

## PRIVACY POLICY

**Last Revised: June 23, 2014**

### 1. **About this Privacy Policy.**

This Privacy Policy is a statement by Active Data, Inc. ("Active Data") that describes how we collect, store, process, and share personal information in connection with our websites and online services. Most of the information we collect we do so on behalf of our Customers, but this Privacy Policy does not address the privacy practices of our Customers. Accordingly, for each Customer, you should contact the Customer to learn their privacy practices.

### 2. **Definitions.** The following terms have the following meanings.

"Active Data" or "we" or "us" or "our" means Active Data, Inc.

"Administrator" means the person authorized by a Customer to administer one or more Sites on behalf of the Customer.

"Application Programming Interface" or "API" means the standards and code that may be used to share data between one or more Sites and another information technology service, such as a Customer's own systems.

"Calendar" means a list of Events, generally organized chronologically. Multiple Calendars may be owned by a Customer and administered by one or more Administrators.

"Cookie" means a small digital file containing a string of characters that is stored on your computer when you visit a website.

"Customer" means the person, company or organization entering into a contract with Active Data.

"Event" means an activity, occasion or occurrence that can be entered into a calendar Site

"Non-Personal Information" is any information that we collect, store, process or share, that does not identify an individual person, even if the information is collected from a person.

"Organizer" means the person or entity that organizes, runs and is responsible for an Event. The default is that the Customer is the Organizer of each Event, but the Administrator may allow a User to be an Organizer of an Event.

"Payment Gateway" means a third-party provider of payment services that at the Customer's request will collect payments for Tickets and other Products.

"Personal Information" (also known as "personally-identifiable information") is any information that we collect, store, process or share, and which identifies an individual person.

"Privacy Policy" means this statement of data privacy practices, as it may be updated from time to time.

"Product" means any goods or services that can be sold via a Site, including Tickets.

"Service" means a service currently offered by Active Data to Customers, Organizers, Users and Visitors.

"Site" or "Calendar Site" means the website or other locator for each Calendar.

"Ticket" means the right to attend an Event. A Ticket may be available for free or there may be a charge associated with attending the Event as set by the Organizer. Tickets are a type of Product.

"User" means each person who registers with Active Data to establish a login identification and a password.

"Visitor" means each person who visits or uses a Site, but does not register as a User.

"You" and "your" mean each Customer, Administrator, Organizer, User and Visitor.

### **3. Changes to this Privacy Policy.**

We may update this Privacy Policy from time to time. Any changes that we make to this Privacy Policy will be effective immediately upon posting the updated version of this Privacy Policy on the Site. The date shown above indicates the date that we last updated this Privacy Policy. BY CONTINUING TO ACCESS OR USE THE SITE OR THE SERVICES AFTER SUCH DATE, YOU AGREE TO THE CHANGES MADE TO THIS PRIVACY POLICY. If you cease using the Site or the Services before the Effective Date of a particular version of this Privacy Policy, then you remain subject to the terms of the most recent version of this Privacy Policy in effect while you were using the Site or the Services. If we make any material changes to this Privacy Policy, we may provide a more prominent notice of our choosing. We encourage you to periodically review this Privacy Policy to be informed of how we are collecting, using, sharing and otherwise handling your information.

### **4. Information We Collect.**

We collect information from you and about you so that we can provide our Services and our Products to you, to our Customers, and to other people and organizations.

*Administrator, Organizer and User Accounts.* If you enter or manage Event using our Services, you will need to first register for an account on the Site. When you register for an account, then, depending on the Customer that controls a particular Site, we may collect certain information from you, including (but not limited to): your first and last name; your full address and telephone number(s); your email address (which functions as your user name) and password of your choice. We treat all of the foregoing information identified in this paragraph as Personal Information for purposes of this Privacy Policy.

*Visitors.* Any person that may view Events posted to the Site without becoming an Administrator, Organizer or User is considered a Visitor. No Personal Information is required to be submitted to us for a person to be a Visitor.

*Entering Event and Product Information.* When you enter an Event or other Product into the Service, we collect additional information, some of which is optional. We use this information to prepare the Event or Product for you. The information collected for an Event may include (but is not limited to) the date, time and location of the Event, the name of each person, group or organization sponsoring, highlighted or featured at the Event, and a URL for more information about the Event. The information collected for a Product other than an Event may include details about the Product, the manufacturer or provider of the Product, and a URL for more information about the Product.

*Buying a Product or a Ticket for an Event.* When you purchase a Ticket for an Event or buy any other Product, we may collect Personal Information from you, including your name, your postal address, your email address, your credit card information and any other information requested by the Organizer of the Event.

### **5. How We Use Your Personal Information.**

We may use your Personal Information in a variety of ways, including:

- 1) To operate and improve the Sites and the Services.
- 2) To deliver and improve the Sites and the Services.
- 3) To facilitate payment transactions related to your purchases of the Services, Tickets, Products or other goods or services requested by you.
- 4) To contact you about updates to the Sites and/or the Services.
- 5) For internal business analysis and other internal business purposes.

### **6. How We Share Your Personal Information.**

For each Site and Service, we share Personal Information collected via that Site and Service with the Customer that controls the Site or Service. We also share your Personal Information with each company or entity that helps us provide our Sites and Services. In addition, we may disclose your Personal Information, without notice, to third parties in the following instances:

- 1) We have your consent to do so;
- 2) The disclosure helps us deliver the Services to you;
- 3) The disclosure is to your chosen payment provider to fulfill purchases of the Services, Tickets, Products or other goods or services requested by you;
- 4) The disclosure is to one of our vendors or affiliates for the limited purpose of helping us carry out the functions set forth in this section and/or the **How We Use Personal Information** section above;
- 5) The disclosure is otherwise consistent with the purpose for which the Personal Information was provided to us;
- 6) The Personal Information is publicly available;
- 7) The disclosure is reasonably related to the sale or other disposition of all or part of our business or assets;
- 8) When we believe, in our sole discretion, that the disclosure is necessary to comply with applicable law;
- 9) When we believe, in our sole discretion, that the disclosure is necessary to respond to legal process, including subpoenas, served on us by a third party, or to respond to a request or demand for assistance from law enforcement or a government agency;
- 10) When we believe, in our sole discretion, that the disclosure is necessary to protect and defend the rights or property of Active Data, or any Customer, Administrator, Organizer, User or Visitor, or any third parties;
- 11) When we believe, in our sole discretion, that a Customer, Administrator, Organizer, User or Visitor is engaging in illegal activities; or
- 12) The disclosure is otherwise permitted by law.

Our vendors and affiliates are prohibited from using or sharing any Personal Information received from us in a way that is inconsistent with the purpose(s) for which the Personal Information was shared with them.

## **7. Security of Your Personal Information.**

The security of your Personal Information is important to us. We and the vendors that help us host and administer each Site and Service, and maintain the servers through which we provide the Sites and the Services, take reasonable measures to secure your Personal Information from unauthorized alteration, access, use and disclosure. We follow generally-accepted industry standards to protect the Personal Information submitted to us, both during transmission and once we receive it. When you enter Personal Information (such as a credit card number) on the Site, the Payment Gateway encrypts that information using secure socket layer (SSL) or other encryption technology.

We use a third party credit card processing company. We will only share with them (via SSL) your Personal Information that is needed to process your credit card payments, and they are prohibited from using your Personal Information for any other purpose.

No method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially-acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

If you are a Customer, Administrator, Organizer, or User, your Personal Information is accessible through entry of your user name (email address) and password on the Site. We recommend that you refrain from

divulging your login identification or password to anyone. We will not ask you for your login identification or password during an unsolicited phone call or in an unsolicited email. Please keep in mind that whenever you disclose information online that information can be collected and used by others. Ultimately, you are responsible for maintaining the confidentiality of your login identification, password and other Personal Information.

#### **8. Non-Personal Information.**

When you access or use a Site or Service, we collect Non-Personal Information from you, including (but not limited to) your Internet Protocol (IP) address, browser type, domain names, access times and referring website addresses. To gather Non-Personal Information, we may use common tracking tools such as cookies. We use cookies to help you personalize your online experience, to enable us to provide quality Services through the Sites and to provide general statistics regarding use of each Site and Service.

The purpose of a cookie is to tell a web server that you have returned to a specific page. For example, if you register with a Site or a Service, a cookie copied to your local device helps us to recall your specific information on subsequent visits. When you return to the Site, the information you previously provided can be retrieved to enhance the Services that we provide to you. You may also get cookies and other tracking technologies from third parties with links on a Site or Service, as described in the **Third Party Websites & Links** section below. We do not control cookies and other tracking technologies employed by third parties.

#### **9. Opt-out.**

You have the ability to accept or decline cookies from each Site or Service. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of a Site or a Service.

#### **10. Disclosure.**

We may disclose aggregated Non-Personal Information that has been collected from you and others to our existing or potential vendors or other third parties, or in response to a government request or demand. We may also share aggregated and de-identified demographic data (for example, 55% of our users are female) with third parties to enable the provision of targeted information, promotions, offers and discounts on our Products and Services.

#### **11. Third Party Websites & Links.**

We cannot control, and are not responsible for, any third party's use of cookies, web beacons or other tracking technology that collect information about you or others. Advertising agencies, advertising networks, and other companies who place advertisements on websites, email messages and on the Internet may use this or other technology to collect information about you. We encourage you to review the privacy policies of websites you choose to link to from website links that we provide through the Sites or the Services, or from any advertisements posted on the Site by third parties, so that you can understand how those websites collect, use and share your information. We are not responsible for privacy or security policies or practices of any third parties or their other websites.

#### **12. Children's Privacy.**

The Site is not directed at children under 13 years of age, and we do not seek or knowingly collect any personal information about children under 13 years of age. If we become aware that we have unknowingly collected any personal information from a child under the age of 13, we will make

commercially reasonable efforts to delete such personal information from our systems. If you are a parent or legal guardian and think your child under 13 has given us personal information, please contact us (see **Contact Us** section).

**13. Visitors Residing Outside the United States.**

The Sites and the Services are subject to United States laws, which may not afford the same level of privacy protection as laws in other countries. If you reside outside the United States, then the privacy laws and regulations in your country may be more protective of your Personal Information than those of the United States. We make no representation or warranty that this Privacy Policy and/or our privacy or security practices comply with the laws of any country outside of the United States.

**14. Contact Us.**

We welcome your comments regarding this Privacy Policy and our privacy practices. If you have any questions or complaints about our privacy practices or this Privacy Policy, please contact us via email at [support@ActiveData.com](mailto:support@ActiveData.com), telephone at (610) 997-8100, or first class mail sent to the following address:

Active Data, Inc.  
190 Brodhead Road, Suite 300  
Bethlehem, PA 18017

We will use commercially reasonable efforts to answer any questions, promptly evaluate any complaints, determine if any violations have occurred and remedy any problems as appropriate.