I. Summary

We are a transparent company with a common sense approach to the privacy of our users. This Privacy Policy will inform you exactly when, how, and why we collect data. It covers the information we collect about you, as a trade show exhibitor using our software and services.

You have choices available to you that influence how we use information about you. You may ask us for all information about you that we have, and we will send it to you in an electronic format. If you’d like for us to remove that information from our system completely, we will do it within 96 hours and inform you when it is complete.

Whenever the pronouns “us” or “we” are used, this refers to Upward Technologies, Inc., which created OrderXpert. Upward Technologies, Inc. is the entity collecting and storing all information discussed in this Policy.

If anything we are doing bothers you, just let us know. We really believe in transparency, privacy protection, and common sense. We’d be happy to talk through any concern you have.

II. Trade show exhibitor information

A. What is stored

As a trade show exhibitor, you begin using our service when you return an approved purchase agreement, or any formal agreement with your signature. At that point, we collect and store these pieces of information about you:

1. First name
2. Last name
3. Company name
4. Company address
5. Email
6. Phone number

B. Why it is stored

This allows us to provide you service, and allows us to contact you for various reasons, such as:

1. Requesting information needed for our software or services to function for you
2. Requesting payment for our software or services
3. Informing you of new features or changes to our software
C. How it is stored

We store the information in multiple areas, including but not limited to:

1. Accounting software (QuickBooks)
2. Email and contact management system (Google G-Suite)
3. Electronic documents stored on computers used by staff and possibly contractors

D. How we do not use it

Organizationally, we subscribe to a policy of least privilege, restricting our employees’ access to your information depending on an individual’s job scope.

We absolutely do not:

1. Needlessly duplicate it or keep nonessential copies
2. Sell your information anywhere
3. Distribute or share it outside of the company
4. Use it to sell advertisements targeting you

E. The choices you have

If you’d like to receive an export of all the information we currently store about you and your company, send an email with the subject line “Info Request” to support@upwardtechnologies.com. We will comply with your request fully within 96 hours.

If you’d like to permanently remove all of the information we currently store about you, send an email with the subject line “Info Remove” to support@upwardtechnologies.com. We will comply with your request fully within 96 hours.

III. Proprietary Information

A. What is stored

As a trade show exhibitor using our software, you will import or enter information into it that is proprietary to you. This information may include, but is not limited to:

1. Product information and photos
2. Customer information
3. Business procedures and policies

B. Why it is stored

Basically, without this information the software is useless. Our software is used to manage this information and provide it for purposes that you agreed to when you approved the agreement for the software.
OrderXpert Privacy Policy

C. How it is stored

The primary storage will be on your computer in your showroom and/or office. This is where the software is installed and used.

We may request a copy of the data periodically purely to provide assistance to you. For example, you may question why a feature in the software doesn't work as you expect and to reproduce the behavior you observe, we will get a copy of your data and load it into a computer that we own.

Data that we get from you may be stored on more than one computer, sent via email, uploaded to a cloud storage service, such as dropbox.com, printed, or otherwise stored as needed to serve you.

D. What is shared

Your information will only be shared with authorized people within your company or people you have asked us to share it with.

E. How we do not use it

Organizationally, we subscribe to a policy of least privilege, restricting our employees’ access to your information depending on an individual’s job scope.

We absolutely do not:

1. Needlessly duplicate information or keep nonessential copies
2. Distribute or share your information with any external entity without your approval
3. Use your information to sell advertisements targeting you

F. The choices you have

If you’d like to receive an export of all the information we currently store about you and your company, send an email with the subject line “Info Request” to support@upwardtechnologies.com. We will comply with your request fully within 96 hours.

If you’d like to permanently remove all of the information we currently store about you, send an email with the subject line “Info Remove” to support@upwardtechnologies.com. We will comply with your request fully within 96 hours.