



Greenroom Privacy Policy

July 2, 2021

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 download and use the Greenroom application ("Greenroom App") to participate in an event hosted on the Brandlive platform ("Event Sponsor").

The Event Sponsor uses the Brandlive platform host events that users participate in. You, the Greenroom App user, use the Greenroom App to present within an Event Sponsor's event. When you download the Greenroom App, we will ask you for personal information. Brandlive processes your personal information as described in this privacy policy. We do not sell personally identifiable information.

The Greenroom App is not directed at children under the age of 16. If you are under the age of 16, you may not download the Greenroom App.

This privacy policy does not apply to the Event Sponsor. The Event Sponsor will collect, process, use, and share information that the Event Sponsor collects 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 for more information, which is available at <https://www.brandlive.com/privacy-policy>.

Brandlive collects and processes your personal information for the purpose of fulfilling our obligations to the Event Sponsor 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 in the Greenroom App, via email, or at the Greenroom App login page.

Types of Information We Collect

In order to access the Greenroom App, you will need to register. When you register, we ask you to provide personal information including your name, address, phone number, email address, employer, job title, and the Event Sponsor for which you will use the Greenroom App.

When you use the Greenroom App, we will collect information related to your use. We collect information that is personally identifiable and information that is not personally identifiable, like statistical or usage data about how you use the Greenroom App. We may combine information that is not personally identifiable with information that is personally identifiable. We also collect technical information about your device hardware and operating system. We may combine this information with other information we collect about you.

When you use the Greenroom App, we access your camera to allow you to present within an event. We may allow you to use background images stored on your device or in other applications. To share images, you will need to grant us access to your files or to applications that hold your files.

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, or employer ID. We may collect other, similar identifiers if required by the Event Sponsor.
- **Information You Provide in the Greenroom App:** this means information that you share when you interact with the Greenroom App, create or upload content or correspond within the Greenroom App. The Greenroom App may allow you to create recordings or upload images directly from your device, and if you choose to use that feature, we will have access to your camera, or photos or images stored on your device.
- **Communication Data:** this means any chats within the Greenroom App or to/from Brandlive to resolve Greenroom App support issues.
- **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, 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.
- **Demographic Data:** Depending on the event, the Event Sponsor may ask us to collect protected classification characteristics or demographic information such as age, race, national origin, citizenship, gender, or similar information.

- **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 Greenroom App.

We do not knowingly collect the following types of information:

- Social security numbers, pin numbers, driver's license numbers or financial information.
- Transaction Information such as products or services purchased.
- 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 upload to the Greenroom App, that is recorded by the Greenroom App, or that you otherwise share while you attend an event such as your chats, comments, transcripts, photos, and any information that you upload to the Greenroom App. We will use your user content only in connection with providing the Greenroom App to you and the event to the Event Sponsor, 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

We automatically track information about you when you use the Greenroom App to analyze trends, administer the Greenroom App and the event, to analyze or record your activity or usage, and to provide, support and improve the Greenroom App. This information may include traffic data, logs, communication data, information about your device, device ID, browser, IP address, operating system. This data may be aggregated (and therefore not personally identifiable) or it may be associated with information that identifies you.

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 and to participants of the event.
- To provide you with information about the event.
- To provide you with communications about the event from the Event Sponsor.
- To provide support to you or to provide support to other participants.
- 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:

- With the Event Sponsor, or other participants in the event.
- With contractors, service providers, and other third parties we use to support the Greenroom App or the event platform. Our service providers 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.
- With our subsidiaries and affiliates.

- With 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.
- With 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 terms and conditions or acceptable use policies.
- If we believe disclosure is necessary or appropriate to protect the rights, property, security or integrity of a person or 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 the Event Sponsor, we are contractually required to provide your request to the Event Sponsor and to allow the Event Sponsor to respond to such request. You should review the Event Sponsor, privacy policy to determine how they manage data rights requests pursuant to CCPA. We do not 'sell' personal information as the term "sell" is traditionally defined under the CCPA.

To the extent provided under the CCPA, and subject to applicable exceptions, California residents have the following rights with respect to the information that we collect:

- The right to request the categories of personal information we have collected, the sources from which we collected the personal information, the categories of third parties with whom we share personal information, and the business or commercial purpose for collecting or selling (if applicable) personal information,
- To request a copy of the personal information that we have collected about you during the past 12 months,
- The right to opt out of sales of personal information (if applicable),
- To request that we delete the personal information that we have collected from you,
- To exercise the rights described above free from discrimination as prohibited by the CCPA, and
- You have the right not to receive discriminatory treatment by us for the exercise of any your rights.

California residents may exercise CCPA rights by contacting us by phone or email as indicated in the Contacting Us section below. Your rights may only be exercised by you or by your designated agent. You may submit a CCPA request to know twice within a 12-month period.

Your request must include enough information to allow us to reasonably verify that you are the person about whom we collected personal information or an authorized representative, which may include: (1) verifying your account information if you have an account within the Service, or (2) requesting two forms of identification that are reliable for verification purposes, unless the request includes sensitive information and, in which case, we may require three forms of verification and a signed declaration. The information included in your request must allow us to properly understand, evaluate, and respond to it.

We cannot respond to your request if we cannot verify your identity or authority to make the request and confirm that the personal information relates to you. If we cannot verify your identity or authority, we will not fulfill your request. We will only use personal data provided in the request to verify the requestor's identity or authority to make it.

You may submit a request through a designated agent. You must instruct that agent that they will need to state that they are acting on your behalf when making the request, have reasonably necessary documentation, and be prepared to provide the necessary personal information to identify you in our database.

We will share your request with the Event Sponsor, or we may decline your request as permitted by law. We or 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 have the right to access the information that we hold about you and, in some cases, to ask that your information be corrected, erased, or transferred (subject to limitations in applicable law). You may also have the right to object to or request that we restrict the processing of your information. If we collected information based on your consent, you have the right to revoke your consent.

Our lawful basis for collecting the information that we collect through the Greenroom App is with your consent, to fulfill contracts, our legitimate interest in providing the Greenroom App and the event, or to comply with our legal obligations.

You may submit a request to us by contacting us as described in the "Contact Us" 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.

The GDPR rights may not apply in some cases, including where providing access is unreasonably burdensome or expensive under the circumstances or where it would violate the rights of a third party. We may request specific information from you to confirm your identity. In some cases, we may charge a reasonable fee for access to your information.

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 the Event Sponsor's privacy policy for more information their privacy practices.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy within the Greenroom App, via email or at the Greenroom App login page. 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.

Contact Us

To contact Brandlive you may email us at 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

Last Updated: July 2, 2021