

## IdeaWorksCompany.com Privacy Policy

### General Data Privacy Notice

Your privacy is important to IdeaWorksCompany.com LLC (“IdeaWorksCompany,” “we” or “us”). To better protect your privacy we provide this notice explaining how we handle the personal data that we collect online and the choices you can make about the way your information is collected and used. We are the primary data controller for processing such personal data.

### The Information We Collect and How We Use It

We collect potentially personally identifying information like Internet Protocol (IP) addresses but do not use such information to identify individuals and do not disclose such information, unless legally required. Our legal basis to process your personal data includes processing that is necessary for our legitimate interests, including the activities described here. You are not required, either by contract or statute, to provide us with personal data for these activities.

We also store the personal data you provide to us when requesting placement on our report distribution list. This information is used to distribute our research data on ancillary revenue and loyalty marketing, and occasionally for marketing communications. Personal information required for this list consists of your name, job title, employer, and email address. Every communication includes the provision to remove yourself from the report distribution list.

**We do not share, publish or sell your information.** We never use the personal data provided to us online in ways unrelated to the ones described above. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. Only senior staff based in the US have access to this information.

### Website Visitors

Like most website operators, we also collect non-personally identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. Our purpose in collecting non-personally identifying information is to better understand how visitors use, and how to better design, our website. **All content on IdeaWorksCompany.com website is freely accessible without log-in requirements.**

## Rights and Retention of Personal Data

Personal data will be retained only for so long as is reasonably necessary for the purposes set out above, and in accordance with applicable laws.

You are entitled, in accordance with applicable law, to request access to, correction of, erasure of personal data, and to object to or request restriction of the processing of your personal data by contacting us at the contact details listed in the “How to Contact Us” section below. If you are aware of any changes to or inaccuracies in your personal data, you can also inform us so that your personal data may be updated or corrected. To protect your privacy and security, we will also take reasonable steps to verify your identity before making corrections.

You may lodge a complaint with a supervisory authority if you consider that our processing of your personal data infringes applicable law.

## Use of Cookies

Cookies are small files which many websites transfer to your hard disk. They can inform the web site what pages you visit, and your preferences, which enable websites to provide you with a more personalized service. We don't require cookies to be enabled on your browser for you to visit the site and download items.

## Links

We do provide links to other websites on our website. We are not responsible for the privacy practices of other websites. We encourage our users to be aware when they leave our site to read the privacy statements of each and every website that collects personally identifiable information. This Privacy Notice applies solely to information collected by IdeaWorksCompany.

## How to Contact Us

Should you have any questions or concerns about this Privacy Notice, please contact us at: Reports “at” IdeaWorksCompany.com