



## Event Privacy Policy

At Brandlive (Brandlive, Inc. and our affiliates), we are committed to being transparent about our privacy practices. This privacy policy describes how we collect, process, store and share your personal information when you participate in an event hosted by our customer on the Brandlive platform (“Event Sponsor”). This privacy policy also describes your choices regarding your rights of access, deletion and correction of your personal data.

Brandlive customers use the Brandlive service to sponsor or host events that users participate in. When you register for an event, we will ask you for personal information and when you attend an event you may share, or we may collect, additional personal information. Brandlive processes your personal information in accordance with the Event Sponsor’s instructions and according to our contract with the Event Sponsor. We do not sell personally identifiable information.

Our events are not directed at children under the age of 16. If you are under the age of 16, you may not attend an event.

This privacy policy does not apply to the Event Sponsor. The Event Sponsor will collect, process, use and share information they collect about you in accordance with their privacy policy. Please refer to the Event Sponsor’s privacy policy for more details. This privacy policy does not apply to information we collect via our website, our social media sites, through our marketing campaigns or to other information that we collect for Brandlive business purposes. Please see the Brandlive Privacy Policy available at <https://www.brandlive.com/privacy-policy>.

Brandlive collects and processes your personal information for the purpose of fulfilling our obligations to the customer that sponsored the event and pursuant to our contract with that customer. For purposes of the General Data Protection Regulation (“GDPR”), our customer, the Event Sponsor, is the data controller and Brandlive is the data processor. Our customer is responsible for obtaining any necessary consent and/or other legal basis for transferring any personal information to us. If you have questions about personal information that we collect or want to exercise any of your rights regarding your personal information, we will direct your inquiry to the Event Sponsor.

We periodically update this privacy policy. We will post any changes on the registration page or at the login page and, if the changes are material, we may send an updated privacy policy using contact information that you provide us.

## Types of Information we Collect

In order to access an event, you will need to register to attend the event or the Event Sponsor will provide us with information about you to allow you to access the event. When you register, we ask you to provide personal information such as your name, address, phone number, email address, employer or job title. When you participate in an event, we will collect information related to your participation. We collect information that is personally identifiable and information that is not personally identifiable. In some cases, we may combine information that is not personally identifiable with information that is personally identifiable.

We will collect information directly from you and through automatic means such as cookies (described in more detail below).

For purposes of the California Consumer Protection Act and the GDPR the categories of data that we collect:

- **Identity Data:** your registration information which includes your username, name, email address, address, and may include other identifying information such as job title, employer, employer ID. We may collect other, similar identifiers if required by the Event Sponsor.
- **Information You Provide in the Event:** this means information that you share when you fill out forms, questionnaires, survey responses, provide comments, upload content or correspond within the event or to Brandlive regarding the event.
- **Communication Data:** this means any chats within the event or emails to/from Brandlive in regard to the event you attended.
- **Technical and Usage Data:** Internet connection or network activity, your location, the equipment you use to access the service and usage details, participation activity such as what videos you watch, downloads, attendance, log on/log off and similar types of information. In most cases, this data is only personally identifiable when we combine it with other information that identifies you.
- **Analytics Data:** Brandlive uses Google Analytics, though personally identifiable information is not tracked or stored. Depending on the event, the customer may also embed or integrate their own third-party analytics tools that may collect information.
- **Demographic Data:** Depending on the event, the Event Sponsor may also collect protected classification characteristics or demographic information such as age, race, national origin, citizenship, gender or similar information.
- **Transaction History:** Our Event Sponsor may request information about products or services you purchased.
- **Social Media Information:** Depending on the event, we may collect information from third parties such as social media platforms if the Event Sponsor allows for such connection including name, email address and profile picture.
- **Support:** You may contact our support team and we may collect information about you to support your use of the service.

We do not knowingly collect the following types of information and we direct the Event Sponsor not to collect the following types of information:

- Social security numbers, pin numbers, driver's license numbers or financial information.
- Education records, current or past job history, or performance evaluations.

- Behavioral profiles or profiles reflecting your psychological characteristics, attitudes, intelligence or abilities.
- Health information, biometric information, genetic information, behavioral information, biological information, or sensory information.
- Criminal convictions or offenses.

While we direct the Event Sponsor not to collect the above information, we do not monitor the Event Sponsor and the Event Sponsor may nonetheless collect the above types of information. Please refer to the Event Sponsor’s privacy policy.

**Your User Generated Content**

User content is the information you share while you attend an event such as your chats, comments, transcripts, and any information that you upload to the event. We will use your user content only in connection with providing the event, while we reserve the right to monitor user generated content, we are not obligated to.

We do not control the actions of other event participants and other event participants may share information you provide outside of the event. Therefore, we cannot and do not guarantee that any content you or any user provides is private.

**Automatically Collected Information**

Brandlive uses cookies, web beacons or similar technologies to analyze trends, administer and track users’ movements when you participate in an event or to recognize you when you return. This information may include traffic data, logs, communication data, information about your computer, browser, IP address, operating system. This data may be aggregated (and therefore not personally identifiable) or it may be associated with information that identifies a particular user. We do not collect information about your browsing activities across third-party sites but the Event Sponsor may use a third party plugin within the event to collect information across sites. Please refer to the Event Sponsor’s privacy policy.

The table below explains the cookies that Brandlive uses:

Cookie	Type	Purpose
Required Cookies	Core	These cookies are required to enable basic site functionality such as providing a secure login and remembering your progress through an order.
	Performance	Brandlive uses performance cookies for load balancing to ensure operation.
Functional Cookies	Preferences and Settings	These cookies are used to record a user’s choice and settings that enable our services to operate correctly or that maintain your preferences over time and may be stored on your device. For example, Brandlive may save preferences, such as language, browser and multimedia player settings, which enables the browser to remember these setting each time you return to the site.

	Sign-in and Authentication	When you sign into the event, we a cookie that allows you to move from page to page within the event without having to sign in again on each page. You can also save your sign-in information, so you do not have to sign in each time you return.
	Analytics	To provide our products and improve your user experience, Brandlive uses cookies and other identifiers to gather usage and performance data. For example, we use cookies to count the number of unique visitors to a web page or to develop other statistics about the operations. This includes cookies from Brandlive and from third-party analytics providers. We use the information to compile reports and to help us improve our services.
Advertising Cookies	Social Media Cookies	<p>An event may use code snippets provided by social media companies that can sense if you are already logged into a given social media account so you can easily share event content with other social media users via that account. These code snippets read cookies set previously by social media company web content while you are logged in and browsing such content on those social media sites.</p> <p>Social media companies will not be able to sense if you are already logged into a given social media account if you turn off Advertising Cookies.</p>

You can control cookies by adjusting the settings within your internet browser. Most web browsers automatically accept cookies but provide controls that allow you to block or delete them. For example, in most modern browsers, you can block or delete cookies by clicking Settings > Privacy > Cookies. Instructions for blocking or deleting cookies in other browsers may be available in each browser's privacy or help documentation. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org).

Certain features of the event may depend on cookies. Please be aware that if you choose to block cookies, you may not be able to sign in or use those features, and preferences that are dependent on cookies may be lost. If you choose to delete cookies, settings and preferences controlled by those cookies, including advertising preferences, will be deleted and may need to be recreated.

### How we Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- To perform our obligations under the contract with the Event Sponsor.
- To provide the event and event content to you.
- To provide you with information about the event.
- To provide you with communications about the event from the Event Sponsor.
- To fulfill any other purpose for which you provide it.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, to comply with any legal obligation we may have (or assist our customers or other parties in complying with their legal obligations), or where it is

necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

- To notify you about changes to the services.
- To allow you to participate in interactive features in the event.
- To protect the integrity and security of our service or to analyze, support and improve the features and functions of our service.

### **How we Share Your Information**

Because aggregated data does not identify a particular user, we may disclose aggregated data without restriction (and this privacy policy does not apply to aggregated data).

We may share personally identifiable information as follows:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support the service and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them. Examples include cloud storage vendors, cloud infrastructure providers, and service providers for managing support tickets or chat functionality.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Brandlive's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding.
- To fulfill the purpose for which you provide it.
- For any other purpose disclosed by us when you provide the information.
- With your consent.

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce or apply our Event Participant Terms.
- If we believe disclosure is necessary or appropriate to protect the rights, property, security or integrity of an event, or safety of Brandlive, our customers, other event attendees or our service providers. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

### **Data Security**

Brandlive maintains a written information security program. Our program includes administrative, technical and physical safeguards, procedures and practices that are designed to protect your personal information. However, no method of transmission over the Internet, or method of

electronic storage, is completely secure. Therefore, we cannot guarantee its absolute security of your personal information.

## **Data Retention**

We retain personal data in accordance with our contract with the Event Sponsor, as required to comply with a governmental authority or applicable federal, state, or local law, or regulations, as required to resolve disputes, or to enforce our agreements. Brandlive may retain your data longer in connection with our legitimate business interest.

## **If You are a California Resident**

If you are a California resident, you have certain rights with respect to your information. However, because we provide events on behalf of our customer (the Event Sponsor), and are a service provider to our customers, we are contractually required to provide your request to our customer and to allow our customer to respond to such request. You should review the Event Sponsor, privacy policy to determine how they manage data rights requests pursuant to CCPA.

Pursuant to CCPA, you may request information about how our customer collected and used your personal information in the last 12 months, the categories of information collected, the sources from which personal information was collected and the business or commercial purpose for which information was collected, and with whom information was shared, sold or disclosed. You may also request copies of your personal information collected within the preceding 12 months or to delete information we may have collected from you.

To exercise your rights under CCPA, you may submit a request to us by contacting us as described in the notice section below. We will share your request with the Event Sponsor or we may decline your request as permitted by law. The Event Sponsor will be required to verify your identity to process your requests and reserve the right to confirm your California residency. The Event Sponsor is responsible for responding to CCPA request within the legally required time periods.

## **If you are a Resident of the European Economic Area**

If you reside in Switzerland or a country in the European Economic Area, you may have the right to exercise certain privacy rights available to you under the GDPR. You may submit a request to us by contacting us as described in the notice section below. However, because we provide the event on behalf of the Event Sponsor (the data controller), we (as the data processor) are contractually required to provide your request to the Event Sponsor and to allow the Event Sponsor to respond to such request. The Event Sponsor is responsible for responding to any data rights requests in accordance with applicable law.

You should review the Event Sponsor's privacy policy to determine how the Event Sponsor manages data rights requests pursuant to the GDPR.

Brandlive processes data in the United States. If the Event Sponsor operates in other countries, the Event Sponsor may transfer your personally identifiable information to the countries in which they operate. You should review our customer's privacy policy for more information their privacy practices.

Brandlive utilizes the service providers below to provide the event. The Event Sponsor may use additional service providers to provide the event or to provide features in the event to you.

<b>Service Provider</b>	<b>Purpose</b>
IBM	Video stream distribution
Digital Ocean	Infrastructure provider
Amazon Web Services	Infrastructure provider

## **Changes to Our Privacy Policy**

It is our policy to post any changes we make to our privacy policy on the registration page or event login page for the event. The Event Sponsor may post a separate privacy policy.

The date the privacy policy was last revised is identified at the top of the page.

## **How to Contact Brandlive**

To contact Brandlive you may email us at [privacy@brandlive.com](mailto:privacy@brandlive.com). You may also submit a request to the following address:

Brandlive, Inc.  
Attention: Data Privacy Officer  
3303 N. Mississippi Ave., Suite 200  
Portland, OR 97227  
Data Protection Officer: Scott Harrah, [scott@brandlive.com](mailto:scott@brandlive.com)

Last Updated: November 11, 2020