

Captivate LLC Privacy Notice

Last Updated: March 7, 2019

We take seriously your interest in how your information is collected and used. Please read the following to learn about our Privacy Notice.

This Privacy Notice discloses the privacy practices of this website: www.captivate.com (the “Site”). Specifically, it describes the types of information that we gather about you when you access the Site, and the ways in which we use and share this information. This Privacy Notice does not apply to any information you may provide to us, or that we may collect, offline and/or through other means (for example, at a live event, via telephone, or through the mail).

Please read this Privacy Notice carefully. By visiting and using the Site, you agree that your use of our Site, and any dispute over our online privacy practices, is governed by this Privacy Notice and our [Terms of Service](#). If we change the Privacy Notice, the “Last Updated” date reflects the date of the changes. By continuing to use the Site after we post any such changes, you accept the Privacy Notice as modified.

The Site is not intended for use by persons under the age of 18 years old. You must be 18 years old or older to provide any personal information to us through the Site.

What Information We Collect

Information You Provide Voluntarily. We may collect and store information, including personal information (such as your name, postal address or email address) or other information, that you voluntarily supply to us while visiting our Site. Some examples of this type of information include information that you electronically submit when you contact us with questions, information that you post on blogs, discussion forums or other community posting and social networking areas on our Site, and information that you submit when you complete an online registration form to access and use certain features of our Site. We also may ask for information (including a credit card number and other financial information) from those users who make purchases or have payment transactions on our Site. If you decline to supply or provide us with certain information while using the Site, you may not be able to use or participate in some or all of the features offered through the Site.

Information We Collect Automatically. We also collect and store non-personal information that is generated automatically as you navigate through the Site. For example, we may collect information about your computer (IP address, device and browser type, operating system), which allows us, among other things, to improve the delivery of our web pages to you and to measure traffic on the Site. We also may use a standard feature found in browser software called a “cookie” to enhance your experience with the Site.

A cookie is a text file that is placed on your hard disk by a web page server. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you. Certain cookies are essential for the operation of a website, such as to enable transactions. “Functionality” cookies, for example, enable us to remember you when you return to our Site. Other cookies are used to compile aggregate and statistical data about site traffic and site interaction so that we can offer a better website experience and tools in the future. Typically, these “analytics” cookies do not need access to personal information for their operations. We may contract with third-party service providers to provide these analytics services. They are contractually prohibited from using personal information collected on our behalf except to help us conduct and improve our business.

Deployed Cookies. We currently deploy the following cookies on the Site:

Essential	Google Tag Manager
Functional	Drift
Analytics	Google Analytics Crazy Egg Hotjar
Advertising	Hubspot Dstillery Google AdWords Conversion

Opting Out of Cookies. You have the ability to accept or decline most cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. However, if you choose to decline cookies, you may not be able to fully experience the interactive features on a website. If you wish to find out more about cookies, or how to refuse cookies for your browser, please visit the Interactive Advertising Bureau's web site at <http://www.allaboutcookies.org/manage-cookies/>. Note, however, "essential" cookies cannot be disabled.

Social Media Platforms. You may be able to access our Site through social media platforms, such as Facebook or LinkedIn. When you do so, we may be able to access certain information in your platform profile, such as your name, email address, photos, gender, birthday, location and platform ID, etc. Please refer to the terms of use and privacy policies for these social medial platforms regarding your ability to control what information is made to third parties.

How We May Use and Share Your Information

We use the information we collect from you while you are using the Site in a variety of ways, including, for example, to process your registration request, provide you with services and communications that you have requested, send you email updates and other communications about services or products that may be of interest to you, customize features and advertising that appear on the Site, deliver our Site content to you, measure Site traffic, measure user interests and traffic patterns, and improve the Site and the services and features offered via the Site.

In addition, we may use any information submitted by or collected from you via the Site for any purpose related to the Site, including to contact you for customer service purposes, to inform you of important changes or additions to our Site or to send you administrative notices. We may also use your personal information, such as an email address you provided, to send you offers or promotions about other goods and services from us that may be of interest to you. (However, we do not disclose, sell, lease or license your personal information to third parties for their own marketing purposes.)

We also may provide your information to our affiliates or to third parties, including our third-party service providers, suppliers and contractors, for purposes related to Site administration and other services. For example, if you use a credit or debit card to complete a transaction on our Site, we may share your personal information and credit card number with a credit card processing and/or a fulfillment company in order to complete your transaction, or such service provider(s) may collect that information from you directly, on our behalf. These third parties are contractually required to protect the security of your information.

Our Site may include links to other websites and provides access to products and services offered by third parties, whose privacy policies we do not control. When you access another website or purchase products or services from a third party, use of any information you provide is governed by the privacy policy of the operator of the site you are visiting or the provider of such products or services. We do not have access to any personal information you provide to credit card processors or fulfillment companies when you make a purchase or conduct other transactions with us. You are encouraged to review these companies' privacy policies to learn how they handle your personal information.

We also may make some content, products and services available through our Site through cooperative relationships with third-party providers where the brands of our provider partner appear on the Site in connection with such content, products and/or services. We may share with our provider partner any information you provide, or that is collected, in the course of visiting any pages that are made available in cooperation with our provider partner. In some cases, the provider partner may collect information from you directly, in which cases the privacy policy of our provider partner may apply to the provider partner's use of your information. The privacy policy of our provider partners may differ from ours. If you have any questions regarding the privacy policy of one of our provider partners, you should contact the provider partner directly for more information.

Please be aware that we may occasionally release information, including personal information, about visitors to our Site if required to do so by law or if, in our business judgement, such disclosure is reasonably necessary: (a) to comply with legal process; (b) to enforce our Terms of Service; or (c) to protect the rights, property, or personal safety of our Site, us, our affiliates, our officers, directors, employees, representatives, our licensors, other users, and/or the public. Finally, also note that as our business grows, we may buy or sell various assets. In the unlikely event that we sell some or all of our assets, or our Site is acquired by another company, personal and other information about our Site users may be among the transferred assets.

Information You Post to Blogs, Discussion Forums and Other Community Posting or Social Networking Areas

Please keep in mind that whenever you voluntarily make your personal information or other private information available for viewing by third-parties online – for example on blogs, discussion forums, or other community posting or social networking areas of our Site – that information can be seen, collected and used by others besides us. We advise that you not post personal information on the public portions of the Site. We cannot be responsible for any unauthorized third-party use of your posted information. All submissions are subject to our Terms of Service, including the Community Rules.

We may offer contests, sweepstakes, and surveys on the Site. Any personal information you submit to participate in any of these activities is governed by this Privacy Policy.

How to Access and Control Your Personal Information

You have the following rights regarding your personal information:

- You can request access, correction, updates or deletion of your personal information.
- You can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information.
- If we have collected and process your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of

any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

- You have the right to complain to a data protection authority or other relevant about our collection and use of your personal information.

To exercise any of these rights, please contact us at Info@Captivate.com (Subject line: Online Privacy). We will respond to your request to change, correct, or delete your information within a reasonable timeframe and notify you of the action we have taken.

If you are a registered member of our Site, you can make changes to your account information by logging in to the Site and using the account tools available via the Site. If you have subscribed to one or more of our email newsletters, you also may change your subscriber information, modify your subscriptions, and/or unsubscribe from these newsletters at any time by logging in to your account. If you have any questions about modifying your account or preference information, please contact us at Info@Captivate.com.

Right to Opt-Out

You have the right to “opt out” of certain of our uses of your personal information. At any time, you may opt-out of receiving our promotional or marketing emails, email newsletters or bulletins, by clicking on an opt-out, unsubscribe or “Update Preferences” link within the email you receive. You may also opt-out by contacting us via email at Info@Captivate.com (Subject line: Online Privacy) at any time and at no cost. We do not disclose, sell, lease or license your personal information to third parties for their own marketing purposes.

However, please understand that your option not to receive promotional and marketing messages from us: (a) shall not preclude us from corresponding with you, by email or otherwise, regarding your existing or past relationship with us (e.g., the status of your orders or our responses to questions or inquiries you pose to us), and (b) shall not preclude us, including our employees, contractors, agents, and other representatives, from accessing and viewing your personal information in the course of maintaining and improving the Site or providing the service or product you have requested.

Your California Privacy Rights

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits our customers who are California residents to request and obtain from us once a year, free of charge, information about the personal information (if any) we may have disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this information would include a list of the categories of personal information that was shared and the names and addresses of all third parties with which we shared information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to Info@Captivate.com.

Do-Not-Track

We currently do not honor browser-based Do-Not-Track signals.

Children’s Privacy

This Site is not directed to children under the age of 13 and we do NOT knowingly collect personally identifiable information from children under the age of 13 as part of the Site. If we become aware that we have inadvertently received personally identifiable information from a user under the age of 13 as part of the Site, we take reasonable steps to delete such information from our records and systems.

Data Security

We have implemented reasonable and appropriate security measures as set forth in a Written Information Security Plan (WISP) to ensure the security of the personal and other information we collect. Any third-party service providers with whom we may share personal information are contractually obligated to implement security measures no less robust and comprehensive. All information we gather on our Site is stored within a database(s) and server(s) to which only we and our hosting services provider have access. However, as effective as the reasonable security measures implemented by us may be, no physical or electronic security system is impenetrable. We cannot guarantee the security of our Site's servers or databases, nor can we guarantee that information you provide will never be accessed, used, or released in a manner that is inconsistent with this policy.

If you register or create an account on our Site, you are responsible for maintaining the confidentiality of your login information, especially your user ID and password. It is recommended that you not share your login information with any other person. You are responsible for any access to or use of the Site by you or any person or entity using your login information, whether or not such access or use has been authorized by or on behalf of you, and whether or not such person or entity is your employee or agent. We will not be responsible for breach that results from a lost or stolen login information.

We will retain your personal information only for as long as your account is active, as needed to provide you services that you request, and as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Located in the United States

By providing any personal information to our Site, you fully understand and unambiguously consent to the transfer of such personal information to, and the collection and processing of such Personal Information in, the United States and other countries or territories.

Contact Us

If you have any questions or comments regarding this Privacy Policy, you may contact us at:

Captivate LLC

c/o Kara Conti (re: Online Privacy)

900 Chelmsford Street

Lowell, MA 01845

Email: Info@Captivate.com (Subject line: Online Privacy)

Phone: (978) 845-5000