

PRIVACY POLICY

Digital Ally, Inc. is committed to providing on-line resources to you in a manner that protects your privacy. This Privacy Policy governs the collection of data and usage of the information we receive from you on this website. This Privacy Policy does not apply to the use of personal information that is collected by third parties and we are not responsible for the privacy policies or practices of such third parties. We may periodically modify this Privacy Policy so we strongly recommend that you review this Privacy Policy web page often to be aware of any changes to it. By using this website, you consent to the privacy procedures set out in this Privacy Policy, as the policy may be amended from time to time. Your continued use of this website, or Digital Ally's services provided through the website, constitutes your agreement to this Privacy Policy as it is periodically updated.

The terms "you," "your," and "yours" refer to the customer using our website. The terms "Company," "we," "us," "our," and "Digital Ally" refer to Digital Ally, Inc. This Privacy Policy is governed by our Website Terms of Use Agreement.

INFORMATION WE COLLECT.

Digital Ally collects both Personal Information and Non-Personal Information ("Collected Information") about its customers in order to: (i) provide Digital Ally services; (ii) provide customer and technical support; and, (iii) for other business-related purposes, such as billing or marketing. "Personal Information" means any information that can be used to identify you. Some examples of Personal Information include your name, address, email address and phone number. "Non-Personal Information" means information that on its own cannot be used to identify you. Some examples of Non-Personal Information include usage data relating to Digital Ally websites and Digital Ally products, language preferences and Digital Ally website page views. Collected Information may be aggregated and/or made anonymous. When information is aggregated, it is combined with information about other customers and users. When information is made anonymous, Personal Information is removed from collected data and the remaining portion of the data, containing only Non-Personal Information, is used for other internal or external uses, such as, for example, to determine ways we can improve Digital Ally products and services or to collect information on usage. Aggregated information that includes Personal Information is considered Personal Information until it has been made anonymous. Information that is made anonymous is considered Non-Personal Information.

USE OF INFORMATION.

Digital Ally is not in the business of selling your information. We consider this information to be an important part of our relationship with you. Digital Ally uses the personally identifiable and other information in a manner that is consistent with this Privacy Policy. If you provide personally identifiable information for a certain reason, we may use the personally identifiable information in connection with the reason for which it was provided. For example, if you provide personally identifiable information in order to access Digital Ally services, we will use the

information for that purpose and connected purposes, such as to monitor your use of the services. Personally identifiable information may also be used to provide you with information concerning new products and services offered on the website, for the purpose of notifying you concerning technical matters or policy changes, to improve website content and functioning, to assist us in meeting customer needs, or for similar purposes.

We will retain personal information we obtain from our customers for as long as needed to provide services. We will retain and use this personal information as necessary to comply with legal obligations, resolve disputes, and enforce our agreements.

Without additional notice, in certain instances we may share your personally identifiable information with certain third parties. We may share information you provide to us with service providers we have retained to perform services on our behalf, including for marketing, mailing information, maintaining databases and processing payments purposes. In addition, we may disclose information about you (i) if we are required to do so by law, (ii) to law enforcement authorities or other government officials, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss or in connection with an investigation of suspected or actual illegal activity. We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use personal information you have provided to us in a manner that is consistent with this Privacy Policy. Additional instances where we may share your information include the circumstances where you elect to use one or more third party applications that interoperate with Digital Ally's service, those applications may upon your election be given access to data containing personally identifiable information, or where we share your personally identifiable information with an entity that is affiliated with us for purposes consistent with this Privacy Policy.

CUSTOMER INFORMATION MODIFICATIONS.

If you have submitted personally identifiable information to us, you may update or modify that information by editing your account profile or by emailing or otherwise contacting us to make the requested changes.

SECURITY.

We take commercially reasonable and appropriate precautions to protect your personally identifiable information in our possession from loss, misuse, destruction, unauthorized disclosure and alteration. We will follow generally accepted industry standards to protect the personally identifiable information that you provide. However, no company can fully eliminate the security risks associated with the collection, transmission and storage of personal information and therefore, we cannot guarantee absolute security. Therefore, any transmission is at your own risk.

CHILDREN

This website is not directed to, nor intended for use by, persons under the age of 18 and we do not knowingly collect personal information from children under the age of 18. Any person who provides their information to Digital Ally warrants to us that they are 18 years of age or older.

COOKIES

This privacy statement covers the use of cookies by Digital Ally only and not by any third party. Cookies are small data strings that are stored by the browser in your computer by a web server. Cookies generally hold information which allow websites to recognize users and customize the sites for user navigation. Cookies are useful in helping us to provide you with a good customer experience. For example, information we can obtain from cookies assists us in determining how our website is performing and how we can improve the customer experience. Your internet browser will likely permit you to delete or disable cookies if you choose. However, certain features may not work fully or optimally if you disable cookies.

LINKS TO OTHER SITES

This website may contain links to other sites that are not owned or controlled by Digital Ally. Please be aware that Digital Ally is not responsible for the privacy practices or the content of sites maintained by others and those sites will be governed by their own privacy policies which we encourage you to carefully review.

DISCLAIMER

The Digital Ally website, and the services provided herein, including without limitation, the cloud storage functions, are provided to you on an "AS-IS" basis, without any guarantee of availability. Digital Ally expressly disclaims responsibility for occurrences beyond our direct control.

CONTACTING DIGITAL ALLY

If you have questions, suggestions, or comments concerning our Privacy Policy or our privacy practices you may contact us at:

Digital Ally, Inc.
9705 Loiret Blvd.
Lenexa, KS 66219
Fax:
E-mail:

We will use commercially reasonable efforts to remedy any problem you direct to our attention.

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