



# Perigon Privacy Policy

*Last modified: July 1, 2021*

## Introduction

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Perigon, Inc. (“**Company**” or “**We**”) respects your privacy and is committed to protecting it through our compliance with this Privacy Policy (“**Policy**”).

This Policy describes the types of information we may collect from you or that you may provide when you visit the website [www.PerigonLive.com](http://www.PerigonLive.com) (our “**Website**”) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Policy applies to information we collect:

- On this Website;
- In email, text, and other electronic messages between you and this Website;
- Through your use of our cloud-based webcasting service (“**PerigonLive**”);
- Through your attendance at a Perigon-hosted or sponsored event.

This Policy does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by us or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Website.

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 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.

## Information We Collect About You and How We Collect It

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We collect several types of information from and about users of our Website, including information:

- By which you may be personally identified, such as name, postal address, e-mail address, telephone number, or any other information the Website



collects that is defined as personal or personally identifiable information under an applicable law (“**personal information**”);

- That is about you but does not specifically identify you; and/or
- 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 us.
- Automatically as you navigate through the Website. Information collected automatically may include usage details, IP addresses, and information collected through cookies, web beacons, and other technologies.

### Information You Provide to Us

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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 or attend a webinar, subscribing to a distribution list, or requesting further information or services. We may also ask you for information when you report a problem with our Website.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Your search queries on the Website.
- If you are a user of PerigonLive, your subscription and registration information, product interest information, transaction information, and usage data.

### Information We Collect Through Automatic Data Collection Technologies

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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:

- 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.



We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). The information we collect automatically is statistical data and may include personal information, and we may maintain it or associate it with other personal information we collect in other ways or receive from third parties. This helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we may 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.
- **Web Beacons.** Pages of the 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.

## How We Use Your Information

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

- To present our Website and its contents to you.
- To fulfill any other purpose for which you provide it.
- To notify you about changes to our Website or any products or services we offer or provide though it.
- To allow you to participate in interactive features on our Website.
- To contact you about goods or services that may be of interest to you.



- In any other way we may describe when you provide the information.
- For any other purpose with your consent.

## Disclosure of Your Information

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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 in accordance with this Policy:

- To our subsidiaries and affiliates;
- To contractors, service providers, and other third parties we use to support our business;
- 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 the Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by the Company 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; or
- 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 <https://perigonlive.com/terms-of-use>; or
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of the Company, our customers, or others.

## Choices About How We Use and Disclose Your Information

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

- **Tracking Technologies.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our Website may then be inaccessible or not function properly.



- **Opt-Out.** Our marketing emails permit you to “opt-out” of receiving further marketing emails. You may contact us at [support@perigonlive.com](mailto:support@perigonlive.com) at any time to let us know that you no longer wish to receive further marketing emails. If you opt-out, we may still send you transactional emails. Transactional emails include emails about your accounts and our business dealings with you, such as renewals and updates, and, as allowed by applicable law, requests for your participation in surveys.

## Storage and Security of Your Personal Information

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We have reasonable and appropriate physical, electronic, and managerial procedures in place to help safeguard your personal information. However, you should know that no company, including Perigon, can fully eliminate security risks associated with personal information. To help protect yourself, use a strong password, do not use the same passwords to access your Perigon accounts that you use with other accounts or services, and protect your user names and passwords to help prevent others from accessing your accounts and services.

Information collected by Perigon or on our behalf may be stored on your computers, on your mobile devices, or on our servers, and may be transferred to, accessed from, or stored and processed in, the United States. However, we will protect all personal information we obtain in accordance with this Policy and take reasonable steps to ensure that it is treated lawfully.

In certain circumstances we may retain your personal information after you have closed your account or are no longer actively engaged with Perigon. For example:

- We may retain your personal information after you have closed your account so that we can send you information about products, services and publications we think you may be interested in. You can "unsubscribe" to receiving such messages or tell us you are no longer interested;
- We may retain your personal information in order to protect our legal rights, or those of third parties, or to comply with the law; and
- We may retain personal information about how you have used our products and services in order to improve and develop our business.
- If you purchase products or services from us, we may retain your personal information for as long as we need to in order to provide you with customer service, or for compliance purposes, for example, in order to comply with our record keeping requirements.



- Perigon may also use and share aggregated, non-personally identifiable data for research, external training and marketing purposes.

### Changes to Our Privacy Policy

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The date the Privacy Policy was last revised is identified at the top of the page. From time to time, we will update this Policy. In the event there are material changes to our information practices, we will note those changes on Perigon's Privacy Policy webpage ([www.PerigonLive.com/privacy](http://www.PerigonLive.com/privacy)) and in some cases send a notification of changes via email.

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 Policy to check for any changes.

### Contact Information

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To ask questions or comment about this Policy, our privacy practices, or to contact us regarding any content or information posted or stored to the Website contact us at: [support@perigonlive.com](mailto:support@perigonlive.com).