exeQute℠ eQube® Conference

Privacy Notice

May 05, 2024

About Us **Effective Date: May 1st, 2024**

eQ Technologic, Inc. and our affiliates (collectively, "eQ Technologic", "us", "we", or "our") is a comprehensive business-to-business software solutions provider that provides our clients and partners the opportunity to register for and attend events including our exeQute eQube® Customer Conference ("Conference") on the https://www.exequteconference.com/ website ("Site"). Collectively, the services we provide to you at the Conference and on our "Site" are defined as the "Services". Our contact details are here.

Scope

The Services are intended for users 18 years of age or older. If you are not 18 years of age or older, you are **NOT** permitted to access or use the Services. If you learn that anyone younger than 18 has unlawfully provided us with personal information, please contact us, and we will take steps to delete such information.

This Policy only applies to personal information we or our service providers collect from you through the Services. What is considered personal information may differ based on the particular data protection laws that may apply to your information, however, it generally refers to information that can directly or indirectly be used to identify an individual or in some cases, an individual's household. Personal information does not include data that is anonymized or de-identified. Under certain data protection laws, personal information does not include publicly available information.

Please note that we may link to third-party services (including social media services), external websites and/or external mobile applications ("Third Parties") on our Site. However, we do not own nor control these Third Parties, and we are not responsible for the content or privacy practices of such Third Parties on their sites or applications, including their level of data sharing with other third parties. Additionally, we are not responsible for the data processing practices of the internet browser servicer you choose to use when accessing our Site. Such Third Parties and internet browser servicers may have their own privacy policies, and you should consult those policies accordingly before using or going to their websites or apps.

Our Data Processing Activities

Our data processing activities may vary based on the particular Services you use. To learn more about how your personal information is handled, please see the tables below.

Personal Information We Collect About You

Individuals Who Register for and/or Attend the Conference, Sign-up for Our Newsletter, or Otherwise Contact Us

Personal Information Type	Source	Purpose
Name, business contact information (e.g., address, phone, & email), business title, and company affiliation	From you directly	• To contact you in response to your inquiries • To register you for our Conference and/or our newsletter • To send you voluntary surveys / evaluations • To provide you with information about us, the Conference, our products, and future events (you are free to opt out at any time) • To provide your information to other Conference attendees for networking purposes (if you opt in)
Photo, video, audio, and/or Conference presentation or event attendance and interactions (For Conference attendees only)	From you directly and/or from your Conference attendance	• To verify your identity for Conference registration purposes • To ensure Conference safety and security • To analyze event/presentation attendance volume • For marketing, informational and promotional purposes through public media (if you opt in)

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Your communications with us	From you directly	• To respond to your inquiries
Financial / payment information (For Conference attendees only)	From you directly	• To provide Services to you

Individuals Who Browse Our Site

Personal Information Type	Source	Purpose
Your IP address, browser and device information, and activity while on our Site (collectively, "Web-user Information")	From your interaction with the Site	• To analyze activity on our Site so that we can provide a customized and enhanced experience to our Site visitors • For more information, please see the "Online Tracking" section below

Sensitive Personal Information We Collect About You

What is considered sensitive personal information may vary under applicable law, but it typically refers to an individual's race/ethnic origin, physical or mental health, sex life, sexual orientation, gender identity, precise geolocation, government identification numbers, genetic or biometric information, and data of children. We will not ask you for any sensitive personal information, however, your precise geolocation data may be inferred from your presentation/event attendance record. If you choose to provide sensitive personal information to us (such as notifying us of a need for an accommodation), you hereby consent to us processing this sensitive personal information in accordance with our Policy.

General Purposes

Any personal information described in the tables above may also be processed for the following "General Purposes":

- To provide customer / IT support;
- To maintain our Site;
- To comply with legal, law enforcement, and/or regulatory requirements or requests;
- To ensure the safety of our staff and Conference attendees;
- To monitor for fraud or illegal activity;
- To exercise our legal rights;
- To run our day-to-day business and facilitate corporate or other business transactions; and
- For our document retention/data storage purposes.

Personal Information Recipients

In order to provide the Services, we may need to share your personal information with the categories of third parties described in the table below.

Recipient Type	Personal Information Type	Purpose
Data storage providers	All personal information described above	• Document retention / data storage
Contact relationship management platform and marketing communication providers (HubSpot)	All personal information described above	• Facilitate customer management activities • Send our newsletter and other marketing email messages to you See the Hubspot Privacy Policy for further information.
Credit card / payment processors (Stripe)	Financial/payment Information	• Facilitate payment for the Conference. See the Stripe Privacy Policy for further information.

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Conference registration provider (Whova).	All personal information (except payment information)	• Facilitate registration for the Conference through the Whova platform. See the Whova Privacy Policy for further information.
Other Conference attendees	Name, business title, affiliation, and business contact details	• Promote networking between attendees (only if you opt-in)
Conference event and coordination providers	All personal information (except payment information)	• Coordinate and manage Conference events

General Recipients

The following third parties may receive any personal information described above in certain instances:

- Our affiliates - to assist us with any purpose described in the tables above;
- Law enforcement, regulatory authorities, and judicial bodies – in the event of a legal requirement, inquiry, or investigation; and
- Potential purchasers of eQ Technologic, Inc. – in the event there could be a change in our ownership status.

Online Tracking

Our Site contains pixels, and website plugins.

Pixels

Our Site also uses Google Analytics, a web analytics service provided by Google Inc. ("Google"), that uses tracking technologies to analyze your use of and interaction with our Site. Information that Google may collect for this purpose may include page views, scrolls, videos, or links that were clicked, a unique client ID attributable to your device and browser information, your approximate age, gender, interests, language settings on your device or browser, and approximate location metadata derived from your IP address (city, state, and country) (collectively, "Google Analytics Data"). Google Analytics Data is transmitted to and stored on a Google server in the United States where it analyzed for purposes of generating reports on web traffic patterns on webpages and/or posted web content on our Site ("Google Analytics Reports"). Google provides us with Google Analytics Reports so that we may tailor our Site to accommodate the needs of our web users. Google may also transfer Google Analytics Data and Google Analytics Reports to third parties, if required by law or if third parties process such information on behalf of Google. A general overview of Google's data privacy practices for Google Analytics may be available at https://support.google.com/analytics/answer/6004245. For more information on Google's privacy practices generally, please review Google's privacy policy.

Plugins

Lastly, our Site has social media plugins (e.g., LinkedIn, YouTube, and Instagram) which allows you to connect to our social media page directly from the Site. When using social media plugins, certain information about you may be collected and shared with the third-party social media provider. To opt out of having information shared with social media companies, please see the table below.

Plugin Source	How to Manage Privacy Settings	More Information
Meta (Instagram)	Go to managing your privacy settings or Meta privacy center	Meta's Privacy Policy and Cookies Policy
LinkedIn	Go to manage your account and privacy settings	LinkedIn Privacy Policy and Cookie Policy
YouTube	Go to YouTube privacy controls	YouTube Privacy Guidelines and Google Privacy Policy

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Depending on where you reside, you may have certain rights or choices that allow you to make requests with respect to your personal information (subject to applicable legal exceptions) including rights or choices to:

- Obtain details about how we collect, use, and share your personal information;
- Access a copy of your personal information;
- Receive a list of the categories of third parties that we have disclosed your personal information;
- Delete your personal information, (unless an exception under law applies);
- Correct your personal information;
- Opt out of the sale of your personal information or targeted advertising based on your browsing behavior before and after you visit or use the Services (if applicable);
- Opt out of any processing of your personal information for the purposes of creating a profile based on your interests or behavior which is used in such a way that would produce legal ramifications or similarly significant real-world effects on you; (if applicable);
- Opt out of any automated decision-making activities made with respect to your personal information (if applicable);
- Consent to the processing of sensitive personal information (if applicable);
- Submit an appeal to a regulatory authority if we reject your request; and/or
- Not have discriminatory action taken against you for exercising your rights.

For further information on your rights please review our "European Economic Area And The United Kingdom Addendum" and "Annual Privacy Policy For California Residents" sections of this Policy below.

How to Submit a Privacy Request

If you would like to exercise any of the above rights ("Privacy Request"), please contact us. We will not discriminate against you for exercising your rights under data protection laws. Further details on the steps needed to complete your Privacy Request are detailed below.

Step 1: Verifying your Request.

Before we can fulfill your Privacy Request, we need to (i) verify your identity or your authority to make the request (if you are submitting a Privacy Request as an agent) and (ii) confirm that the personal information you are requesting belongs to you. We will ask you to provide information that matches at least two pieces of personal information we store about you before responding to your Privacy Request. If you would like to request specific pieces personal information that we have collected, or if you would like us to delete highly sensitive personal information, you will need to match at least three pieces of information we store about you, and you must provide a signed declaration under penalty of perjury that you are the consumer whose personal information you are requesting. We may refuse any request made regarding collected personal information if we are unable to verify the identity of the person making the request or if we cannot authenticate the legitimacy of the request using commercially reasonable efforts. Under such circumstances, we may follow up with you for additional information as reasonably necessary to authenticate your request. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Authorized Agents

You may grant an authorized agent written permission to submit Privacy Requests, but we may deny authorized agent requests if we are unable to verify your identity directly as the subject of the personal information at issue. To verify a request from an authorized agent, we may require proof that you gave the authorized agent signed permission to submit the Privacy Request, such as by requiring you to directly confirm with us that you provided permission for the authorized agent to submit your request, and/or we may ask you to verify your identity directly with us.

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Step 2: Responding to your Request.

After verifying your identity, we will respond to your request by either fulfilling your request or explaining why we are denying your request. The timeframe in which we respond will vary based on the applicable law where you reside. If we deny your request, you may have the option under applicable law to appeal this decision by contacting us and following the instructions described in our denial response. If you are concerned with the result of your appeal, you may have the right under applicable law to contact your State Attorney General or applicable data protection supervisory authority.

Deletion Requests

Please note that for deletion requests, any removal of content by us does not ensure or guarantee complete or comprehensive removal in all places. The content may have been shared or reposted by other parties who act outside of any business relationship with us or may not cooperate with our request for them to delete your personal information, or federal or state law may require maintenance of the content or information. We will do its best to accommodate your request, but we cannot guarantee we can remove all personal information from the specified uses. Therefore, please be as specific as possible in your request. If the request relates to information that we need to make the Services function properly for you, you may not be able to use the Services properly moving forward. We reserve the right to maintain proper business records as required by law, or for otherwise legitimate business purposes to the extent permitted by law, even if such records contain your personal information.

Data Retention

We retain personal information as needed to complete the Services or for other legitimate purposes reflected in this Policy including contacting you about future events and our products, ensuring security of our data and systems, complying with our legal obligations, complying with tax, audit, or other books and record policies, resolving disputes, and conducting internal investigations, and enforcing our agreements or other legal rights. Due to the different purposes for retaining your personal information, the actual retention timeframes may vary depending on the type of personal information we collect from you and the purposes for which we use your personal information. The criteria used to assess data retention timeframes include our ongoing need to keep the information from a business or legal perspective, specific retention timeframes previously provided to you (e.g., in the case of cookies), and data retention time periods pursuant to your consent.

If we determine that your personal information is no longer needed for the purposes described above, it will be deleted or anonymized so that it can no longer be attributed to you. Our collection times will be consistent with applicable law. Please note that residual copies of your personal information may be removed from backup systems subject to our backup data retention schedule.

Data Security

We have implemented technical and organizational measures to address the risk of loss, misuse, alteration, or unauthorized disclosure of personal information under our control. We limit access to your personal information to those employees, agents, contractors, and other third parties who have a need to know such information to provide the Services or in instances where disclosure is necessary in special cases, such as a physical threat to you or others, as permitted by applicable law. We require that such third parties only process your personal information to provide services to us or to implement security measures keep your information confidential and secure. When you transmit highly sensitive information (such as a credit/debit or other payment card number) through our Site, we encrypt the transmission of that information using the Secure Sockets Layer (SSL) protocol. Credit/debit or other payment card information is encrypted in transmission and is not permanently stored on our web servers. We have processes in place to maintain conformance with PCI DSS (Payment Card Industry Data Security Standard) and other relevant security standards.

While we have employed security technologies and procedures to assist safeguarding your personal information, no system or network can be guaranteed to be 100% secure, and we cannot guarantee that the information you send over the internet is fully secure. You should exercise discretion in what information you disclose and/or transmit through our Site. The transmitted information may be intercepted by others before it reaches us. If you are concerned about sending information to us over the Internet, please send the information by mail or call us to make other arrangements. We are not responsible for the security of information transmitted online. Likewise, when you click on Third Party links from our Site, we cannot control the security measures used on such Third-Party sites or

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applications. If you have an account with us, you are responsible for maintaining the secrecy of your log in credentials and account information, and for controlling access to your email account and any electronic communications from us.

Changes To Our Policy

We reserve the right to change this Policy at any time. Since this Policy may change as we modify or expand our Services or to comply with changes in applicable laws, we suggest you check back from time to stay informed of such changes. Our Policy's effective date will always be set forth at the beginning of the Policy. Any changes will be immediately incorporated into this Policy and will be prospective only. We will not make any changes that have retroactive effect unless legally required to do so. We will not collect new types of personal information or use your personal information for an unexpected purpose beyond what is disclosed in this Policy without notifying you of our updated Policy on the Site (if we have a valid email address from you) and, if required by applicable law, obtaining your consent. Your continued use of the Services after any changes are made to this Policy constitutes your acceptance of the changes. If any changes are unacceptable to you, you should cease all use of the Services.

Terms of Use

This Policy is incorporated into and governed by our Terms of Use.

IF YOU DO NOT AGREE WITH ANY ASPECT OF THIS POLICY, THEN PLEASE DO NOT ACCESS OR USE THE SERVICES OR OTHERWISE PROVIDE US WITH YOUR PERSONAL INFORMATION. YOUR CONTINUED USE OF OUR SERVICES SIGNIFIES YOUR ACCEPTANCE OF THIS PRIVACY POLICY.

IF YOU LEARN OF A POTENTIAL VIOLATION OF THIS POLICY BY US OR AN OUTSIDE PARTY, PLEASE CONTACT US.

How to Contact Us

If you have any questions regarding this Policy, please contact us at:

Email: support@1eQ.com
Phone:
Mail:
Attention:

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