

## **Privacy Policy**

*Last Updated October 1, 2021*

3BL Media is your go-to partner for shaping, sharing and strategically targeting purpose-driven stories, initiatives and ideas with the people who matter.

3BL Media, Inc ("3BL Media") recognizes the importance of ensuring each customer, visitor, client and user's privacy. This Privacy Policy applies to all of the services provided by 3BL Media and subsidiaries, including, but not limited to, website services, content distribution, including, but not limited to Internet clips, press releases, blogs, webcasts, podcasts, tweets, and other electronic media (collectively referred to as the "Services").

This Privacy Policy describes how we collect, use, protect and share information about you that we obtain when you use our Services or otherwise communicate with us. Our "Services" include (i) our US websites that post this Privacy Policy (collectively, the "Websites"); (ii) other online products and services provided by us through our Websites; and (iii) databases, distribution services, articles, surveys, newsletters, webinars, media monitoring, and/or analytic reports.

Please read this Privacy Policy carefully to understand how we will treat your information before you start to use our Services or communicate with us about them. By using our Services, or communicating with us about them, you are accepting and consenting to the practices described in this Privacy Policy, including any updates and amendments. If you do not agree to the terms of this Privacy Policy, you must not access or use our Services or communicate with us about them. Your use of our Services and any dispute over privacy is subject to this Privacy Policy and any applicable Terms of Use, and/or any other agreements. In the event that the provisions of any such agreements differ from or conflict with the provisions of this Privacy Policy, the applicable terms or agreement will apply.

### **How We Collect Information from You**

The manner in which we use information about you varies depending upon the capacity in which you visit our sites. For example, if you simply visit our pages for news and do not register, we may not know who you are and do not intend to collect information which identifies you. However, if you are using the subscription-only areas routinely to represent a client company, we may note and monitor how the Service is being utilized.

3BL Media requires registration for certain Services and our website may contain order forms for other Services. In order to provide our Services to you, we may ask you for business information (such as name of company and industry), contact information (name and email address), financial

information (such as account or credit card numbers), and demographic information (such as location information).

We may use cookies or other tracking mechanisms to gather and record information to help us operate and provide our Services to you. A cookie is a small file of information which we place on your browser. That cookie then communicates with our servers on return visits and allows us to recognize your personal computer. We associate a cookie with information that identifies you only if you use the automatic recognition capabilities on restricted areas. Our log servers collect standard web information about visits and system capabilities as you access and use the web pages covered by this policy.

This information includes, without limitation:

- Information about the systems and device(s) you use to access our Services, including MAC address, IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, device type, and device identifiers;
- Information about your visits to the Websites, including the full URL clickstream to, through and from the Websites (including date and time);
- Information about your use of our mobile apps, including the information you view in our mobile apps and the date and time you view it;
- Information to facilitate your use of our Services (including to provide access to third-party websites and services), such as URL requests, destination IP addresses, or device configuration details; and
- Pages you view or search for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), your engagement with certain variable/dynamic elements of a page and methods used to browse away from the page.

If you decline to have us collect such information (for example, by disabling cookies; see Cookies & Other Tracking Mechanisms below), we may not be able to provide our Services to you.

### **Information We Collect about You from Third Parties**

Our Services may also, from time to time, contain links to and from social or other media platforms. You may choose to connect with us through a social media platform and when you do, and to the extent available, we may collect additional information from you, such as your user names, profile picture, contact information, contact list, and the profile pictures of your contacts, through the social media platform. Please be advised that social media platforms may also collect information from you. We do not have control over

the collection, use and sharing practices of social media platforms and encourage you to review their usage and disclosure policies and practices, including the data security practices, before using the social media platforms.

We may combine the information we collect about you from the various sources described above.

### **Information About Other Individuals**

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can provide the information. Furthermore, you confirm that you informed the other person about the content of this Privacy Policy, by providing him/her with a current version of it.

### **How Your Information May Be Used**

We may use any information we collect, including personal information and technical information, as described to you at the time of collection, for the following purposes:

- **Services:** Operating, protecting and improving our Services (e.g., administration, troubleshooting, managing account access, protecting security); evaluating our Services; developing new features, products, or services; and for other customer service and support purposes.
- **Experience:** Personalizing the information and content we display to you, including marketing, promotional and sponsored content and advertising within the Services.
- **Marketing and communications:** Contacting you directly about your use of an account or Service for which you are registered; providing you with information about products or services, from us or third parties that may interest you; serving advertisements to you; and responding to your requests, feedback or questions.
- **Metrics:** Researching and analyzing how you interact with our Services, including to monitor usage and activity trends and for statistical purposes; creating reports for customers that may include both aggregate trends and the organizations that are viewing their content, or accessing our Services or customer websites or otherwise using our Services; and measuring or understanding the effectiveness of content, communications, Website visits, web traffic, our Services, or advertising we or our customers serve to you and other customers like you, and to deliver relevant advertising to you and other customers like you.
- **Compliance:** Complying with laws, regulations and requests from law enforcement or other governmental entities; carrying out our obligations and enforce our rights arising from any contracts; and using as evidence in litigation.
- **Protection:** Protecting the safety, rights or property of 3BL Media, Inc, customers, end users, or any third party; investigating, preventing or

otherwise addressing activity that 3BL Media, Inc, in its sole discretion, may consider to be or pose a risk of being, an illegal, unethical, or legally questionable activity.

We may also create aggregate or anonymous information about your and other users' use of our Services for purposes similar to those listed above.

### **How Your Information May Be Shared**

We will not sell your personal information or share your personal information with third parties for the third party's own direct marketing purposes.

We may share any information, including personal information as follows:

- With our subsidiaries and affiliates, including any future subsidiaries or affiliates;
- With our service providers and sub-contractors to the extent reasonably necessary to enable us provide our Services (e.g., we use a third-party platform for e-mail and cannot communicate with you without disclosing your e-mail address to our third-party e-mail provider);
- With a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of any of our assets, whether as a going concern or as part of bankruptcy, liquidation or similar proceeding, including during planning or negotiations of such sale or transfer;
- With a third party with whom we must legally share information about you;
- With the company or organization you represent upon their request;
- With you or other third parties with your express consent;
- To comply with any court order, valid subpoena, law or legal process, including to respond to any government or regulatory request;
- To investigate potential unauthorized access or misuse of our Services or otherwise enforce or apply our Terms of Use and other agreements;
- To protect our assets or rights, including for billing and collection purposes;
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of 3BL Media, Inc, our customers or others, including exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction; and
- With any other entity disclosed by us when you provide the information.

We may also share aggregate or anonymous data for marketing, advertising, research, compliance, or other purposes.

In the event that we receive a request from a governmental entity to provide it with your personal information, we will take reasonable attempts to notify you of such request, to the extent reasonably possible and legally permissible.

### **Cookies & Other Tracking Mechanisms**

We may use cookies, beacons and similar technologies, now or in the future, to support the functionality or track usage of our Services. This provides a better experience when you use our Services and allows us to improve our Services.

- **Browser Cookies:** A browser cookie is a small file placed on the hard drive of your computer. That cookie then communicates with servers, ours or those of other companies that we authorize to collect data for us, and allows recognition of your device. You may use the tools available on your computer or other device to set your browser to refuse or disable all or some browser cookies, or to alert you when cookies are being sent. However, if you refuse or disable all browser cookies, you may be unable to access certain parts of our Websites or use certain features or functionality of our Services.
- **Flash Cookies:** Certain features of our Services may use local stored objects called flash cookies to collect and store information about your preferences and navigation to, from and on our Websites. We also include cookies in our third-party hosted video players to count the number of unique viewers who see a customer's video press release and to provide aggregate reporting. Flash cookies are not managed by the same browser settings as are used for browser cookies. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe's website. If you disable or refuse Flash cookies, please note that some parts of our Services may be inaccessible or may not function properly.
- **Web Beacons:** Our Services may contain small electronic files known as web beacons (also referred to as clear GIFs, pixel tags, tracking pixels and single-pixel GIFs) that permit us to, for example, count users who have visited those pages or opened an e-mail and for other website-related statistics. Web beacons in e-mail marketing campaigns, press releases or other types of communications or content allow us to track your responses and your interests in our content, offerings and web pages. We may use web beacons and/or other tracking technologies to collect information about you when you interact with our Services, e-mails, press releases or other types of communications or content, including information about your browsing and purchasing behavior.
- **Analytics Services:** We or our affiliates also use a variety of web analytics services. Such web analytics services use cookies and similar technologies to analyze how users use the domains. The information

generated about domain usage (including your shortened IP address) is transmitted to the web analytics services. This information is used to evaluate visitors' use of the domain, compile statistical reports on domain activity, and provide other services related to the Site and Internet use. Such services may also collect information about domain visitors' use of other websites.

### **Do Not Track Disclosure**

Some browsers support a "Do Not Track" feature, which is intended to be a signal to websites that you do not wish to be tracked across different websites you visit. Our Services do not change the way they operate based upon detection of a Do Not Track or similar signal.

### **Your Choices**

- **Opting out of marketing communications.** You may receive certain promotional or informational communications from us. Where required by law, promotional communications will be sent only with your consent. You can opt out of promotional e-mails at any time by following the instructions at the bottom of the e-mails. Please note that certain e-mails may be necessary for the operation of our Services. You may, however, continue to receive these e-mails relating to your account or our Services, if appropriate, even if you unsubscribe from our optional communications.
- **Opting out of behavioral advertising.** You may opt out of many third-party ad networks. For example, you may go to the Digital Advertising Alliance ("DAA") Consumer Choice Page at <http://www.aboutads.info/choices/> for information about opting out of interest-based advertising and your choices regarding having information used by DAA companies. You may also go to the Network Advertising Initiative ("NAI") Consumer Opt-Out Page at <http://www.networkadvertising.org/choices/> for information about opting out of interest-based advertising and your choices regarding having information used by NAI members. Additional information is available on the DAA's website at [aboutads.info](http://www.aboutads.info) or the NAI's website at [www.networkadvertising.org](http://www.networkadvertising.org). Opting out from one or more companies listed on the DAA Consumer Choice Page or the NAI Consumer Opt-Out Page will opt you out from those companies' delivery of interest-based content or ads to you, but it does not mean you will no longer receive any advertising through our Services or any third-party services. You may continue to receive advertisements, for example, based on the particular website that you are viewing (*i.e.*, contextually based ads). If your browser is configured to reject cookies when you opt out on the DAA or NAI websites, your opt out may not be effective.

Please note that if you use multiple devices you will have to opt out on each individual device.

- **Opting out of telemarketing.** Where required by law, you will be contacted via telemarketing only with your consent. You may opt out of our direct telemarketing contacts by requesting us to remove you from our direct telemarketing list. Please note that opting out from our direct telemarketing contacts does not limit us from contacting you for other purposes, including those contacts that are reasonably necessary to provide you with our Services. If you decide to opt out of our direct telemarketing contacts, allow a reasonable time for us to process your request and do not hesitate to contact us at [privacy@3blmedia.com](mailto:privacy@3blmedia.com) if you encounter any problems with your request.
- **Accessing, updating or deleting your personal information.** We value the accuracy of the information we have about you. You may access, update or delete your information (or in some cases object to its processing) at any time by emailing us at [privacy@3blmedia.com](mailto:privacy@3blmedia.com).

### **Securing Your Personal Information**

The security of your information is important to us, and we have implemented administrative, technical, and physical safeguards designed to protect personal information against theft or misuse. Unfortunately, no system can guarantee complete security of your information. As a result, while we strive to protect your personal information from unauthorized third parties, 3BL Media cannot ensure or warrant the security of such information. Thus, your use of the Services and communications with us is at your own risk. You are responsible for protecting your username(s) and password(s) and for the security of information that you transmit to us over the internet.

### **Children**

Our Services are directed to working professionals. Our Services are not intended for children under 13 years of age or the relevant age of majority, and we do not knowingly collect personal information from children under that age. If you are under 13 years of age or the age of majority, you are not permitted to submit any personal information to us.

### **Third-Party Information Collection**

Like any business, we use service providers to operate our services, for example such as website hosting, customer relationship databases and systems. Some of these service providers will process your data as part of the services they offer to us. We take steps to ensure that our service providers treat your data in accordance with the law, only use it in accordance with our contract with them and keep it secure.

Please note that these websites and services may have their own privacy policies. We do not accept any responsibility or liability for the policies of any third parties. If you chose to access any websites or services linked from our

Services, please check the applicable policies before you use or submit any personal information to such website or service.

Third parties unaffiliated with us may also collect information about you, including tracking your browsing history, when you use our Services. We do not have control over these third-party collection practices and advise you to adjust the settings of your browsers or install plug-ins and add-ins if you wish to minimize these third party collections.

### **Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time to align with changes to our business practices and/or changes to our legal requirements. We will post the updated Privacy Policy on this page and will indicate that the updates have been made by changing the effective date first written above. We urge you to check back periodically to see whether there have been updates to our Privacy Policy.

Your continued use of the Services or communication with us about the Services after the updated Privacy Policy has been posted (or any other indication of your consent) will constitute your acceptance of the updated Privacy Policy.

Please note that we may condition your continued access to our Services on your consent to changes to this Privacy Policy.

### **Personal Information Received from the EEA**

3BL Media stores data about customers in the United States and we use these central systems for the processing of your data. Any transfer of your data will be carried out in accordance with the law, to safeguard your privacy rights and in the unlikely event of a security breach, give you remedies, or any other similar approved mechanisms. We will ensure that any transfer of your personal data to the United States is done on the basis of EU Model Clauses or on the basis of the Privacy Shield in order to achieve an adequate level of data protection.

Personal information is transferred to 3BL Media, Inc in the US from the EU under one of the following scenarios:

- **Processor:** 3BL Media, Inc is a provider of software, services and tools intended to help customers manage all aspects of their marketing and PR campaigns. 3BL Media, Inc does not own or control any of the information it processes on behalf of its customer. All such information is owned and controlled by 3BL Media, Inc's customer. In this capacity, 3BL Media, Inc receives information transferred from the EU to the US merely as a processor on behalf of its customer, although such information may not be required by 3BL Media, Inc.
- **Data Controller:** 3BL Media, Inc also provides information products designed to help customers shape, share and strategically target their



campaigns more effectively. In this function, 3BL Media, Inc acts as a data controller of the personal information contained in these products and processes this personal information as described in this Policy in the US, a country that does not have the same level of protection for personal data as the EEA or Switzerland. 3BL Media, Inc maintains a media database containing personal information on EU contacts, and such individuals can have such information removed from our database. This information does not include sensitive information such as data about race, sexual orientation, or religion. This information is transferred to the US on the basis of consent, or European Commission-approved standard contractual clauses, and may be further transferred to our customers and to third party service providers located in Asia, Latin America and the Middle East, which do not have the same level of protection for personal data as the EEA or Switzerland, for the purposes described in this Policy.

### **3BL MEDIA, Inc TERMS OF USE AGREEMENT**

The provisions of the 3BL Media, Inc Terms of Use Agreement are incorporated into this Privacy Policy by reference with respect to all other legal matters not otherwise addressed in this Privacy Policy. You should read both this Privacy Policy and the Terms of Use Agreement prior to review any portion of our website and/or utilizing our Services.

### **Contact**

If you have questions, comments or requests relating to this Privacy Policy, or wish to opt out of any usage of your information as described herein, please e-mail us at [privacy@3blmedia.com](mailto:privacy@3blmedia.com) or write to us at:

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