

## **PivotLink Privacy Statement**

**Last Updated: 08/15/2022**

### **Your Privacy**

PivotLink is committed to protecting the personal information you share with us. We are dedicated to maintaining the trust and confidence of our customers and the visitors to our Websites. To that end, we have implemented safeguards to protect your personal privacy and any personally identifiable information that you share with us, so that your information is never used for any reason other than to enhance your experience as it pertains to our services.

This PivotLink Privacy Statement applies to data collected and services provided by PivotLink through its collection of Websites that display or link to this Privacy Statement (collectively, the "PivotLink Sites"), and includes all offline services related to the PivotLink Sites (collectively, the "Services"). This PivotLink Privacy Statement does not pertain to those PivotLink Sites, or Sites of PivotLink's affiliates that do not display or link to this Statement, or that have their own privacy statements.

We have established this Privacy Statement as a way to describe how PivotLink collects and uses your personal information and how we keep it secure. We use the information that is collected from you to provide you with the highest quality service and to communicate event information and offers that we think may be relevant to you as indicated by your preferences when you provided this information to us. We may also use this information to contact you when we are trying to resolve a Website issue or another customer service related issue. PivotLink reserves the right to change this Statement as-needed and may provide updates from time to time via the PivotLink Sites to which this Privacy Statement applies.

### **Collection and Use of Personal Information**

In order to access certain sections of PivotLink Sites for information about our products and Services, or otherwise gain access to PivotLink Services available via the PivotLink Sites, you will be asked to register with a username and password. We refer to these as your credentials.

As part of creating your credentials, you may also be requested to provide secret questions and answers, as well as an alternate email address. These are used to help authenticate your identity and assist PivotLink in resetting your password. Some Services may require added security, and in these cases, you may be asked to create an additional security key. Finally, a unique identifier (a customer number) may be assigned to your credentials and can be used to identify your credentials and associated information.

For some PivotLink Sites, if you choose to request information, tour Services, subscribe to a free trial of Services, or purchase Services, we may ask for

additional company and personal information to create your PivotLink billing account; this information may include, but is not limited to industry type, tax ID number, annual revenues, number of employees, financial qualification, department name, and job title. We may also ask you to provide personal contact information, such as your email address, name, company name, address, telephone number(s), fax number and billing information such as billing name and address, credit card number, and the number of users and the names of users that will be using our Services. At times, PivotLink may also collect demographic information, such as your ZIP code, age, gender, interests, and preferences.

You may, in certain instances, be able to opt out of providing this additional information by not entering it, or by not disclosing it when you are asked. When applicable, on some PivotLink Sites, you may revise or delete your personal information at any time by logging into the appropriate PivotLink Site and editing your personal information. You may then view your updated profile to confirm that those changes have been successfully made.

When you receive promotional emails or invoices from PivotLink, we may use Web beacons, email receipts, customized links, or similar technologies to determine whether the email has been received and opened, or to determine which links, if any, you may click from those communications. (For more information on Web beacons, please continue reading below.) This helps us to provide you with more focused communications or other information that may be appropriate for your needs. It also helps to ensure that we have the most up-to-date email on file for you

PivotLink may collect information about your visit to the PivotLink Sites, including the pages you view, the links you click and other actions taken in connection with PivotLink Sites and Services. We may also collect certain standard information that your browser sends to each Website you visit. This may include your browser type and language, your IP address, access times and referring Website addresses.

### **Disclosure and Sharing of Information**

PivotLink uses the information we collect to set up Services for individuals and their organizations. This information is also used to operate and improve the PivotLink Sites, deliver enhanced Services, and to provide follow-up information that you have requested.

PivotLink also uses this information to provide you with better customer service and technical support; improve the ease-of-use of the PivotLink Sites and Services; eliminate the need to enter the same information multiple times; perform research and analysis aimed at improving PivotLink's products, services, and technologies; contact you to discuss your further interest in PivotLink and the Services we provide; send or email information to you about PivotLink or our affiliates, such as promotions or events; and

display content and offers that are customized to your preferences and your interests.

PivotLink may send you certain mandatory service communications such as welcome letters, information on technical service issues, billing reminders, and security announcements. Some PivotLink Services may include periodic communications that are considered part of the Services.

The personal information and email address(es) you provide to the PivotLink Sites will not be shared with third parties. While no personal data is provided to third parties, some PivotLink Services are provided to you subject to your agreement to allow PivotLink to track, analyze, report, and disseminate non-personally identifiable, aggregate data, including usage and volume statistical information from our customers—some of which may be provided to third parties such as industry thought leaders, advocates, and organizations for the purposes of conducting research and informing strategy or to advance service delivery.

Except as we explicitly state at the time we request information, or as provided in the Master Services Agreement, we will not disclose your personal information outside of PivotLink without your consent. Some PivotLink Sites allow you to choose to share your personal information with select PivotLink affiliates, so that they can contact you about their events, products, services, promotions, or other offers. Other PivotLink Sites, do not allow you to share your contact information with third parties, but instead may give you a choice as to whether you wish to receive communications from PivotLink on behalf of external affiliates about an affiliate's particular event or offering (without transferring your personal information to the third party). See the Communication Preferences section above for further details.

All financial and billing information collected through the PivotLink Sites is used for the sole purpose of reviewing the qualifications of prospective customers and to bill for the Services. This billing information is not used by PivotLink for marketing or promotional purposes. PivotLink uses a third party intermediary to manage credit card processing. This intermediary is solely a link in the service process and is not permitted to store, retain, or use the information provided, except for the sole purpose of credit card processing. Other third parties, such as content providers may provide content on the PivotLink Sites. These third parties are not permitted to collect any information, nor does PivotLink share identifiable user information with these parties.

Use of the Services may involve storing and hosting data on the PivotLink Sites. This hosted data ("Data") is also safeguarded for the privacy of those who that data references. PivotLink will not review, share, sell, distribute, print, or reference any such data except as provided in the PivotLink Master Services Agreement, or as may be required by law. Individual records may at times be viewed or accessed only for the purpose of resolving a problem,

support issue, or suspected violation of the applicable Master Services Agreement, Acceptable Use Policy (AUP), or as may be required by law.

You alone – not PivotLink – are entirely responsible for maintaining the confidentiality and security of your credentials.

Some PivotLink Sites and Services may be co-branded and offered in conjunction with other organizations. If you register for or use such Services, both PivotLink and the other organization may receive information collected in conjunction with the co-branded Services.

PivotLink occasionally hires other organizations to provide limited services on our behalf, such as handling the processing and delivery of mailings, providing customer support, hosting PivotLink Sites, processing transactions, application development, or performing statistical analysis of PivotLink's Services. Those organizations will be permitted to obtain only the personal information they need to deliver their services. They are required to maintain the confidentiality of the information and are prohibited from using it for any other purpose whatsoever.

PivotLink may access and/or disclose your personal information if we believe such action is necessary to: (i) comply with the law or legal process served on PivotLink; (ii) protect and defend the rights or property of PivotLink (including the enforcement of our agreements); or (iii) act in urgent circumstances to protect the personal safety of users of PivotLink's Services or the personal safety of members of the public.

By using the PivotLink Sites and Services and/or providing us with your personal information, you consent to the transfer of your personal information.

### **"Refer-a-Friend"**

From time to time, we may encourage our customers and Website visitors to tell a friend about some of the PivotLink Sites, Services, or events. If a customer or visitor chooses to refer a friend to us, we will use that friend's information only for the purposes of sending PivotLink-related information to that friend. We will use the information only one time.

### **Communication Preferences**

You can stop the delivery of promotional email from PivotLink Sites and Services by following the specific instructions in the email you receive. Some PivotLink Sites may also give you the option of proactively making choices about the communications you receive from particular PivotLink Sites or Services. These communication choices do not apply to mandatory communications that are considered part of select PivotLink Services, which you may receive periodically unless you cancel the Services.

### **How Secure is the Information We Collect?**

PivotLink is committed to protecting the security of your personal information. We use a combination of advanced security technologies and procedures to help prevent the loss, misuse and alteration of the information under PivotLink's control. We store the personal information you provide to us on computer systems and servers with limited access, which are located in controlled facilities. When highly confidential information is transmitted over the Internet, we protect it using both server authentication and data encryption to ensure that your Data is safe, secure, and available only to you.

PivotLink Sites and Services are hosted in high security environments that leverage state-of-the-art security technologies to prevent interference or access from outside intruders.

If a password is used to help protect your accounts and personal information, it is solely your responsibility to keep your password confidential. Do not share this information with anyone. If you are sharing a computer with anyone you should always log out before leaving a secure PivotLink Site to protect access to your information from subsequent users.

For a comprehensive description of PivotLink's security infrastructure, please see the **PivotLink Security Statement**.

### **Access to and Updating Personal Information**

In some of the PivotLink Sites you have the ability to access, view or revise your personal information online. In order to prevent your personal information from being accessed, viewed or revised by others, you will be required to sign in with your credentials (username and password). The appropriate method(s) for accessing your personal information will depend on which of the PivotLink Sites or Services you have used.

If the PivotLink Site you are using enables you to view or revise your personal information online, you may do so by editing the user account settings or the organizational record. You may also call or email PivotLink to request us to make the changes for you. If you have questions about how to view or revise your information on any PivotLink Site, or if you would like to discontinue the Services, you may email PivotLink at support@pivotlink.io.

### **Cookies**

We endeavor to make your Web experience with the PivotLink Sites as easy and productive as possible. When you visit the PivotLink Sites, our Web servers may issue a "cookie" to your computer. PivotLink Sites use cookies to enable you to login to our Services and to help personalize your Web experience.

A cookie is a small file maintained in your browser's web cache that certain Websites write to when you visit them. By themselves, cookies do not identify you personally. They simply recognize your browser and access

attempts. A cookie can contain information such as a user ID that the Site uses to track the pages you have visited, but the only personal information a cookie can contain is un-encrypted information supplied by your browser. Unless you choose to identify yourself to PivotLink, either by responding to a promotional offer, opening an account, signing up for a tour of a PivotLink Web application, registering for a 30-day trial, or registering to view a demo, you remain anonymous to PivotLink.

Cookies cannot be used to run programs or deliver viruses to your computer. Nor can a cookie read data off your hard disk or read cookie files created by other Sites.

Some of the PivotLinks Sites use cookies to track user traffic patterns. We do this in order to determine the usefulness of our Websites to our customers and visitors and to see how effective our navigational structure is in helping users reach that information.

Some PivotLink Sites use cookies to store your preferences and other information on your computer. The purpose is to save you time by eliminating the need to repeatedly enter the same information and to display your personalized content and suitable advertising on your subsequent visits to such PivotLink Sites.

There are two kinds of cookies: session cookies and persistent cookies. Session cookies exist only during an online session. They disappear from your computer when you close your browser software or turn off your computer. Persistent cookies remain on your computer after you've closed your browser or turned off your computer. They include such information as a unique identifier for your browser.

Similarly to the use of cookies, some of the PivotLink Sites use session variables stored in the memory of the server, that contain encrypted information allowing the Site to uniquely identify you while you are logged in. This information allows you to process your online transactions and requests. Session variables help PivotLink make sure you are who you say you are after you've logged in to some of the PivotLink Sites. They are required in order to use some of the PivotLink Sites and Services.

Some of the PivotLink Sites also use persistent cookies that only PivotLink can read and use to identify that you are a PivotLink customer or a prior visitor to a PivotLink Site. PivotLink is particularly careful about the security and confidentiality of the information stored in persistent cookies. We do not store account numbers, or passwords in persistent cookies.

When you sign in to some of the PivotLink Sites using your credentials, PivotLink stores your unique ID number, as well as the time you signed in, in session memory of the Web Server. This allows you to move from page to page at these PivotLink Sites without having to repeatedly sign in on each

page. When you sign out, this information is cleared from the memory of the server.

PivotLink also uses cookies to improve your sign in experience. For example, on some PivotLink Sites your email address may be stored in a cookie that will remain on your computer after you sign out. This cookie allows your email address to be pre-populated, so that you will only need to type your password the next time you login in to the PivotLink Site. If you are using a public computer or do not otherwise want this information to be stored, you can select the appropriate button on the login page, and this cookie will not be used.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually adjust your browser setting to decline cookies if you prefer. Users who disable their Web browser's ability to accept cookies will be able to browse the PivotLink Sites, but may not be able to successfully login, use other interactive features of some of the PivotLink Sites, or otherwise successfully use those PivotLink Sites and Services that depend on cookies.

### **Third Party Cookies**

PivotLink may from time to time engage third parties to track and analyze non-personally identifiable usage and volume statistical information from visitors to the PivotLink Sites to help us administer our Sites and improve their ease-of-use. Such third parties may use cookies to help track visitor behavior. Such cookies will not be used to associate individual PivotLink Site visitors to any personally identifiable information. All data collected by such third parties on behalf of PivotLink is used solely to provide PivotLink with information on Site usage. It is not shared with any other third parties.

### **Web Beacons**

Some PivotLink Sites and HTML-formatted email newsletters use Web beacons in conjunction with cookies to understand user behavior. A Web beacon is often a digital image, single-pixel (1x1) or transparent GIF, which is hosted on a server that logs when that image is accessed. Web Pages from some of the PivotLink Sites may contain Web beacons that may be used to assist in delivering cookies on these PivotLink Sites. Web beacons allow us to count users who have visited those pages and to deliver co-branded services. PivotLink may include Web beacons in promotional email messages or newsletters in order to determine whether messages have been opened and acted upon.

PivotLink may also employ Web beacons from third parties on some of the PivotLink Sites in order to help us compile aggregate statistics and determine the effectiveness of our promotional campaigns. PivotLink prohibits Web beacons on the PivotLink Sites from being used by third parties to collect or access your personal information.

Some Web beacons may be unusable if you elect to reject their associated cookies or if you have images disabled in your email preferences. PivotLink may also use customized links to other similar technologies to track email links that you click. We may associate that information with your personal information in order to provide more focused email communications or purchase information. Each non-personalized email communication from PivotLink and its partners will include an unsubscribe link allowing you to stop delivery of that type of communication.

### **Third Party Sites**

Some PivotLink Sites contain links to other Websites. PivotLink is not responsible for the privacy practices or the content of these other Websites. Users of and visitors to the PivotLink Sites will need to evaluate the policy statements of third party linked Sites to understand their policies. Customers and visitors who access a linked Site may risk disclosing their private information. It is the sole responsibility of the user to keep such information private and confidential.

### **Controlling "Spam" or Unsolicited Email**

PivotLink will not sell, lease or rent its email subscriber lists to third parties. Being cautious about the sharing of your email address while online will help reduce the amount of unsolicited email you receive.

### **Changes to This Privacy Statement**

We will occasionally update this Statement to reflect customer feedback and changes in our Services. Whenever we post changes to this Statement, we will revise the "last updated" date at the top of this Statement. If there are material changes to this Statement or in how PivotLink will use your personal information, we will notify you either by prominently posting a notice of such changes prior to implementing the change or by directly sending you a notification. We encourage you to periodically review this Statement to be informed of how PivotLink is protecting your information.

### **Enforcement of This Privacy Statement**

If you have questions regarding this Statement, please contact us by email at [support@pivotlink.io](mailto:support@pivotlink.io) or by regular mail addressed to:

Security Administrator  
PivotLink  
999 Vanderbilt Beach Road  
Suite 200  
Naples, FL 34108