



## Privacy Policy

*Effective July 1, 2017*

**We recognize that your privacy is very important.** This privacy policy covers EventGeek, Inc.'s ("EventGeek") policies on the collection, use, and disclosure of your information when you access and use [www.eventgeek.com](http://www.eventgeek.com) and/or the EventGeek mobile Platforms (collectively the "Platform") and the software and services made available through the Platform (collectively the "Services").

***EventGeek, Inc. is Delaware corporation with offices in the United States. EventGeek collects data from its users around the world and processes, transfers and stores data within the United States.*** By checking registering at <https://app.eventgeek.com/signup>, use and disclosure practices identified in this Privacy Policy.

Please read this Privacy Policy carefully and contact us at [privacy@eventgeek.com](mailto:privacy@eventgeek.com) if you have any questions.

### **1. What Information Is Collected And How Is It Used?**

**Account Creation Information:** When creating an account, users must register either by providing an email and a password, or by registering through their existing or Google Account. EventGeek will send an email to the designated email address to verify your account before finalizing registration.

**Email Addresses & Contact Information:** Users may provide their email address and/or other contact information to EventGeek to contact us through the Platform with questions about our Platform and Services. Your email may also be utilized to (i) provide information regarding our Services; and/or (ii) to communicate material changes to our Terms of Service and Privacy Policy.

**Cookies:** EventGeek utilizes cookie technology to gather information on Internet use in order to serve you more effectively. Usage of cookies is in no way linked to personally identifiable information. You can set your browser to remove or reject cookies; however some Platform features or Services may not work properly without cookies.

### **2. Is Information Collected By Or Disclosed To Third Parties?**

**Account Registration:** Users may register their account through [Google](#). Users should click on the hyperlink to review the applicable privacy policies for more detail about information

collected from Google.

**Integrated API's. EventGeek has integrated the following API's in connection with the Platform's services:**

- **Geolocation Data:** EventGeek has integrated the Google API to incorporate Google Maps and to utilize geolocation in connection with the Services. Information is collected in accordance with [Google's Privacy Policy](#).
- **Event-Based Weather and Forecasts:** EventGeek utilizes DarkSky API to provide Subscriber's with event-location based weather conditions and forecasts. Information is collected in accordance with [DarkSky's Privacy Policy](#).
- **Social Media Tracking & Alerts:** EventGeek utilizes Twitter API's to provide social media tracking and alert services based on event handles, hashtags and keywords. Information is collected in accordance with [Twitter's Privacy Policy](#).
- **Shipment Tracking:** EventGeek utilizes EasyPost API to send third party shipping carrier tracking information and obtain delivery status updates. Information is collected in accordance with [EasyPost's Privacy Policy](#).

**Salesforce.com:** To the extent CRM Integration is part of a Subscriber's subscription plan, EventGeek shares its subscriber's account credentials with salesforce.com. Data is collected and utilized by Salesforce in accordance with the [Salesforce.com Privacy Policy](#).

**Third Party Calendar Integration.** Subscribers can integrate their event and task dates with third party calendars, including, [Google](#), [Outlook](#) & [iCal](#). Users should review the privacy policy of those third party sites for more information on their data collection and use practices.

**Anonymous Data - Analytics:** EventGeek uses third party analytics services to learn how our customers use the Platform and Services so that we can review and improve our Services:

- **Google Analytics. Anonymous Data - Analytics:** Google Analytics collects information in accordance with their [Privacy Policy](#). However, if you do not want your data to be used by Google Analytics, you may opt-out by installing [Google Analytics Opt-out Browser Add-on](#).
- **Segment.com.** Segment.com collect information from their users and about their use of the Client's website, application or service, and third-party applications and services available in connection with such websites, services and applications ("Client User Data"). Client User Data may include, without limitation, information about the identity of Client users (such as name, postal address, e-mail address, IP address and phone number), as well as information about the pages that users visit and the features that they use, and the actions that they take while using the Client's website, service or application. Information is collected in accordance with [Segment's Privacy Policy](#).
- **Amplitude:** Amplitude collects non-personally identifiable information regarding the behavior and usage patterns of users of the Platform ("End Users") in accordance

with [Amplitude's Privacy Policy](#).

- **Intercom.** Intercom, Inc. a third party analytics service, is utilized to help us understand your use of our Services and to communicate with you by sending you service-related notifications. Information is collected pursuant to [Intercom's Privacy Policy](#).
- **Full Story:** Full story records user sessions on their website, enabling meaningful insight into their users' experience, as an effective way to identify usability problems and other areas for improvement. Information is collected and used by Full Story in accordance the [Full Story Privacy Policy](#) and its [Acceptable Use Policy](#). If you wish to prevent all websites using the FullStory Services to be able to record activity, you can [opt-out](#) of the FullStory Services. Opting out will create a cookie that tells FullStory to turn off recording on any site which uses the FullStory Services. The presence of this cookie is required to continue opting out, so if you clear your browser cookies, you will have to opt-out again.
- **Third Party Advertising/Re-Targeting Services:** When you visit the Platform, third party advertising services may place a cookie on your browser, which may be used to target relevant advertisements to you when you visit third party websites. User may opt-out from receiving targeted advertisements by visiting the (1) [Network Advertising Consumer Opt-Out](#) page, (2) [Digital Advertising Alliance Opt-Out](#) page, and/or (3) the opt-out provisions pertaining to the applicable advertising services/retargeting provider.

**Social Plug-Ins:** Users may follow EventGeek and/or share information on [Facebook](#), [Twitter](#), [Google](#) and [LinkedIn](#). Users should click on the hyperlinks for each site to review the applicable privacy policies for more detail about information collected from these sites.

**Other Potential Third Party Disclosures:** Information may also be disclosed to third parties (1) as required by law, such as to comply with a subpoena, or similar legal process; (2) when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request, or (3) if EventGeek is involved in a merger, acquisition, or sale of all or a portion of its assets.

We will use commercially reasonable efforts to notify users (i) about law enforcement or court ordered requests for data unless otherwise prohibited by law, or (ii) if your personal information is to be disclosed or transferred and/or becomes subject to a different privacy policy.

### **3. How Does EventGeek Comply With The Children's Online Privacy Protection Act?**

We do not knowingly collect information from children under the age of 13 without parental consent. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us at [privacy@eventgeek.com](mailto:privacy@eventgeek.com). We will delete such information from our files within a commercially reasonable time.

### **4. How Long Does EventGeek Retain Information Collected?**

We will retain account and purchase data for a commercially reasonable time and as we deem necessary to provide our services to our users.

If you have any questions or complaints about our data collection practices or would like to review, correct or delete your account information, please contact us at [privacy@eventgeek.com](mailto:privacy@eventgeek.com) and we will respond in a reasonable time, but in no less than forty-five (45) of receipt of your request.

## **5. What Is EventGeek Security Policy?**

We have implemented reasonable administrative, technical and physical security measures in accordance with the EventGeek's Security Policy to protect your personal information against unauthorized access, destruction or alteration. However, although we endeavor to provide reasonable security for information we process and maintain, no security system can ever be 100% secure.

## **6. How Does The Platform Respond To “Do Not Track” Signals?**

“Do Not Track” is a feature enabled on some browsers that sends a signal to request that a web Platform disable its tracking or cross-Platform user tracking. At present, the Platform does not respond to or alter its practices when a Do Not Track signal is received.

## **7. Privacy Shield Notice For Users In The European Union**

EventGeek complies with the EU-U.S. Privacy Shield Framework and the Swiss–U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union and Switzerland to the United States, respectively.

**Certification.** EventGeek has certified to the Department of Commerce that it adheres to the Privacy Shield Principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access, and Recourse, Enforcement and Liability. (collectively, the "Privacy Shield Principles"). If there is any conflict between the terms in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/>.

### **Accountability for Onward Transfer.**

EventGeek requires that its integrated service providers that have access to personal information from EU consumers have either self-certified to the Privacy Shield Principles, are subject to the EU Privacy Directive, or enter into a written agreement with us that requires them to provide at least the same level of privacy protection as is required by the relevant Privacy Shield Principles. EventGeek is potentially liable if such third party service providers process your personal information in a manner that is inconsistent with the Privacy Shield Principles.

**Access.** You may ask to review and correct the personal information that we maintain about you by sending a request to [privacy@eventgeek.com](mailto:privacy@eventgeek.com)

**Complaints.** In compliance with the EU-US Privacy Shield Principles, EventGeek. commits to resolve complaints about our collection or use of your personal information. Individuals in the European Union with inquiries or complaints regarding our Privacy Shield policy should first contact EventGeek at [privacy@eventgeek.com](mailto:privacy@eventgeek.com) or by mail to: EventGeek, Inc. **P.O. Box 7775 #27752, San Francisco, California 94120-7775.**

- **No Cost Dispute Resolution.** In the event complaints cannot be resolved by EventGeek, they will be referred to the Council of Better Business Bureaus (“CBBB”), a non-profit organization based in the United States which provides an alternative dispute resolution mechanism to resolve EU Privacy Shield complaints. EventGeek will cooperate with the CBBB during the dispute resolution process relating to complaints brought under Privacy Shield. These recourse mechanisms are available at no cost to you. For more information on how EU Consumers may file a complaint, see [Better Business Bureau Privacy Shield Dispute Resolution Process](#).
- **FTC Jurisdiction.** The Federal Trade Commission has jurisdiction over Event Geek.'s compliance with this Privacy Policy and the EU-US Privacy Shield Framework.
- **Privacy Shield Panel – Binding Arbitration.** As a last resort, privacy complaints that remain unresolved after pursuing these and other channels may be subject to binding arbitration before the Privacy Shield Panel to be created jointly by the US Department of Commerce and the European Commission and/or the Swiss Government, as applicable to the dispute.

## **8. How Will I Be Notified Of Changes To Your Privacy Policy?**

If we make material changes to our Privacy Policy, we will notify you by: (i) changing the Effective Date at the top of the Privacy Policy. EventGeek may additionally send an email to our account holders and/or add a banner/notification to the Platform itself.

## **9. Contact Us**

If you have any questions regarding privacy while using the Platform or have questions about our practices, please contact us at **P.O. Box 7775 #27752, San Francisco, California 94120-7775** or at [privacy@eventgeek.com](mailto:privacy@eventgeek.com).