

Nearmap

Privacy Policy

Last Updated: 3 October 2026



If you are a resident of certain states of the United States (“**U.S.**”) or a resident of Canada, you may have additional options and/or rights concerning your data; please see the [U.S. & Canada-Specific Disclosure to learn more](#).

1. Overview

This privacy policy (“**Privacy Policy**”) describes how Nearmap US, Inc., Nearmap Australia Pty Ltd, and its subsidiaries (“**Nearmap**”, “**we**”, “**our**”, or “**us**”): (a) collects, uses, retains, shares, or otherwise processes data (“**process**” or “**processes**”) that is about you, or in the case of our customers, data that is provided by you (“**you**” or “**your**”); and (b) describes your rights regarding your personal data and how to exercise those rights. Please read this Privacy Policy carefully to understand our policies and practices regarding your data and how we will treat it. Wherever appropriate in this Privacy Policy, a singular term shall be construed to mean the plural where necessary, and a plural term the singular.

1.1 Modification of This Privacy Policy

This Privacy Policy may be modified from time to time. We advise you to frequently check this Privacy Policy for any changes. The date this Privacy Policy was “last updated” is at the top of this page. If we make a material change to this Privacy Policy, we will publish the updated Privacy Policy to: <https://www.nearmap.com/legal/privacy-policy>. We may also provide notice of such changes to you in other ways, at our discretion, such as displaying a notification banner on the homepage of our Site.

YOUR USE OF THE OFFERINGS (DEFINED BELOW), AND CONTINUED USE OF THE OFFERINGS FOLLOWING ANY CHANGES TO THIS PRIVACY POLICY THAT WILL TAKE EFFECT 15 DAYS AFTER POSTING, SIGNIFIES THAT YOU HAVE READ AND UNDERSTAND THE TERMS OF THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, YOUR CHOICE IS TO NOT USE OFFERINGS.

1.2 When This Privacy Policy Applies

This Privacy Policy applies to the data we collect from or about you when you take the following actions (collectively, the “**Interaction Channels**”):

- a) visit or interact with one of our websites or subdomains of such websites, including <https://betterview.com> and <https://www.nearmap.com/> (collectively, the “**Sites**”);
- b) interact with us online via chat bot, email, social media, or through advertising (collectively with Site, “**Digital Assets**”);
- c) interact with any Digital Asset where this Privacy Policy is referenced or linked;



- d) participate in one of our sweepstakes, contests, or promotions; or
- e) interact with us via telephone or at an in-person event such as tradeshow.

This Privacy Policy also applies when you purchase or use our products or services, including those described below (collectively, the “**Services**”):

- a) property-level aerial imagery;
- b) reoccurring aerial imagery and data;
- c) web-based mapping software, including the MapBrowser platform;
- d) property intelligence and risk management platform for P&C insurance, including the BetterView platform; or
- e) post-disaster imagery and computer-vision detections, including the Impact Response System platform.

Services and Interaction Channels are collectively referred to as the “**Offerings.**”

1.3 When This Privacy Policy Does Not Apply

This Privacy Policy does not apply to your data if you interact with third-party digital assets including third-party digital assets that are linked to or accessible from the Digital Assets.

2. Type of Data Collected; Source of Data

The types of data we collect about you depend on your interactions with us and on our Offerings. In this section, we describe the categories of data we collect, organized by the sources of this data.

By interacting with the Offerings, you grant us the right to use your data to enable us to provide the Offerings to you, to improve the Offerings, and other uses as stated in this Privacy Policy or in any ancillary agreements you may have entered into with us related to our Offerings, including our [Master Subscription Agreement](#), [Previous Agreements](#), or applicable Order Form (“**Agreement**”). If you do not provide your data when requested, you may not be able to use our Offerings or certain features of our Offerings in whole or in part: (a) if that data is necessary to provide you with our Offerings or such features, or (b) if we are legally required to collect the requested data.



2.1 Data You Directly Provide to Us

In addition to any other categories of data we state we are collecting at the time of collection, we may also collect the following data directly from you:

- a) **Identifying Data:** Data by which you may be personally identified such as name, phone number, email address, physical address, or any other data that could be used to identify you or that is associated with such identifiable data that could identify you such as your job title and employer.
- b) **Demographic Data:** Data that is about you but that as an individual piece of data does not specifically identify you.
- c) **Communications Data:** Data contained in your communications with us through our Offerings, such as when you request additional information about our Offerings, provide us with feedback, fill out forms on the Offerings, or interact with Nearmap's support teams (including chat logs and call recordings). Such data may include personal data used to contact you, the date and time of your communications, and the content of your communications.
- d) **Login Data:** Data related to your account such as username and password. In addition, if you've connected with a third-party identity provider through SAML or WS-Federation to our Offerings, then we collect any data requested by such third party as part of this identity authentication process.
- e) **Transaction Data:** Data related to our Services, such as the type of Services requested or provided, order details, delivery information, or the amount charged. To complete a transaction, you may be required to provide payment and financial data such as data related to an ACH or wire transfer data, other bank account information, or the type of card, card number, expiration date, security code, and billing address. When you provide such data, it is processed directly by a third-party payment processor. We do not have direct access to, process, transmit, handle, or store any of your credit or debit card details.

2.2 Data We Automatically Collect About You

As you navigate through and interact with our Digital Assets, we, our service providers, or other third parties may use cookies, log files, pixel tags, software development kits (SDKs), and other client-side or server-side automatic data tracking technologies ("**Automatic Tracking Technologies**") to collect certain data about your equipment, browsing actions, and patterns, including the following types of data:



- a) **Device Data:** Data when you interact with the Digital Assets such as technical data about your device including your IP address; unique identifiers and device type; domain, browser type, version, and language; operating system and system settings; and similar device data.
- b) **Usage Data:** Data about your visits to and usage of our Offerings including: usage details (i.e., date/time/duration on a given Digital Assets page), traffic data, logs, general location and time zone based on your IP address, heat maps that show where your mouse is on a Digital Asset page, other communication data and the resources that you access and use on the Digital Assets, and navigation paths within the Digital Assets. This data may include links clicked, Digital Assets page views, searches, features used, items viewed, or time spent on the Digital Assets.

The Automatic Tracking Technologies we may use include the following:

- i. **Cookies (or browser cookies):** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate settings on your browser. However, if you select this setting, you may be unable to access certain parts of our Digital Assets. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Digital Assets.
- ii. **Log Files:** Log files are software-generated files containing data about the operations, activities, and usage patterns of an application, server, or IT system, such as what was done and at what time.
- iii. **SDKs:** A Software Development Kit or “SDK” represents a consolidated package of pre-existing code, enhancement tools, and guidance documents that can be installed and used to develop applications for a particular digital asset. SDKs allow our partners to directly extract data from our Digital Assets. The data collected has numerous applications including offering us insightful analytics about our Digital Assets’ usage, enabling social media incorporation, introducing new attributes or capabilities to our Digital Assets, or assisting in tracking and enhancing the efficacy of our online advertisements.
- iv. **Web Beacons:** Pages of our Digital Assets may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or for other related Digital Assets statistics (for example, recording the popularity of certain Digital Assets content and verifying system and server integrity).



2.3 Data We Collect from Other Sources

We may receive the data described above from other sources such as service providers and other third parties who help us provide the Offerings or market our Offerings to you. These other sources we may receive data from include the following:

- a) **Service Providers:** Our service providers may provide us with data about you for the purpose described in the [How We Use Your Data](#) section below.
- b) **Services Linked to Your Account:** If you are our customer, we may collect data about you when you link your Nearmap account with other services. For example, if you set up your own identity provider (third-party authentication) using SAML or WS-Federation, then we may collect data from such providers to authenticate your credentials where this is necessary to act on your request for us to authenticate your credentials.
- c) **Other Third Parties:**
 - i. *Affiliates or Subsidiaries.* Our subsidiaries may share data from or about you with us in connection with us providing the Offerings to you or for any other purpose described in the [How We Use Your Data](#) section below.
 - ii. *Data Providers.* We may collect data about you from data exchange services and data licensors.
 - iii. *Publicly Available Sources.* We may collect data from publicly available sources.
 - iv. *Our Customers.* When we provide Services to our customers, we may collect additional categories of data through or on behalf of our customers as described in the Agreements between us and such customers, including Customer Data (as defined in the [Agreement](#)).

3. How We Use Your Data

We, along with our service providers or other third parties, may use your data for the purposes described below. As part of these purposes, your data may be processed using Artificial Intelligence technologies (“AI”) including AI that generates images, text, audio, or video from user inputs (generative AI). We may use your data for the following purposes:

- a) **Provide and Improve our Interaction Channels:** To provide the Interaction Channels to you, including personalizing the content, and features that match your activities, preferences, and settings on the Interaction Channels, and to monitor and analyze trends, usage, and activities in connection with Interaction Channels.



- b) **Provide and Improve our Services:** To effectively deliver the Services you request as well as administer, present, support, maintain, and improve our Services, including completing transactions. When we provide Services to our customers, we may use data provided by or on behalf of our customers for the purposes described in the Agreement between us and such customers.
- c) **Communicate with You:** To communicate with you, including when you request additional information from us, or when we contact you about your account such as reminders about your subscription renewal or a material change to our policies that affect you, or in connection with the Offerings you have purchased from us.
- d) **Advertise and Market to You:** To send advertising or marketing communications (including targeted advertisements) about Services offered by us and others, and provide news and information that we believe may be of interest to you and to analyze and enhance our marketing communications and strategies. For information about managing your marketing preferences, see the Your Choices About Your Data section below.
- e) **Provide Safety and Security:** To detect and protect against malicious, deceptive, or illegal activity, including fraudulent transactions, errors, negligence, violations of any applicable terms, security incidents, and harm to the rights, property, or safety of us and our users, customers, employees, or others.
- f) **Troubleshoot:** To identify and debug errors that impair the intended functionality of our Offerings.
- g) Facilitate Corporate Transactions. In anticipation of or in connection with a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Nearmap's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which the data held by Nearmap is among the assets transferred.
- h) Obtain Your Consent. In accordance with: (i) the way we describe to you when you provide the data to us; (ii) your instruction or intentional direction; or (iii) any other way when you consent.
- i) Comply with Legal Obligations. To comply with our legal or regulatory obligations, including our tax obligations and those related to the prevention of fraud and money laundering, and those required for you to benefit from rights recognized by law, or any regulatory requirements or provisions.

In addition to the descriptions above regarding how we may use your data, we may also use it in the following ways:



- (a) Aggregated or De-identified Data. We may use that aggregated data to enhance and personalize your experience with us, for promotional purposes, testing our IT systems, research, data analysis, improving our Digital Assets, developing new products and features, and for other purposes described in this Privacy Policy. We may use, without restriction, data that is aggregated or de-identified and is maintained in a form that cannot reasonably be used to infer data about, or otherwise be linked to, a particular individual or household. We will not attempt to reidentify such data.

4. Who We Share Your Data With & the Purpose of Disclosure

We may disclose data that we collect from you or that you provide as described in this Privacy Policy to the following categories and for the purposes set forth below:

- (a) Service Providers. We disclose data to unaffiliated companies or individuals we hire or work with that perform services on our behalf, including customer support, web hosting, software developers, information technology services, database management, direct mail, and email distribution. These service providers may have access to data we collect from you to perform the specific services we request from them.
- (b) Services Linked to Your Account. If you are our customer, we may share data about you when you link your Nearmap account with other services. For example, if you set up your own identity provider using SAML or WS-Federation, and you request for us to authenticate your credentials, then we will share the data requested by such providers to act on your authentication request.
- (c) Other Third Parties. We may disclose data to other third parties, described below:
 - (i) *Affiliates / Subsidiaries*. We may disclose your data to our parent company, subsidiaries, and other companies under common ownership or control with us for purposes consistent with this Privacy Policy.
 - (ii) *Analytics and Advertising*. We engage third parties to provide analytics services, serve advertisements, and perform related services across the web and in mobile applications. These entities may use Automatic Tracking Technologies to collect data about your use of the Offerings, and on other third-party digital assets, including your IP address and other identifiers, web browser network information, pages viewed, time spent on pages or in mobile applications, links clicked, and conversion data. These third parties may use this data to deliver advertisements that are more relevant to you across the



web and in mobile applications, to analyze and track data, determine the popularity of certain content, and better understand your online activity.

The activities described above may constitute “targeted advertising,” “sharing,” or “selling” under certain laws. For information on opting out of having your data used for these purposes, please see the [Your Choices About Your Data](#) section below.

- (iii) *Joint Marketing Partners.* We may disclose data to other third parties such as conference coordinators that entered joint marketing collaborations or joint ventures with us, and these third parties may use and disclose such data under their own privacy notices.
- (iv) *Our Customers.* We may disclose data to our customers as part of the Services we provide to them. In such cases, the sharing of data is described in the Agreement between us and such customers.
- (d) Corporate Transaction. Your data may be disclosed or transferred in anticipation of or in connection with a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Nearmap’s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which data held by Nearmap is among the assets transferred.
- (e) Law Enforcement Authorities and Individuals Involved in Legal Proceedings. We disclose data when we believe doing so is reasonably necessary to comply with applicable law or legal process (including an enforceable request from authorities), to respond to claims (including inquiries by you in connection with your purchases from us), enforce or apply our other policies, or to protect the rights, property, or personal safety of us, our users, employees, or others.
- (f) Professional Advisors. We may disclose your data to professional advisors, such as lawyers, bankers, auditors, and insurers, where necessary in the course of the professional services that they render to us.
- (g) Your Consent or at Your Direction. We disclose data to third parties when we have your consent or direction to do so. We may also disclose your data to third parties, such as when you expressly direct us to do so or when you use our Services to intentionally interact with third parties. In these cases, we disclose your data to carry out your request.

5. How We Protect Your Data

We have implemented reasonable technical and organizational measures designed to secure your data from accidental loss and unauthorized access, use, alteration, and disclosure, including but not limited to defense in depth principles. However, no method of transmission or storage is 100% secure.

The safety and security of your data also depend on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Offerings, you are responsible for keeping this password confidential. Do not share your password with anyone.

Unfortunately, the transmission of data via the Internet is not completely secure. Although we make reasonable efforts to protect your data, we cannot guarantee the security of your data transmitted to our Offerings. Any transmission of data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained in the Offerings that occur despite our reasonable security measures.

6. Retention of Your Data

We store data in Sydney, Australia and Virginia, United States. Where we transfer your data outside of your country of residence, we take steps to ensure that your data receives an adequate level of protection, including through contractual arrangements with our service providers and affiliates.

We may retain your data for as long as we need it to provide you with the Offerings, which is typically for the duration of your relationship with us plus a reasonable period thereafter. If you ask us to delete your personal data, we will process your request in accordance with applicable law, though there may be some latency in deleting this personal data from our servers and back-up storage, and some personal data may be retained in our logs and other records as required by law or for legitimate business purposes. Regardless of the above, if you are our customer, we will comply with any applicable retention and deletion obligations set forth in the Agreement between you and us. In addition, we may retain your data or data provided by you if it is necessary to comply with our legal obligations including our contractual requirements to provide Services to our customers, resolve disputes, or enforce our Agreement.

When we process personal data, we determine the retention period taking into account various criteria, such as the type of Offerings provided to you, the nature and length of our relationship with you, the impact on our Offerings we provide to you if we delete some data from or about you, and mandatory retention periods and destruction or deletion obligations provided by law.

7. Your Choices About Your Data

We strive to provide you with choices regarding the personal data you provide to us. Below are options for your personal data. If you are a resident of certain states of the U.S. or a resident of Canada, you may have additional options and/or rights concerning your data; please see the [U.S. & Canada-Specific Disclosure to learn more](#).

7.1 Accessing and Correcting Your Data

You can review and change your personal data by logging on to your account and correcting the data. If you wish to access or correct additional data that we hold about you and this is not accessible through your account, or if you do not have an account with us, please contact us at the contact information listed in the [How to Contact Us](#) section below and we will try to assist you with your request.

If you are an **Australian resident** and would like to access or request correction of your personal data, wish to make a complaint relating to privacy or would otherwise like to contact us about this Privacy Policy, please direct your request to the Australian contact information provided in the [How to Contact Us](#) section below. We will seek to resolve any complaint as soon as reasonably practicable and, in any event, consistent with our obligations under the law. If your complaint is not satisfactorily resolved, you may have recourse to governmental agencies. For example, individuals in Australia may apply to the Office of the Australian Information Commissioner to have their complaint heard and determined.

7.2 Automatic Tracking Technologies

We and other third parties may use Automatic Tracking Technologies on the Digital Assets. This Privacy Policy does not apply to these third-party Automatic Tracking Technologies because we do not control the data collected by them. However, you may be able to block or disable Automatic Tracking Technologies on your device at any time by changing your preferences or options menus in your browser, or by using our consent management platform. You may also be able to reject or delete the Automatic Tracking Technologies that are stored on your device. However, blocking, disabling, or deleting Automatic Tracking Technologies may limit your ability to view all the pages on our Digital Assets. Each browser provides different mechanisms for managing Automatic Tracking Technologies. Look at your browser's help menu to determine the best way to modify your browser's Automatic Tracking Technologies storage. You can usually find these settings in the "Options" or "Preferences" menu of your browser. You can use the "Help" or similar option in your browser for more details. You can still use our Digital Assets if you block or delete our Automatic Tracking Technologies, but your ability to access certain features on the Site may be limited. To specifically find out more about cookies, including how to see what cookies have been set and how to block and delete cookies, please visit: <https://www.aboutcookies.org/>.



Our Digital Assets also use Google Analytics, which uses cookies or other Automatic Tracking Technologies to help us analyze how users interact with and use the Digital Assets, compile reports on activity, and provide other Services related to activity and usage. Google Analytics may collect information such as your IP address, time of visit, whether you are a return visitor, and referring website. To learn more about how Google Analytics collects and processes data you may visit <http://www.google.com/policies/privacy/partners>. For more information on how to opt out of Google Analytics tracking across all websites you use, visit: <https://tools.google.com/dlpage/gaoptout>.

7.3 Targeted Advertising

We work with certain analytics and advertising providers, as described in the [Who We Share Your Data With & the Purpose of Disclosure](#) section above and allow these analytics and advertising providers through our Digital Assets to place Automatic Tracking Technologies on your browser or device to collect data about you. The data they collect may be associated with your personal data or they may collect data, including personal data, about your online activities over time and across different websites and other online services. They may use this data to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' Automatic Tracking Technologies or how they may be used.

Some of our Analytics and Advertising Providers may be members of the Network Advertising Initiative (“**NAI**”) and/or are subject to the Self-Regulatory Principles for Online Behavioral Advertising published by the Digital Advertising Alliance (“**DAA**”). You can obtain more information about these companies' information collection practices and opt-out of receiving interest-based advertising from participating NAI and DAA members by going to the NAI's website at <http://optout.networkadvertising.org/?c=1> or the DAA's website at optout.aboutads.info. In addition, your mobile device settings may provide the functionality to limit our, or our partners', ability to engage in ad tracking or targeted advertising using the Google Advertising ID or Apple ID for Advertising associated with your mobile device.

If you opt out of targeted advertisements, you will still see advertisements online, but they may be less relevant to you. Please note that we may also work with companies that do not participate in the opt-out mechanisms described above. Even after using these opt-out mechanisms, you may receive targeted advertising from other companies; although, if you are an **Australian resident** we will cease to continue disclosing your personal information to any other companies for direct marketing purposes. We do not control these third-party opt-out links and we do not control whether our advertising partners participate in these programs. We are not responsible for any choices you make using these programs or links or their continued availability or accuracy.

7.4 Our Email Marketing to You

If you do not wish to receive our marketing emails, you may unsubscribe by following the unsubscribe instructions at the bottom of the email or by contacting us through the contact



information in the [How to Contact Us](#) section at the bottom of this Privacy Policy. After you unsubscribe, however, you may continue to receive product or service-related and other non-marketing emails. If you have provided more than one email address to us, you may continue to be contacted unless you request to unsubscribe each email address you have provided.

7.5 Do Not Track Signals

Some web browsers (including Safari, Internet Explorer, Firefox, and Chrome) incorporate a “Do Not Track” (“**DNT**”) or similar feature that signals to websites that a user does not want to have his or her online activity and behavior tracked.

We do not recognize or respond to DNT signals transmitted by your browser. There is currently no universally accepted standard for how to interpret or respond to DNT signals, and the DNT setting does not have a legal or technical requirement that compels websites to comply with the signal. Accordingly, we do not alter our data collection and use practices in response to DNT signals.

8. Links to Other Third-Party Digital Assets

We may provide links to digital assets such as websites, applications, or services that we do not own or operate (“**third-party digital assets**”). Those links are provided for your convenience. If you follow the link and visit those third-party digital assets, they too may collect data about you. We do not own or control any third-party digital assets, and we are not responsible for the practices employed by third-party digital assets linked to or from our Digital Assets. We recommend that you review the privacy notices of other third-party digital assets before authorizing third-party access to your data.

9. Children Under the Age of 18

Our Offerings are **not** directed at or intended for children under 18 years of age. No one under the age of 18 may provide any data to or on the Offerings. We do not knowingly collect data from children under 18. If you are under 18, do not use or provide any data to us, including through any of its features, or in connection with the Offerings. If we learn we have collected or received data from a child under 18 without verification of parental consent, we will delete that data. If you believe we might have any data from or about a child under 18, please contact us through the information in the [How to Contact Us](#) section below.

10. International Visitors

When we obtain data about you, we may process such data outside of the country in which you reside, including in the United States. By using the Offerings, you consent to the transfer to and processing of your data in countries outside of your country of residence, which may have different data protection laws than those in the country where you reside.



11. Disabilities

We strive to make this Privacy Policy available to consumers with disabilities. To access this Privacy Policy in an alternative downloadable format, please [click here](#).

12. How to Contact Us

To ask questions or comment about this Privacy Policy and our practices in general, contact us at:

Contact for - United States & Canada

Contact for - Australia & New Zealand

Physical Address	Nearmap US, Inc. 1850 W Ashton Blvd, Level 5, Suite 500 Lehi, Utah 84043 USA
Email	privacy.officer@nearmap.com
Phone Number	+1-844-463-2762

Level 4, Tower One International Towers 100 Barangaroo Avenue Barangaroo, NSW 2000
privacy.officer@nearmap.com
+61 2 8076 0700

34096292_v12