

Privacy Policy
Effective 5.11.2021

Introduction

Badeau Consulting, LLC (“Company” or “We”) respects your privacy and is committed to protecting it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit the website <https://www.badeauconsulting.com/> (individually or collectively, our “Website”) or communicate with us via other means (as noted below) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect, as applicable:

- On this Website
- In email, text, and other electronic messages between you and the Company
- Through our calendar booking tool
- Through mobile and desktop applications you download from this Website, which provide dedicated non-browser-based interaction between you and this Website
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy

It does not apply to information collected by:

- The Company offline or through any other means, including on any other website operated by Company or any third party (including our affiliates and subsidiaries)
- Any third party (including our affiliates and subsidiaries), including through any application or content (including advertising) that may link to or be accessible from or on the Website
- Companies that We do not own or control
- Individuals that We do not employ

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Information We Collect and How We Collect It

We collect several types of information (“Personal Information”) from and about users of our Website, including but not limited to:

- Email address
- First name and last name
- Phone number
- Address, City, State, Province, ZIP/Postal code
- Job title, profession
- Pictures or videos you submit
- Other information you submit

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- About your internet connection, the equipment you use to access our Website, and usage details

We collect this information:

- Directly from you when you provide it to the Company
- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other tracking technologies.
- From third parties, for example, our business partners

Information You Provide to the Company

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website, subscribing to our service, posting material, or requesting further services or information. We may also ask you for information when you enter a contest or promotion sponsored by the Company, and when you report a problem with our Website.
- Records and copies of your correspondence (including but not limited to email addresses, your IP address, the routing of your communication, and the date and time of your communication)
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through our Website and of the fulfillment of your orders.
- Your search queries on the Website

You also may provide information to be published or displayed (hereinafter, “posted”) on public areas of the Website or transmitted to other users of the Website or third parties (collectively, “User Contributions”). Your User Contributions are posted on and transmitted to others at your own risk. Although [we limit access to certain pages/you may set certain privacy settings for such information by logging into your account profile], please be aware that no security measures are perfect or impenetrable. Additionally, we cannot control the actions of other users of the Website with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

We do not collect credit card information because if you pay us by credit/debit card, your payment is made through a third-party processor. We urge you to carefully review the privacy policy of the third-party processor prior to making a payment by credit/debit card.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

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- Details of your visits to our Website, including traffic data, location data, logs, and other communication data and the resources that you access and use on the Website
- Information about your computer and internet connection, including your IP address, operating system, and browser type

The information we collect automatically is statistical data and should not include personal information, but we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps the Company improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns
- Store information about your preferences, allowing us to customize our Website according to your individual interests
- Speed up your searches
- Recognize you when you return to our Website

The technologies we use for this automatic data collection may include:

- *Cookies* (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting, you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
- *Flash Cookies*. Certain features of our Website may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies. For information about managing your privacy and security settings for Flash cookies, see Choices About How We Use and Disclose Your Information.
- *Web Beacons*. Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or [opened an email] and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

We do not collect personal information automatically, but we may tie this information to personal information about you that we collect from other sources or you provide to the Company.

Third-Party Use of Cookies [and Other Tracking Technologies]

Some content or applications, including advertisements, on the Website are served by third parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information, including personal

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information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see Choices About How We Use and Disclose Your Information.

How We Use Your Information

We use information that we collect about you or that you provide to the Company, including any personal information:

- To present our Website and its contents to you
- To provide you with information, products, or services that you request from us
- To fulfill any other purpose for which you provide it
- To provide you with notices about your account, including expiration and renewal notices
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection
- To notify you about changes to our Website or any products or services we offer or provide through it
- To allow you to participate in interactive features on our Website
- In any other way we may describe when you provide the information
- For any other purpose with your consent

We may also use your information to contact you about our own and third-parties' goods and services that may be of interest to you. If you do not want us to use your information in this way, please check the relevant box located on the form on which we collect your data and adjust your user preferences in your account profile. For more information, see Choices About How We Use and Disclose Your Information.

We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your personal information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

Disclosure of Your Information

We may disclose aggregated information about our users, and information that does not identify any individual, without restriction. We may disclose personal information that we collect, or you provide as described in this privacy policy:

- To our subsidiaries and affiliates
- To contractors, service providers, and other third parties we use to support our business

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- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us about our Website users is among the assets transferred.
- To fulfill the purpose for which you provide it
- For any other purpose disclosed by us when you provide the information
- With your consent

We may also disclose your personal information:

- To comply with any court order, law, or legal process, including to respond to any government or regulatory request
- To enforce or apply our terms of use and other agreements, including for billing and collection purposes
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our owners, employees, contractors, customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to the Company. We have created mechanisms to provide you with the following control over your information:

- *Tracking Technologies and Advertising.* You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe’s website. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- *Promotional Offers from the Company.* If you do not wish to have your contact information used by the Company to promote our own or third parties’ products or services, you can opt-out by checking the relevant box located on the form on which we collect your data or at any other time by logging into the Website and adjusting your user preferences in your account profile by checking or unchecking the relevant boxes or by sending us an email stating your request to jaclynbadeau@badeauconsulting.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt-out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience or other transactions.
- We do not control third parties’ collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the NAI’s website.

Accessing and Correcting Your Information

You can review and change your personal information by logging into the Website and visiting your account profile page.

Data Security

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

Retention

The Company will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer time periods.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. If we make material changes to how we treat our users' personal information, we will notify you through an email or a notice on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at: jaclynbadeau@badeauconsulting.com.