

**APPLIED INTUITION  
NEXUS 22  
PRIVACY POLICY**

Last Updated March 20, 2022

Welcome to the website of Applied Intuition, Inc. (“**Applied Intuition**,” “**we**,” “**us**,” or “**our**”).

This Privacy Policy explains what personal information we collect, how we use and share that information, and your choices concerning our information practices in relation to Nexus 22 (the “**Event**”). Before submitting any personal information to Applied Intuition, please review this Privacy Policy carefully and contact us if you have any questions.

## **1. PERSONAL INFORMATION COLLECTION**

### **Personal Information We Collect From You:**

- **Registration Information:** We collect your name, email address, phone number, industry, organization, and other similar information when you register for the Event.
- **Conference Recordings:** Certain virtual conference sessions may have audio and/or video recording enabled. By participating in a virtual conference session, you consent to being recorded and for any information you share to be used in accordance with this Privacy Policy.
- **Communication Information:** We may collect information when you contact us with questions or concerns and when you voluntarily respond to questionnaires, surveys or requests for market research seeking your opinion and feedback.
- **Social Media Information:** We maintain a social media presence on platforms like LinkedIn and Twitter (“**Social Media Pages**”). When you interact with us on social media, we may receive personal information that you provide or make available to us based on your settings, such as your contact details. In addition, the companies that host our Social Media Pages may provide us with aggregate information and analytics regarding the use of our Social Media Pages.

**Internet Activity Information:** When you visit our website, we may automatically log the following information:

- **Device Information:** The manufacturer and model, operating system, browser type, IP address, and unique identifiers of the device you use to access our website. The information we collect may vary based on your device type and settings.
- **Usage Information:** Information about how you use our website, such as the types of content that you view or engage with, the features you use, the actions you take, and the time, frequency, and duration of your activities. We use Google Analytics, a web analytics service provided by Google LLC (“**Google**”) to help collect and analyze Usage Information. For more information on how Google uses this information, [click here](#).
- **Location Information:** We may derive a rough estimate of your location from your IP address when you visit our website.
- **Email Open/Click Information:** We may collect information about the date and time you open or click links in emails we send.

We may use the following technologies to collect Internet Activity Information:

- **Cookies**, which are text files stored on your device to uniquely identify your browser or to store information or settings in the browser to help you navigate between pages efficiently, remember your preferences, enable functionality, help us understand user activity and patterns, and facilitate online advertising.
- **Local storage technologies**, like HTML5, that provide cookie-equivalent functionality but can store larger amounts of data, including on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email was accessed or opened, or that certain content was viewed or clicked.

## 2. USE OF PERSONAL INFORMATION

We use your personal information for the following purposes:

### **Operating the Event**, including to:

- Process your registration and enable you to attend our conference sessions;
- Conduct our Event; and
- Provide recordings of the Event, including any virtual sessions, to interested business contacts, attendees, and online through our website.

### **Communicating with You**, including to:

- Send you updates about the Event, including notifying you of sessions we believe may be of interest to you; and
- Provide you with support regarding the Event, and respond to your requests, questions and feedback.

### **Marketing and Advertising**, including to:

- Send you marketing communications, including notifying you of products and services that we believe to be of interest to you.

### **Compliance and Protection**, including to:

- Comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities;
- Protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- Audit our compliance with legal and contractual requirements and internal policies; and
- Prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

### 3. PERSONAL INFORMATION SHARING

**Our Sharing:** We do not sell, rent, license, or lease your personal information to third parties. However, we may share personal information with:

- **Service Providers**, including hosting services, email services, advertising and marketing services, payment processors, customer support services, and analytics services.
- **Professional Advisors**, such as lawyers and accountants, where doing so is necessary to facilitate the services they render to us.
- **Business Transaction Recipients**, such as counterparties and others assisting with a merger, acquisition, financing, reorganization, bankruptcy, receivership, dissolution, asset sale, or similar transaction, and with successors or affiliates as part of or following that transaction.
- **Government Authorities**, where required to do so for the Compliance and Protection purposes described above.
- **Affiliates:** We may share personal information with our current and future affiliates, meaning an entity that controls, is controlled by, or is under common control with Applied Intuition. Our affiliates may use the personal information we share in a manner consistent with this Privacy Policy.

### 4. NOTICE TO CALIFORNIA RESIDENTS

Where provided for by law and subject to any applicable exceptions, California residents may have the following rights:

- **Know.** You can request to know the categories of personal information that Applied Intuition has collected about you, the business purpose for collecting your personal information, the categories of sources from which the personal information was collected, whether Applied Intuition has disclosed your personal information for business purposes, the categories of personal information so disclosed, and the categories of third parties to whom we have disclosed your personal information (we provide this information in the Personal Information Collection, Use, and Sharing sections above);
- **Access.** You can request access to the specific pieces of personal information that Applied Intuition has collected about you;
- **Delete.** You can request that we delete the personal information we collected from you; and
- **Opt-out from Sale.** You can instruct businesses that sell your personal information to stop doing so – Applied Intuition, however, does not sell personal information.

If you would like to exercise any of these rights, or want an alternative form of this Privacy Policy, please contact us. After we receive your request, we may request additional information from you to verify your identity. Your authorized agent may submit requests in the same manner, although we may require the agent to present signed written permission to act on your behalf, and you may also be required to independently verify your identity with us and confirm that you authorized the agent to submit the request. We will not treat you differently for exercising your rights.

### 5. CHILDREN

Applied Intuition does not knowingly collect personal information from children under the age of 18. If we learn that we have collected personal information from a child under the age of 18 without the consent of the child's parent or guardian as required by law, we will delete that information.

## 6. LINKS TO OTHER WEBSITES

Our website may contain links to other websites not operated or controlled by Applied Intuition, including social media services ("**Third Party Sites**"). The information that you share with Third Party Sites will be governed by the specific privacy policies and terms of service of the Third Party Sites and not by this Privacy Policy. By providing these links we do not imply that we endorse or have reviewed these sites. Please contact the Third Party Sites directly for information on their privacy practices and policies.

## 7. SECURITY

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, we cannot guarantee the security of your personal information and you provide your personal information to us at your own risk.

## 8. YOUR CHOICES

**Update or Correct Personal Information:** You can contact us and request any updates or corrections needed to keep your personal information accurate, current, and complete.

**Opt Out of Marketing Communications:** You may opt out of marketing communications by following the unsubscribe instructions in any marketing email we send you. Please note, however, that you may continue to receive communications as described in the Communicating with You section after opting out of marketing communications.

**Limit Online Tracking:** Here are some of the ways you can limit online tracking:

- **Block Cookies:** Most browsers let you remove or reject cookies, including cookies used for interest-based advertising. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Use the following links to learn more about how to control cookies and online tracking through your browser:
  - Firefox; Chrome; Microsoft Edge; Safari
- **Use Privacy Plug-Ins or Browsers:** You can block our website from setting cookies used for interest-based ads by using a browser with privacy features, like Brave, or installing browser plugins like Privacy Badger, DuckDuckGo, Ghostery or uBlock Origin, and configuring them to block third party cookies/trackers. You can also install a browser add-on to opt out of Google Analytics.
- **Advertising Industry Opt-Outs:** You can also use these opt-out options to limit use of your information for interest-based advertising by participating companies:
  - Digital Advertising Alliance
  - Network Advertising Initiative

**Do Not Track.** We currently do not respond to "Do Not Track" or similar signals. [Learn more about "Do Not Track" here.](#)

## **9. CHANGES TO THE PRIVACY POLICY**

We may change this Privacy Policy at any time. When we do we will post an updated version on this page, unless another type of notice is required by applicable law. By continuing to use our website or providing us with personal information after we have posted an updated Privacy Policy, or notified you by other means if applicable, you consent to the revised Privacy Policy and the practices described in it.

## **10. CONTACT US**

If you have any questions about our Privacy Policy or information practices, please feel free to contact us at our designated request address: [contact@applied.co](mailto:contact@applied.co).