certain circumstances, your location and route information or other data which can be reasonably linked to such information by Genasys.

If you are a California resident, please see the [“California consumer privacy notices and disclosures.”](#) section.

If you are a data subject in the United Kingdom or any part of the European Economic Area, please see the [“Additional disclosure for residents in the United Kingdom and European Economic Area”](#) section.

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WHO IS GENASYS?

Genasys develops, licenses, and supports protective communications systems (“Protective Communications”) and solutions to help keep people safe. Genasys may refer to itself in this Privacy Policy Statement as Genasys and in connection with the use of the pronouns “we/us/our.”

Our unified Genasys Protect platform comprises a comprehensive portfolio of preparedness, response and analytics software, which includes: Genasys Protect ALERT, Genasys Protect CONNECT, Genasys Protect EVAC and Genasys Protect ACOUSTICS and other services or mobile applications that we provide and directly link to this Privacy Policy. We are also the global provider of Long Range Acoustic Devices (LRAD). These Protective Communications solutions are collectively referred to as the “Services”. As a user of the Services, you may receive geo-targeted alerts, notifications, instructions and information before, during and after public safety threats and critical business events.

WHAT TYPES OF PERSONAL INFORMATION DO WE COLLECT?

We collect the following personal information, online and offline:

Contact information – your name, email and postal addresses, landline and mobile telephone number. Please note that in order to use certain functions within the Services and receive notifications, mobile phone geolocation information is required.

Social networking information – including social media sites and your interaction with them. If you subscribe to certain services within the Services, you may receive notifications through your social media apps and accounts.

Commercial information – including information related to your subscription to receive product, service, or potential employment information, alerts, and updates to help us provide you with information you are interested in receiving from us, as well as emergency notifications through the Services.

Online data – the following information may be collected when you visit our web sites or use the Services: device type and model, MAC address, IP address, other unique device identifiers, network information, operating system, browser type and version, click stream to, through and from our web sites, length of visits and interactions on our web pages and emails. We do not collect personal data about your online activities across web sites other than our own.

Location Data – including imprecise location data (such as location derived from an IP address or data that indicates a city or postal code level) and, with your consent, precise location data (such as latitude/longitude data).

Cookies – a cookie is a small data file that our web site places on your browsing device (desktop/laptop computer or mobile device). Learn more about cookies and how we use them in the section “[Cookies and related online tracking technologies](#)” below.

Attendance data – including your signature, to record your visits to our offices and events.

Inferences – including your behavior and movements when you use the Services.

Employment information – professional and educational background and other information provided in connection with your application for employment with us.

Sensitive personal information – including disability, dietary, religious, or similar requirements for employment, meetings, and events. If you choose not to provide us with this information, we may not be able to provide you with an accommodation or respond to your needs or preferences. This data will be provided to us by you.

Criminal record data – where and to the extent permitted by law, and when appropriate under the circumstances. This data will be provided to us by you and/or the organizations who assist us in complying with our legal obligations for screening and regulatory compliance.

HOW DO WE COLLECT YOUR PERSONAL INFORMATION?

We collect your information in three ways: (1) directly from you when you use our Websites, Services, and Communicate with us; (2) automatically using online technologies when you engage with our Websites, Services, and Communications; and (3) from our third party partners.

- (1) Directly from you – We collect information which you may choose to provide in your communications with us, such as when you request that we send you newsletters, alerts, or other marketing materials; register for a webinar or event; fill out a form; respond to a survey; use the Services; or otherwise communicate or interact with us.
- (2) Automatically from you – When you visit our websites, use our Services, open or click on emails we send you or related communications, or interact with our advertisements, we or other third parties may automatically collect certain information about you using online tracking technologies such as cookies and related technologies. For more information, see [Cookies and Similar Online Tracking Technologies](#) below.
- (3) From third party sources – We may receive and collect personal information about you from third party sources, including publicly available sources; our affiliated companies; entities to which we provide our products and services such as your employer and first responders located within the communities in which you reside, work, and visit; and social media platforms. For example, we may also collect personal information from your social media channels if you choose to link or provide access to them using the Services.

COOKIES AND SIMILAR ONLINE TRACKING TECHNOLOGIES

What is the duration of cookies used? We may use “session cookies” or “persistent cookies.” Session cookies are temporary and expire once you close your browser or once your session ends. Persistent cookies remain on your device for much longer or until you or your browser erase them. Persistent cookies have varying durations that are dependent on their expiration date.

What types of cookies do we use? Genasys uses:

- **Necessary Cookies.** These cookies are necessary for you to browse the Site and use its features, such as accessing secure areas of the website or Services. Without these cookies, certain aspects of the website or Services may not be available to you.
- **Preferences Cookies.** These cookies collect information about how you have used the Site in the past and allow the Site to remember the choices you have made. These cookies allow us to improve how the website or Services works for you and tailor the website or Services to your preferences.
- **Statistics Cookies.** These cookies collect information about how you use the website or Services, such as which pages you most often visit on the website or Services, the time you spend on the website or Services, which links you click on, and any issues encountered. These cookies help us understand how visitors interact with the website or Services. All information collected is aggregated and do not identify you.

Why do we use cookies? We and our third-party partners use cookies, pixels, web beacons, software development kits, and other similar online tracking technologies to gather information about you when you interact with our website, use our Services, and engage with our communications. Some of the online tracking technologies are used to maintain the security of our website and Services, manage your account, prevent crashes, fix bugs, save your preferences, assist with basic website functions, analytics, and other performance functions.

Our Websites use Google Analytics for analytics purposes which uses cookies. You can learn more about Google Analytics by visiting [How Google uses information from sites or apps that use our services](#).

WHY DO WE COLLECT AND FOR WHAT PURPOSES DO WE USE PERSONAL INFORMATION?

We collect your personal information for a variety of business and commercial purposes as further provided in this section.

- A. Business Purposes. The following are business purposes for which we collect and process personal information:
- **providing our website, products and services to you**, including to: (1) create and manage your account when you sign-up to use our Services; (2) facilitate your access and use of our Websites; (3) process your receipts and feedback on products to facilitate your participation in the Services; (4) send you notifications relating to our Services; (5) respond to communications that you send to us; and (6) perform other related business functions.
 - **maintaining security and fraud prevention**, including to use your information to detect, investigate, prevent, or take action regarding possible malicious, deceptive, fraudulent, or illegal activity, including fraudulent transactions. We also use your information to enforce our terms and procedures, prevent against security incidents, and prevent the harm to other users of our Services.
 - **maintaining and improving the functionality of our products and services**, including assessing, developing and updating any aspect of the website and Services based on usage information, feedback, and any other information collected related to the functionality of our products and services.
 - **performing internal research for technological development**, including to understanding trends, analytics and inferences, as well as developing additional products, Services or features we offer to you or other business customers.
 - **providing support to our services including**, responding to your inquiries, and providing customer service.
 - **providing specific communications as part of the Services**, including when you use the Services related to emergency alerts. We collect information about your location, device, and network to provide you with communications and alerts specific to your location.
 - **performing employment application processing**, including to reviewing and evaluating your employment application and in connection with our employment and on-boarding process.
 - **complying with legal obligations**, including to complying with the law, such as responding to subpoenas, investigations, and civil and criminal proceedings, establishing and exercising our legal rights, and to defending against legal claims.
 - **performing reasonable business functions**, including to supporting our core business functions, such as maintaining records related to business management, loss prevent, collecting amounts owed, and identifying and repairing errors or problems in the website and Services.

B. Commercial Purposes

Commercial purposes include promoting and advancing our commercial or economic interests, such as by soliciting you to buy, rent, lease, license, join, subscribe to, provide, or exchange products, goods, property, information, or services, or enabling or effecting, directly or indirectly, a commercial transaction. This includes sending you newsletters, alerts, and other information that may interest you. Examples of this include our advertising, marketing, and sales efforts in expanding our customer base.

C. Non-Identifiable Information

We may use anonymized, pseudonymous, de-identified, or aggregated information so that it will no longer be considered personal information and use and disclose such information as permitted by applicable law.

WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

Genasys shares personal information in the following scenarios:

- **To Affiliates.** We share information with our related entities for business purposes such as customer support, marketing, product development, and technical operations. We also may share information with affiliates for their commercial purposes.
- **To Non-Affiliated Third Parties.** With its service providers, including server and platform hosts, operating systems and platforms, social media networks, payment processors, and other service providers who provide us a service in connection with our provision of Services, as well as law enforcement and first responder organizations and their personnel in connection with providing you the Services.
- **To Our Customers.** We share information with our customers in connection with us processing information on their behalf. For example, we share information with our customers in order to facilitate maintain and administer your online accounts, administer services to you on our Customer’s behalf, respond to your questions and comments, comply with your requests, and otherwise comply with applicable law.
- **For legal process and protection.** We may disclose or share your information to satisfy any law, regulation, legal process, governmental request, or where we have a good faith belief that access, use, preservation or disclosure of such information is reasonably necessary to: (1) enforce or apply our agreements; (2) protect our interests, property, or safety of others; (3) in connection with claims, disputes, or litigation; and (4) to protect our Websites.
- **As part of a business transfer.** We may disclose or share your information as part of a corporate business transaction, including if Genasys is acquired or merges with another company, involved in a joint venture or corporate reorganization, as part of the financing or sale of Genasys assets, or in the unlikely event of insolvency, bankruptcy, or receivership, in which case we will share or transfer personal information to the acquiring or surviving company and any necessary parties involved in the transaction (e.g., law firms).
- **Public Forums.** We share information you make public through the Service, such as information that you post on public boards. Please think carefully before making information public as you are solely responsible for any information you make public. Once you have posted information, you may not be able to edit or delete such information, subject to additional rights set out in the [“Your Choices”](#) section below.
- **With Your Consent.** We may disclose or share your information with your consent, which may be obtained in writing; online, through “click-through” agreements; when you accept the terms of use on our Websites; orally, either in person or on the phone; or by other means.

We do not sell or share your personal information for direct marketing purposes. If you created an account to use the Services, other users of your account will have access to your personal information.

HOW DO WE PROTECT YOUR PERSONAL INFORMATION?

Although no system can guarantee the complete security of your information, we take all commercially reasonable steps to ensure your information is protected in alignment with all applicable laws and regulations, as appropriate to the sensitivity of your information.

HOW LONG DO WE KEEP YOUR INFORMATION?

We keep your information for as long as is necessary in accordance with the purpose for which it was collected, our business needs (including requirements of our customers), and our and our customers’ legal and regulatory obligations. If we dispose of your information, we will do so in a way that is secure and appropriate to nature of the information subject to disposal.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. We will delete or anonymize personal data once the applicable retention period has expired.

LINKS TO THIRD-PARTY SITES

Our Services may contain links to third party websites and services. Please note that these links are provided for your convenience and information, and the websites and services may operate independently from us and have their own privacy policies or notices, which we strongly suggest you review.

Your choices

A. Account Information

You may access, update, or remove certain information that you have provided to us through your account by visiting your account settings or sending an email to the email address set out in the "[Contact Us](#)" section below. We may require additional information from you to allow us to confirm your identity. Please note that we will retain and use information about you as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

B. Tracking Technology Choices

- **Cookies and Pixels.** Most browsers accept cookies by default. You can instruct your browser, by changing its settings, to decline or delete cookies. If you use multiple browsers on your device, you will need to instruct each browser separately. Your ability to limit cookies is subject to your browser settings and limitations.
- **Do Not Track.** Your browser settings may allow you to automatically transmit a "Do Not Track" signal to online services you visit. Note, however, there is no industry consensus as to what site and app operators should do with regard to these signals. Accordingly, we do not monitor or take action with respect to "Do Not Track" signals. For more information on "Do Not Track," visit <http://www.allaboutdnt.com>.
- **App and Location Technologies.** You can stop all collection of information via an app by uninstalling the app. You can stop all collection of precise location data through an app by uninstalling the app or withdrawing your consent through your device settings.

Please be aware that if you disable or remove tracking technologies some parts of the Services may not function correctly.

C. Analytics

Google provides tools to allow you to opt out of the use of certain information collected by Google Analytics at <https://tools.google.com/dlpage/gaoptout> and by Google Analytics for Display Advertising or the Google Display Network at <https://www.google.com/settings/ads/onweb/>.

D. Communications

- **E-mails.** You can opt-out of receiving promotional emails from us at any time by following the instructions as provided in emails to click on the unsubscribe link or emailing us at the email address set out in the "[Contact Us](#)" section below with the word UNSUBSCRIBE in the subject field of the email. Please note that you cannot opt-out of non-promotional emails, such as those about your account, transactions, servicing, or Genasys' ongoing business relations.
- **Push Notifications.** If you have opted-in to receive push notification on your device, you can opt-out at any time by adjusting the permissions in your device or uninstalling our app.
- **Text Messages and Calls.** You can opt-out of receiving text messages or calls to your phone number at any time by (i) for text messages, texting "STOP" in response to any text message you receive from us or contacting us as set out in the "[Contact Us](#)" section below and specifying you want to opt-out of text messages; and (ii) for calls, requesting opt-out during any call you receive from us or contacting us as set out in the "[Contact Us](#)" section below and specifying you want to opt-out of calls.

Please note that your opt out is limited to the email address, device, and phone number used and will not affect subsequent subscriptions.

E. Unlinking Your Accounts

If you have linked your Services' account with certain other services, such as Facebook or other social networks, you may unlink your accounts at any time by visiting your account settings. Please note that unlinking your accounts will not affect any information previously shared through the linking. It is your responsibility to confirm there is no additional unlinking requirements through the third party's service that you linked any of the Services with.

CHILDREN

Our web sites and the Services are intended to be used by individuals aged 16 and over. We do not knowingly collect personal information from those under the age of 16. If your child or ward under the age of 16 has provided us with their personal information, please contact us at privacy@genasys.com so that we may delete the personal information.

Additional disclosure for residents in the United Kingdom and European Economic Area

A. Roles

Data protection laws in Europe distinguish between organizations that process personal data for their own purposes (known as "controllers") and organizations that process personal data on behalf of other organizations (known as "processors").

Genasys is the data controller for personal information that we collect from or about you on our website or that we directly collect in order to develop products and services; however, we act as a data processor for personal information provided or otherwise made available to us on behalf of our business customers, including in connection with your authorized social media channels as well as first responder organizations.

B. Lawful Basis for Processing

Data protection laws in Europe require a "lawful basis" for processing personal data. Our lawful bases include where: (a) you have given consent to the processing for one or more specific purposes, either to us or to our service providers, partners, or customers; (b) processing is necessary for the performance of a contract with you, including providing services to our business customers under applicable agreements; (c) where processing is necessary for compliance with a legal obligation; or (d) processing is necessary for the purposes of the legitimate interests pursued by us or a third party, and your interests and fundamental rights and freedoms do not override those interests. Such legitimate interests include maintaining security and fraud prevention, maintaining and improving the functionality of our products and services, performing internal research for technological development, and performing reasonable business functions.

C. Data Transfers

We are based in the U.S. and the information we collect is governed by U.S. law. If you are accessing the Services from outside of the U.S., please be aware that information collected through the Services may be transferred to, processed, stored, and used in the U.S. and other jurisdictions. Data protection laws in the U.S. and other jurisdictions may be different from those of your country of residence. We rely on your consent when you directly provide us your information when using the Services.

If the General Data Protection Regulation (GDPR) applies and your data is transferred outside the United Kingdom or European Economic Area to the United States or any other country, we will transfer your personal data subject to appropriate safeguards, such as an adequacy decision by the European Commission on the basis of article 45 of the GDPR, or Standard Contractual Clauses as provided from time to time by the applicable regulatory body. You

can receive additional information on where your data is transferred, and which are the appropriate safeguards by contacting us.

D. Your Data Subject Rights

(i) **Your Rights to Your Information.** If you are a data subject according to the GDPR, subject to certain conditions you have the following rights:

- Right to Be Informed. You have the right to be informed of how we use your personal information, where that data will be processed, how long we plan to hold on to the data and the details of your rights under the GDPR.
- Right of Access. If you request, we will confirm whether we are controlling or processing your personal information and, if so, provide you with a copy of that personal information.
- Right to Rectification. If your personal information is inaccurate or incomplete, you are entitled to request that we correct or complete it. If we have shared your personal information with others, we will tell them about the correction where possible. If you ask us, and where possible and lawful to do so, we will also tell you with whom we shared your personal information so you may contact them directly.
- Right to Erasure (“Right to be Forgotten”). You may ask us to delete or remove your personal information. If we’ve shared your data with others, we will tell them about the erasure where possible, unless it requires a disproportionate effort. If you ask us, and where possible and lawful to do so, we will also tell you with whom we shared your personal information so you may contact them directly.
- Right to Restrict Processing. You may ask us to restrict or ‘block’ the processing of your personal information in certain circumstances, such as where you contest the accuracy of the data or object to us processing it (please read below for information on your right to object). We will tell you before we lift any restriction on processing.
- Right to Data Portability. You have the right to obtain your personal information from us. We will give you your personal information in a structured, commonly used and machine-readable format.
- Right to Object. You may ask us at any time to stop processing your personal information and profiling you for direct marketing purposes. If we are processing your personal information for other purposes, we will stop upon your request unless we have compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims.
- Right to Not Be Subject to Automated Decision Making and Profiling. You have the right to refuse the automated processing of your personal information to make decisions about you if such decisions significantly affect you or if they produce legal effects.

(ii) **How to Exercise Your Rights.**

- Where we act as a controller. You may exercise your rights by submitting a written request to us at the email address set out in the “[Contact us](#)” section . We will respond to your request within thirty (30) days. We may request specific information from you to help us confirm your identity and process your request. Applicable law may require or permit us to decline your request. If we decline your request, we will tell you why, subject to legal restrictions; and
- Where we act as a processor. Requests to exercise your rights should be sent to the specific business customer or other third party that we are processing your information on behalf of. If you send a request to us, we may ask for additional information to confirm your identity and assess whether your information is processed on behalf of a business customer. All applicable requests will be forwarded to the applicable business customer upon verification, along with notice to you.

- (iii) **When Information May Be Retained.** Please note that we retain information as necessary to fulfill the purposes for which it was collected and may continue to retain and use information even after a data subject request for purposes including to perform under the contract, as necessary to comply with our legal obligations, resolve disputes, prevent fraud, and enforce our agreements. Complaints.

E. Complaints

If you have a complaint about our use of your personal data or response to your requests regarding your personal data, you may submit a complaint to the Data Protection Supervisory Authority in your jurisdiction. We would, however, appreciate the opportunity to address your concerns before you approach a data protection regulator, and would welcome you directing an inquiry first to us.

CALIFORNIA CONSUMER PRIVACY NOTICES AND DISCLOSURES.

The following disclosures are made pursuant to the California Consumer Privacy Act, as amended by the California Privacy Rights Act and its implementing regulations (collectively, the "CCPA").

A. Your Rights

Where the CCPA is applicable, the following rights apply:

- **Right to Know.** You have a have a right to request that we disclose, subject to certain exceptions, information concerning: (1) the categories of personal information we have collected from or about you; (2) the categories of sources from which we have collected that personal information, and the business or commercial purpose for the collection; (3) the categories of third parties with whom we have shared, sold, or disclosed your personal information, including the business or commercial purpose for said sharing, selling, or disclosure; and (4) specific pieces of your personal information, subject to appropriate exceptions.
- **Right to Delete.** You have a right to request that we delete your personal information, subject to certain exceptions.
- **Right to Correct.** You have a right to request that we correct your personal information, subject to certain exceptions.
- **Right to Opt-Out of the Sale or Sharing of Personal Information.** We do not sell any personal data collected through our website or Services, and we have no actual knowledge that we sell the personal information of California residents who are under 16 years of age. If we in the future engage in the sale of any data, we will provide you with the appropriate notice and opt-out rights in accordance with applicable law.
- **Right to Non-Discrimination.** You have a right to exercise the above rights without being discriminated against under the CCPA.
- **Responding To Requests.** Once you have submitted your request, we will respond within the time frame permitted by applicable law.

B. Notice of Collection

To learn more about the categories of personal information we collect about California residents, please see "[What types of personal information do we collect?](#)" above.

For more information about how we use those categories of personal information, please see "[Why do we collect and for what purposes do we use personal information?](#)" above.

For more information about how we collect categories of personal information, please see "[How do we collect your personal information?](#)" and "[Cookies and related online tracking technologies](#)" above.

To learn more about how we disclose categories of personal information, and the categories of third parties with whom we disclose such information, please see "[With whom do we share your personal information?](#)" above.

To learn more about how long we keep your information, please see "[How long do we keep your information?](#)" above.

C. Notice of Disclosure for Business and Commercial Purposes

To learn more about the categories personal information we have disclosed for business and commercial purposes, and the categories of third parties with whom we've disclosed such information, please see "[Why do we collect and for what purposes do we use personal information?](#)" above.

D. Notice of Sale or Sharing of Personal Information

We do not "sell" or "share" personal information as those terms are defined under the CCPA.

E. Notice of Financial Incentives

We do not offer any financial incentives in exchange for your personal information. In the event we offer financial incentives in the future in exchange for your personal information, we will notify you of applicable information related to such financial incentive as required under applicable law.

F. Notice of Use of Sensitive Personal Information

We do not use California resident sensitive personal information for any purpose other than is permissible under the CCPA. Specifically, we do not use sensitive personal information of California residents to derive characteristics about California residents.

G. Exercising Your Rights

You, or an authorized agent you designate on your behalf, may submit the individual requests outlined below. If you use an authorized agent, such agent must be a person or entity who is registered with the California Secretary of State. Upon receipt, we will take reasonable steps to verify you and your authorized agent's identity prior to responding to the request, which may include in certain circumstances you signing a declaration under penalty of perjury. If an authorized agent is submitting a request on your behalf, you must submit a copy of: (1) a written authorization demonstrating you have authorized the agent to submit a request on your behalf; and (2) provide separate proof verifying your identity.

To exercise any of your rights under the CCPA, please contact us by submitting your written request to:

Genasys Inc.
Attention: Privacy Officer
16262 West Bernardo Drive
San Diego, California 92127
Email: privacy@genasys.com

You may also call us at our toll-free number to exercise your rights at +1 855 436 2797

Please note that you will be required to verify your identity before we act upon your request. We will work with you to respond within 45 days of our receipt of your verifiable request; however, we may require an additional 45 days to respond, in which case we will so advise you. The CCPA permits a California consumer to submit personal information requests no more than twice in a 12-month period.

CONTACT US

If you have any questions about this Privacy Policy Statement or our collection and use of your personal information, you may contact us as follows:

Genasys Inc.
Attention: Privacy Officer
16262 West Bernardo Drive
San Diego, California 92127

Email: privacy@genasys.com

Phone: +1 858 676 1112

CHANGES TO THE PRIVACY POLICY

If we decide to change our Privacy Policy Statement, we will post those changes on our web sites so our users are always aware of what information we collect, how we use it, and under which circumstances, if any, we disclose it. This Privacy Policy may be revised from time to time by Genasys. The revised Privacy Policy statement will be posted by Genasys on its web sites as it becomes available. Please review the Privacy Policy Statement periodically as it is applicable to all users of the web sites and the Services. We will use personal information in accordance with the Privacy Policy Statement under which the information was collected.

ALTERNATIVE FORMATS FOR PEOPLE WITH DISABILITIES

If you have a disability and would like to access this Privacy Policy in an alternative format, please contact us at afpd@genasys.com. You may also print a copy of this Privacy Policy by accessing and printing a pdf version made available [HERE](#).