

## PRIVACY POLICY

Career Definition, LLC

Effective date: February 1, 2018

Career Definition, LLC (the “Company” or “Career Definition”) maintains strong privacy protections for our users. Our Privacy Policy helps you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

For purposes of this Agreement, “Service” refers to the Company’s service, which can be accessed via our website at <http://www.TourCareers.com/>. At this website, you can browse for general information, sign up to attend a career tour, join a mailing list. We reserve the right to offer you new products, offerings, tools, and services in the future. The terms “we,” “us,” and “our” refer to the Company. “You” refers to you, as a user of the Service. By accessing our website, you accept our Privacy Policy and consent to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy.

### INFORMATION WE COLLECT

Although the majority of the website can be accessed and browsed without the need to provide any information, we do collect some Non-Personal Information and Personally Identifiable Information (“Personal Information”) each time you access the website. Non-Personal Information includes information that cannot be used to personally identify you, such as anonymous usage data, your internet service provider, the browser you use, general demographic information, referring/exit pages and URLs, preferences you submit and preferences that are generated based on the data you submit and number of clicks you make as you navigate the website. Personal Information may include any information that can be used to identify you. If you sign up to our email list, order the Strengths Journal, or sign up to fundraise, we may request such personal information, including your name, email address, physical address, your child’s grade, and the school or organization for which you will fundraise. The website may also record the IP address from which you access the site. Except for your IP address which may be collected from every user, you will only be asked to provide Personal Information if you sign up to fundraise for a school or organization or if you sign up to join our mailing list.

### ***Information We May Collect Using Tracking Technology***

In an effort to improve the quality of the Service, we track information provided to us by your browser when you use the Service, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. We may also track this information using other technologies such as cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user’s browser from our servers and are stored on the user’s computer hard drive. Sending a cookie to a user’s browser enables us to collect Non-Personal Information about that user, recognize that user when they return to the website, and maintain a record of the user’s preferences when utilizing our services. We store this information both regarding individuals and collectively for aggregate analysis.

The Company may use cookies and other tracking methods such as beacons, tags, and scripts in order to track the user’s browsing throughout the website, analyze usage, and trends, and collect demographic information about the users of the website.

***Information you provide us by joining our mailing list, signing up for a career tour***

In addition to the information provided automatically by your browser when you visit the website, when you sign up to our mailing list you will need to provide Personal Information. As described above, this includes your name, email address, your child’s grade, and the school your child attends. When purchasing a Career Tour, you will also be required to provide your credit card information in order to make a payment. By signing up or purchasing a Career Tour, you are authorizing us to collect, store and use your Personal Information in accordance with this Privacy Policy.

**HOW WE USE AND SHARE INFORMATION**

***Personal Information:***

In general, the Personal Information you provide to us is used to help us communicate with you, facilitate your participation in the Career Tour.

Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We may share certain Personal Information with third party vendors who are performing services for the Company. Examples of this type of sharing with a third party vendor include sharing with our email system provider for purposes of sending emails from us, or our credit card processor for the purpose of processing

payments. Those vendors only use your Personal Information at our direction and in accordance with our Privacy Policy and are not allowed to share this information with any other third party.

### ***Non-Personal Information***

We may use Non-Personal Information to improve the Service or customize the user experience. We may also aggregate Non-Personal Information from all or some customers in order to track trends and analyze use patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

### ***Transfers of Non-Personal Information and Personal Information Due to Acquisition, Merger or Sale of Assets***

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information in accordance with this Privacy Policy. If our privacy practices change at any time in the future, we will post the policy changes to the website so that you may opt out of the new privacy practices. We suggest that you check the website periodically if you are concerned about how your information is used.

### **HOW WE PROTECT YOUR INFORMATION**

We seek to protect your information from potential security breaches by following generally accepted standards to protect the Personal Information you provide to us, both during transmission and while we store it. This website was built and is hosted on the SquareSpace platform which stores all user information in secure databases protected via a variety of industry-standard access controls. These security measures may include, but are not limited to encryption, firewalls and secure socket layer (SSL) encryption technology. However, no measures taken can guarantee the absolute security of your Personal Information and we cannot guarantee that your information will not be accessed, disclosed, altered or destroyed by breach of the website's security measures. By using our Service, you acknowledge that you understand and agree to assume these risks.

## YOUR RIGHTS

Please contact the Company at the email address provided below if you wish to obtain a copy of the Personal Information we have about you, if you need to correct any information – Non-Personal or Personal previously collected – or if you would like to cancel your subscription or fundraising activities you have undertaken through the Website. Otherwise, we will retain your Personal Information per the terms of the Privacy Policy and as necessary to comply with any existing legal obligation or agreement.

You may prevent us from contacting you in the future for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional e-mail. Please note that notwithstanding the promotional preferences you indicate, we may continue to send you administrative emails including, for example, periodic updates to our Privacy Policy.

## MISCELLANEOUS PROVISIONS

**COPPA Disclosure.** Pursuant to the Children’s Online Privacy Protection Act (COPPA) although this site may collect information regarding your child’s grade, this website and our service are not directed at individuals younger than 18 years of age.

**CalOPPA Disclosures.** This website was built by and is hosted on [SquareSpace](#). Pursuant to the California Online Privacy Protection Act (“CalOPPA”), beyond what is tracked by SquareSpace, this website and Service does not permit third parties to track users and collect information concerning their activities on our website. This website and Service was not built with the capability to recognize and comport with a user’s Do Not Track election regarding third party tracking on and across first party websites.

## LINKS TO OTHER WEBSITES AND SOCIAL MEDIA

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the website and the Service. Therefore, this Privacy Policy does not apply to your use of a third party website accessed by clicking a link from our website. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. The same also applies to clicking on any social

media features appearing on the website, such as a Facebook “like” button or a Twitter button. The social media features and widgets are governed by the relevant social media company’s privacy policy. By clicking on social media buttons provided on the Website, you acknowledge that they may collect information about you pursuant to their privacy policies.

#### CHANGES TO OUR PRIVACY POLICY

The Company reserves the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site. Significant changes will go into effect thirty (30) days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

#### CONTACT US

If you have any questions regarding this Privacy Policy or the practices of this website, please contact us by sending an email to [hello @tourcareers.com](mailto:hello@tourcareers.com) or calling 202-810-4016.

Last Updated: This Privacy Policy was last updated on February February 1, 2018.