

# **Purposeful Privacy Policy**

## **1. INTRODUCTION**

Welcome to Purposeful!

This Privacy Policy describes how your personal information is collected, used, and shared when you visit, download content from or access purposeful.com (the “Site”).

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our privacy practices or for other operational, legal, or regulatory reasons. If we make material changes to this Privacy Policy, we will give you notice of such changes by posting the revised policy on this website, and where appropriate, by other means. By continuing to use this website after these changes are posted, you agree to the revised policy.

## **2. PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.
- Pardot

Additionally when you download content from the Site, we collect certain information from you, including your name, billing address if appropriate, shipping address, payment information if appropriate (including credit card numbers) email address, and phone number. We refer to this information as “Visitor Information.”

Visitor Information such as name, company and email address can also be collected via permission-based contact forms hosted by Salesforce’s Pardot system. Pardot requires Purposeful to create and manage “opt-in” subscriber lists. By building and using an “opt-

in” subscriber list, subscribers can be certain that they are receiving emails that they have expressly given their permission to do so.

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Visitor Information.

### **3. HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Visitor Information that we collect generally to fulfill any download requests placed through the Site (including processing your payment information and arranging for shipping if appropriate, and providing you with invoices and/or order confirmations).

Additionally, we use this Visitor Information to:

- Communicate with you;
- Email you downloaded content;
- Screen our downloads for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

#### *Security*

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage, is 100% secure and reliable, and we cannot guarantee its absolute security.

### **4. SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above. We use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>. We may also use paid social advertising such as Facebook, ABM/display advertising, or highly targeted email marketing via market research analysis found in public databases.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network

Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

- FACEBOOK - <https://www.facebook.com/settings/?tab=ads>
- GOOGLE - <https://www.google.com/settings/ads/anonymous>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

#### DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

#### EU: YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

#### DATA RETENTION

When you download content through the Site, we will maintain your Visitor Information for our records unless and until you ask us to delete this information.

#### MINORS

The Site is not intended for individuals under the age of 18.

#### CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [help@purposeful.com](mailto:help@purposeful.com) or by mail using the details provided below:

#### **Purposeful**

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