

Privacy Policy

This Privacy Policy (the “Policy”) discloses the privacy practices for the use of our event-related mobile and/or web applications (the “App” or “Apps”) which are made available for use (the “Service”). We provide a digital platform for agencies and event organizers (“Customers”), as well as end-users who participate or view information within our Service (“Users”).

E&M Management, LLC, the provider of the App and Service, (referred to as “us”, “we”, or “our”) values your privacy and data protection. Our Policy is designed to advise you about how we collect, use, disclose and protect the information you provide when you use our App and Service.

BY USING THE APP AND SERVICE, YOU CONSENT TO THE COLLECTION AND USE OF INFORMATION IN ACCORDANCE WITH THIS POLICY. YOU ACKNOWLEDGE THAT THIS POLICY IS PART OF OUR TERMS OF USE, AND BY ACCESSING OR USING OUR APP AND SERVICE, YOU CONSENT TO BE BOUND BY ALL OF ITS TERMS AND CONDITIONS. IF YOU DO NOT CONSENT TO THE TERMS OF THIS POLICY, PLEASE DO NOT USE OUR APP AND SERVICE.

Information Collection and Use

We use your Personal Information, defined below, subject to your consent in order to provide and improve the App and Service. Unless otherwise defined in this Policy, terms used in this Policy have the same meanings as in our Terms of Use.

As used in this Policy:

- “Personal Information” means personally identifiable information that can be used to contact, identify, or locate you either directly or indirectly. Personally Information may include, but is not limited to, your name, picture, postal address, telephone number, email address or other demographic information, such as age and gender. If you choose to withhold any Personal Information requested by us, you will not be able to gain access to the App or Service.
- “Log Data” means information that your browser sends whenever you visit our App or when you access the App and Service by or through a mobile device.
- “Cookie(s)” means a small piece of data or file placed on your machine/device during the use of our App and Service, which may include an anonymous unique identifier.
- “Content” means information other than Personal Information provided by a Customer, User or Visitor to the App and Service through a submission channel, including uploads, posts or links.

Information Collection

Our Customers

- Customers may provide Personal Information upon registration for the purpose of providing the App and Service, such as their name, company, telephone number, email address and “Payment Information” such as billing address and credit card information.
- Customers may provide Content for the purpose of generating the App and Service, including but not limited to agendas, lists, event speakers, graphics or other information.

Our Users

- We may receive Personal Information from our Users for the purpose of providing or populating the App and Service.

- When using the App and Service, you can also decide to create social profiles and/or can link to your social profiles (Facebook, Twitter, LinkedIn, etc.) that display your Personal Information or activity.

Our Visitors

- Visitors may provide Personal Information when contacting us through email or a form of the App and Service. We may keep a record of the information submitted, such as Personal Information and correspondence.

Log Data

The Log Data we collect may include information such as your computer's Internet Protocol ("IP") address, connection speed, browser type, browser version, web pages of our App and Service that you visit, time and date of your visit, and time spent on those pages and other statistics.

When you access the App and Service by or through a mobile device, this Log Data may include information such as the type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use and other statistics. The App and Service can access your mobile device's camera or calendar functions if you choose. The camera and calendar functions are initiated by Users.

In addition, we may use third-party advertisers and service providers such as Google Analytics to collect, monitor and analyze this type of information in order to increase our App and Service's functionality.

Location Information

We may obtain pinpointed physical location information from technologies like GPS, Wi-Fi, or cell tower proximity. We may use and store information about your location depending on the permissions you have set on your device. We use this information to provide features of and to improve and customize our App and Service.

Cookies

Like many other websites and applications, we, along with our third-party advertisers and service providers, use Cookie technology. Cookies are sent to your browser from a web site and transferred to your device, where they can later be retrieved to identify you to us. In addition to using browser Cookies, we also use session and persistent Cookies. A "session" cookie lasts for a single browser session only and is deleted when the user closes the web browser. A "persistent" cookie remains on the user's device (even while powered off) until it expires or is deleted. A persistent cookie will be reactivated when a user returns to the website which posted the cookie.

We and our third-party advertisers and service providers use Cookies to collect information in order to facilitate access to the App and Service and to improve our App and Service for you. The Cookies make your use of our App and Service easier, make the App and Service run more smoothly and help us to maintain a secure App and Service.

Most internet browsers automatically accept Cookies, but you can instruct your browser, by editing its options, to refuse all Cookies or to indicate when a Cookie is being sent. The "Help" feature on most browsers provides information on how to accept Cookies, disable Cookies or to notify you when receiving a new Cookie. If you do not accept Cookies, you may not be able to use some features of our App and Service. We recommend that you leave the Cookies turned on when using our App and Service.

Push Notifications and Badges

Upon download of the App and use of the Service, you agree to receive push notifications and badges. A push notification token may be used to send push notifications to your mobile device with promotional messages and material, including event updates from Customers or special offers from us or third-party advertisers. Badges may be used on your mobile device to notify you that a new push notification has been received, but not yet viewed.

Information Use

We, along with our third-party advertisers and service providers, may use the information we collect or receive in the following ways:

We use information to administer and deliver the App and Service to our Customers, Users and Visitors. This includes the administration of Content, advertising, promotions and other App and Service features.

We use information to identify and communicate with you in relation to the App and Service. For example, we might use your information to respond to your feedback, to answer your questions and to better respond to customer service requests or other inquiries in the future. We may also use your information to communicate with you via push notifications and badges.

We use information to communicate with you about your account or your use of the App and Service. We may contact you about your account or feedback. We might also contact you about this Policy or our Terms of Use.

We use information to improve our App and Service. We may use your information to enhance our App and Service. We may also use your information to customize the experience of our Customers, Users and Visitors with the App and Service.

We use information for security purposes. We use information to maintain the integrity of our network and to protect the App and Service and our Customers, Users and Visitors from security breaches and fraud.

We use information for analytical and marketing purposes. For example, we may use your information to provide you with information to display ads, features and updates, including information about new products and special offers from third-party ad servers or service providers, all of which may be provided via push notifications and badges. Our use of this information may include performing research and analysis about your use of, or interest in, our or others' products, services or Content. This information is used for the promotion of our App and Service and to develop new services.

We may also use information to enforce our Terms of Use or as otherwise permitted by law.

Third-Party Advertisers and Service Providers

We may use third-party advertising companies to display targeted ads to you when you use our App and Service. These companies may use information about your visits to our App and Service or other websites in order to provide advertisements about goods and services that may be of interest to you. For example, we use Google Analytics Demographics and Interest Reporting. Demographics and interests data provides information about the age and gender of our users, along with the interests they express through their online travel and purchasing activities. Google and other third-party advertising companies may use Cookies and other tracking technologies in order to determine what advertisements are relevant to you. To prevent the

transmittal and processing of your Personal Information to third-party ad servers, please follow the opt-out instructions below.

We may employ third-party companies and individuals to facilitate our App and Service, to provide the Service on our behalf, to perform Service-related services and/or to assist us in analyzing how our App and Service is used. These third parties have access to your Personal Information only to perform specific tasks on our behalf and are obligated not to disclose or use your information for any other purpose.

The use of your information by third-party advertisers and service providers is governed by the privacy policies of those third-parties and is not subject to our control. Please read the privacy policies of any third-party websites you visit.

Opt-In and Opt-Out

Push Notifications

Upon download of the App and use of the Service, you authorize us to collect information and agree to receive push notifications and badges. The information we collect from you is stored by the App and Service as long as you use the App and Service and related features. You may have the option to opt-in or opt-out of certain of our uses and disclosures of your information depending on your mobile device settings.

For example, you may have the opportunity to opt-in or opt-out of receiving push notifications and badges through the App and Service. Push notifications and badges may include customer notifications and third-party promotions and advertising. Push notifications may come from any number of third-party sources that we determine to be appropriate, including but not limited to Customers, associations, businesses, members, and individuals. We may also send you push notifications and badges. We do not regularly review push notifications and badges sent through the App and Service. However, we reserve the right to review push notifications and badges at any time for any reason, and to edit or remove push notifications and badges that we deem obscene, offensive or inappropriate.

To opt-in or opt-out of all push notifications and badges, edit your notification settings on your mobile device. Contact your mobile device carrier for more information regarding your specific mobile device notification settings. You may opt-out of all information collection by us by uninstalling the App and Service. You may use the standard uninstall, application and data management processes available as part of your mobile device or via the removal features provided in your chosen mobile app store or network. Once you have uninstalled the App and Service, all information stored will be deleted, including any preferences you previously set around location permissions and whether you've allowed us to send you push notifications. Once the App and Service are deleted and uninstalled, push notifications stop.

Third-Party Analytics and Advertising

You may directly opt-out from the Google Analytics features we use by downloading and installing the Google Analytics opt-out browser add-on for your web browser. Learn more about the opt-out and how to properly install the browser add-on [here](#). You can also limit or opt-out of third-party advertising via your mobile device's advertising settings. For more information regarding your specific browsers or mobile device advertising settings contact your carriers or visit the Network Advertising Initiative's [website](#). Or, if located in the European Union, click [here](#).

Rights to Access and Control Your Personal Information

You have a right to access, update, correct or delete your Personal Information and preferences at any time by accessing your account settings on the App. In addition, for Personal Information that we have about you, you have the:

- **Right to Delete Data:** You can ask us to erase or delete all or some of your Personal Information (e.g., if you no longer want to use the App or Service or it is no longer necessary to provide the App or Service to you).
- **Right to Change or Correct Data:** You can edit some of your Personal Information through your account. You can also ask us to change, update or fix your Personal Information in certain cases, particularly if it's inaccurate.
- **Right to Object to, or Limit or Restrict the Use of Data:** You can ask us to stop using all or some of your Personal Information (e.g., if we have no legal right to keep using it) or to limit our use of it (e.g., if your Personal Information is inaccurate or unlawfully held).
- **Right to Access and/or Take Your Data:** You can ask us for a copy of your Personal Information and can ask for a copy of Personal Information you provided in machine readable form.
- **Right to Complain:** You can complain to a data protection authority about our collection and use of your Personal Information. For further information, please contact your local data protection authority.

To ask us to do any of the above, you can contact us as described in the “Contact Us” section.

Data Retention

We retain your Personal Information while your account is in existence or as needed to provide you with the App and Service. We also will retain your Personal Information even after you have closed your account if reasonably necessary to comply with our legal obligations (including law enforcement requests), meet regulatory requirements, resolve disputes, maintain security, prevent fraud and abuse, enforce our Terms of Use, or fulfill your request to “unsubscribe” from further messages from us. We will retain de-personalized information after your account has been closed.

Legal Bases for Processing

We will only collect, process and use Personal Information about you where we have a legal basis to do so. Legal bases include consent (where you have given consent), contract (where processing is necessary for the performance of a contract with you (e.g. to deliver the App and Service you have requested)) and where processing is necessary for our legitimate interests, or the legitimate interests of third parties.

Our legitimate interests for processing your Personal Information include:

- Protecting you, us or other from threats;
 - Complying with laws that apply to us;
 - Enabling or administering our business, such as for quality control, consolidated reporting and customer service;
 - Managing corporate transactions; and
 - Understanding and improving our business or customer relationships generally.
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Where we rely on your consent to collect, use and process Personal Information, you have the right to withdraw or decline your consent at any time and, where we rely on legitimate interests, you have the right to object.

Compliance with Laws

We may be required by law enforcement or judicial authorities to disclose your Personal Information to the appropriate governmental authorities when required by law. We will disclose your Personal Information upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation to protect the security and integrity of our App and Service. We reserve the right to report to law enforcement agencies any activities that we believe in good faith to be unlawful.

Business Transaction

If we are involved in a merger, acquisition or asset sale, your Personal Information may be transferred to the purchaser as a business asset.

Account Security

The security of your Personal Information is important to us, and we strive to implement and maintain reasonable, commercially acceptable security procedures and practices appropriate to the nature of the information we store, in order to protect it from unauthorized access, destruction, use, modification, or disclosure.

Your Personal Information is protected in several ways. Specifically, (a) our network and database are highly secure; (b) only authorized employees have access to contact data; (c) all employees are educated on our privacy policies; (d) all employees agree to adhere to our privacy policies as a condition of employment; (e) our network and database are password protected and are behind both a firewall and proxy server to ensure security; and (f) our web security is under on-going scrutiny and review to ensure it meets the highest standards.

However, please be aware that no method of transmission over the internet, or method of electronic storage is 100% secure, and we are unable to guarantee the absolute security of the Personal Information we have collected from you. As a result, you acknowledge that: (a) there are security and privacy limitations of the internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through the App and Service cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third-party.

Finally, you acknowledge that you are responsible for maintaining the security of your account and password. We are not liable for any loss or damage from your failure to comply with this security obligation.

International Transfer

Information we maintain may be stored both within and outside the United States. Your information, including Personal Information, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside the United States and choose to provide information to us, please note that we transfer the information, including Personal Information, to the United States and process it there.

YOUR CONSENT TO THIS POLICY FOLLOWED BY YOUR SUBMISSION OF YOUR INFORMATION, INCLUDING PERSONAL INFORMATION, REPRESENTS YOUR AGREEMENT TO SUCH INTERNATIONAL TRANSFER.

Links to Other Sites

Our App and Service may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third-party's site. When you click on a third-party link, you acknowledge that you are leaving our App and Service to an external link and will be under the privacy policy of the third-party website. We have no control over, and assume no responsibility for, the Content, privacy policies or practices of any third-party sites or services. The privacy policies of third-party websites will govern the collection and use of your information thereon. We strongly advise you to review the privacy policy of every site you visit to learn about how your information may be used.

You may wish to share information and activities from the App and Service with social media platforms. To utilize social media sharing features, you will be prompted to grant permissions within those platforms, as you choose. Activity and data shared from the App and Service to these platforms is covered by the internal privacy policy of each platform, over which we have no control.

Children's Privacy

Only persons age 18 or older have permission to access our App and Service. If you are between ages 13-17, you must provide verification of parental consent in order to use our App and Service. Children under the age of 13 are prohibited from using our App and Service.

We do not knowingly collect, use, or disclose Personal Information from children under 13. If you are a parent or guardian and you learn that your child has provided us with Personal Information without verification of parental consent, please contact us. If we become aware that we have collected Personal Information from a child under age 13, we will take steps to remove that information from our servers.

Changes to this Privacy Policy

We reserve the right to update or change our Privacy Policy at any time. Such changes, modifications, additions, or deletions shall be effective immediately upon posting the revised Policy on this page. If we make any material changes to this Policy, we will either notify you either through the email address you have provided us, or place a prominent notice on our website. You acknowledge that it is your responsibility as a Customer, User or Visitor to maintain a valid email address, review this Policy periodically, and to be aware of any modifications. Your continued use of the App and Service after such modifications will constitute your: (a) acknowledgement of the modified Policy; and (b) agreement to abide and be bound by the modified policy.

Contact Us

If you have any questions or requests about this Policy or the App and Service please contact us online or by mail at:

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