

# Unbridled Privacy Policy

Last modified November 30, 2017

## Introduction

Unbridled Solutions, LLC (herein, "**Unbridled**" or "**We**") respects your privacy, whether you are an Unbridled Client or Attendee. We are committed to protecting your privacy through our compliance with this policy. The use of information collected through our services shall be limited to the purpose of providing the service for which our Clients have engaged Unbridled.

This policy describes our practices in connection with information provided to us, or information collected during event registration or other related services (collectively, our "**Services**").

This policy also applies to information about you that we collect or receive:

- In e-mail and other electronic messages between you and Unbridled.
- When you interact with an event website or service.

It does not apply to information collected by:

- Any third party, including through any third-party application or content (including advertising) that may link to or be accessible from our Services.

Please read this policy carefully to understand our policies and practices regarding the collection of information about you, whether via our websites, applications, or from other sources, and how we will treat it. If you do not agree with our policies and practices, you may choose not to use our Services.

## Privacy Classification

This policy classifies those using our Services as one of the following:

- **CLIENT:** Entities or organizations that are Unbridled's direct, contracted customers. Personally identifiable information of Client personnel associated with an event, meeting, or trip is treated as Attendee information, and will not be used for any purpose other than providing and supporting our Services (other than for limited exceptions described in the section below titled "How We Use Information" where applicable). Note that information relating to these same individuals who have visited and interacted with our marketing Websites (for instance, to download a white paper or sign up for an online demo) is treated as Visitor information.
- **ATTENDEE:** Clients' participants, or supporting personnel, which may include their employees, members, partners, or other third-parties participating in Clients' event, meeting, or trip (for example, individuals that register for an event organized by a Client, individuals whose information is provided to Unbridled by a Client, individuals who download an event-related mobile app, or who complete an online survey) are referred to as "Attendees." Unbridled does not use personally identifiable information of Attendees for any purpose other than providing the Services contracted for by the Client (other than for limited exceptions described in the section below titled "How We Use Information" where applicable).

## Information We Collect and How We Collect It

Unbridled, and our Clients that use our applications, sites, and/or Services to provide meeting and event, may collect several types of information from and about Attendees, including:

- **"Personal Information"** that identifies an Attendee as an individual or relates to an identifiable person. For example, this includes name, organization, title, postal address, e-mail address, telephone number, fax number, social media account ID or other identifiers by which Attendees may be contacted online or offline. This also may include information necessary for Attendees to utilize travel services from Unbridled such as date of birth, known traveler number, passport number, necessary travel accommodations, credit or debit card number, or other payment account number, as well as applicable expiration dates and billing addresses;
- **"Other Information"** that does not reveal a person's identity or directly relate to an individual, on its own or in combination with other information we have collected, such as information collected through cookies, pixel tags and other technologies, general demographic information and other information provided by a person, such as dietary preferences, travel preferences, and interests, activities, age, gender, education and occupation.

Unbridled may also collect Personal Information and Other Information from Clients and Website Visitors. In some instances, we may combine Other Information with Personal Information. If we combine any Other Information with Personal Information, the combined information will be treated by us as Personal Information as long as it is combined.

We collect this information:

- Directly from individuals when they provide it to us.
- Directly from Clients when they provide it to us.
- Automatically from Attendees as they register for an event or meeting, arrange travel through Unbridled, use Unbridled's applications, or from website visitors as they navigate through event Websites. Information collected automatically may include browser and device information, details regarding use of the Services, IP addresses and information collected through cookies, web beacons and other technologies.

### **Information Provided to Us.**

The information we collect through our Services may include:

- Information that a person provides when utilizing one of our Services, for instance at the time an Attendee registers to attend a meeting being organized by a Client (Registration), submits a request for proposal ("RFP"), or downloads a mobile software application to the Attendee's iPhone or Android device.
- Information that Website Visitors provide by filling in forms on our Websites.

- Information that Clients and Attendees provide when receiving customer or registration support. This includes records and copies of Client and Attendee correspondence (including e-mail addresses).
- Details of transactions Clients carry out through our applications, Event Registration Websites, and of the fulfillment of Client orders.

Anyone submitting Personal Information relating to other people to Unbridled in connection with the Services provided represents that they have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

### **How We Use Information**

We may use information that we collect or that is provided to us, including Personal Information, for any of the following purposes:

- To provide Attendees with information, products, or services requested by our Clients using our applications, for example by processing event registrations, enrolling Attendees in programs in which they choose to participate, or providing Attendees with mobile application access for a meeting being organized for a Client.
- To manage registration, travel, provide customer service, and process payments for purchases, travel, or accommodations for Attendees.
- To provide Clients with updates or reports about their Attendees.
- To notify Clients and Attendees about event, meeting, program changes, or other updates related to the Services being provided.
- To communicate with Clients and Attendees by e-mail, postal mail, telephone and/or mobile devices about Services.
- For our business purposes, such as data analysis, audits, fraud monitoring and prevention, developing new products, enhancing, improving or modifying our Services, identifying usage trends, and operating and expanding our business activities.
- As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (d) to carry out our obligations and enforce our terms and conditions applicable to the Services and other agreements, including for billing and collection purposes; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; (g) to allow us to pursue available remedies or limit the damages that we may sustain; and (h) to protect against or identify fraudulent transactions. This includes exchanging information with other companies and organizations where reasonably necessary for the purposes of fraud protection and credit risk reduction.
- In any other way we may describe when you provide the information.
- To fulfill any other purpose for which you provide it or with your consent.

## Disclosure of Your Information

We may disclose aggregated information about users and the use of our Services, and information that does not identify any individual, without restriction.

If you choose to use our Services to transact business with Clients (for example, register for an event, or download a mobile application), any information you provide in connection with that transaction will be transferred to, and under the control of, the Client. Although our own use and disclosure of your information will be in compliance with this Privacy Policy, Unbridled cannot and does not take responsibility for the privacy practices of Clients.

We may disclose Personal Information that we collect or you provide as described in this Privacy Policy:

- To our subsidiaries and affiliates for the purposes described in this Privacy Policy, including but not limited to the providing Services to our Clients and to Attendees. Unbridled, is the party responsible for the management of the jointly-used Personal Information.
- To contractors, service providers, and other third parties as reasonably necessary or prudent to provide, maintain and support our Services, such as, for example, payment processors or Web hosting providers.
- To fulfill the purpose for which information is provided. Here are some examples:
  - If Attendees provide an email address when registering for an event, we will use the e-mail address to send the Attendee information and announcements relating to that event.
  - If Attendees utilize one of our Applications to pay for event registration fees or other products and services using their credit cards, we will pass the credit card information to payment card processors to validate the payment information and complete the transactions.
- To enable processing of RFPs: When a Client or Attendee submits a request for proposal ("RFP") to Unbridled, Unbridled will contact that Client or Attendee, potential venues or other related third parties and disclose information necessary for it to respond to the RFP, which may contain Personal Information.
- As we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (d) to carry out our obligations and enforce our terms and conditions applicable to the Services and other agreements, including for billing and collection purposes; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, our Clients, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain. This includes exchanging information with other companies and organizations where reasonably necessary for the purposes of fraud protection and credit risk reduction.
- For any other purpose disclosed by us when you provide the information or with your consent.

### **Third Party Services**

This Privacy Policy does not address, and we are not responsible for, the privacy, information or other practices of any third parties. The inclusion of any link provided to Clients and Attendees during the course of providing Services or within this Policy does not imply endorsement of the linked site or service by us or by our affiliates.

Please note that we are not responsible for the collection, usage and disclosure policies and practices (including the data security practices) of other organizations, such as Facebook, Apple, Google, Microsoft, BlackBerry, or any other company, including app developers, app providers, social media platform providers, operating system providers, wireless service providers or device manufacturers, including any Personal Information you disclose to other organizations through or in connection with the Applications.

### **Cookies and Similar Technologies**

We and our partners may use cookies or similar technologies as you navigate through and interact with our Websites, our Applications, and with third party websites or other online services, 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 Websites or Applications, such as the date and time you access our Websites, length of time you spend on our Services, websites you visited before or after our Services, and the resources and content that you access and use on our Websites.
- Information about your computer and internet connection, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, language, Internet browser type and version and the name and version of the Services (such as the Application) you are using.

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 or receive certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system may issue cookies when you direct your browser to our Websites or receive our Services. For more information about cookies and how to disable them, see [www.allaboutcookies.org](http://www.allaboutcookies.org).
- **Session Cookies and Persistent Cookies.** A "session" cookie lasts for a single browser session only and is deleted when the user closes the web browser. A "persistent" cookie remains on the user's device (even while powered off) until it expires or is deleted. A persistent cookie will be reactivated when a user returns to the website which posted the cookie. Cookies cannot read or access other cookies or any data from a user's hard drive. Cookies alone will not personally identify a user, however a cookie may recognize a user's individual web browser or device through an IP Address, browser version, operating system and other information, and end users of our Services who log in to an Unbridled Website may be individually identifiable to particular Services using session cookies.
- **Flash Cookies.** Certain features of our Services may use local storage, such as "Flash cookies" to collect and store information about your preferences and navigation to, from and on our Websites. 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 on our Services 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). Web beacons differ from cookies in that the information is not stored on your hard drive, but invisibly embedded on web pages or in email. Web beacons permit us to track online movements of web users -- for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity). This enables Unbridled to provide a website experience more tailored to your preferences and interests.

At this time, we do not respond to browser 'do not track' signals, as we await the work of interested stakeholders and others to develop standards for how such signals should be interpreted. You can learn about how you can adjust your browser's settings to limit or disable cookies and other tracking technologies by visiting the section below titled "*Choices about How We Use and Disclose Your Information.*"

## Choices About How We Use and Disclose Your Information

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 and Advertising.** You may set your web browser to restrict or to entirely block cookies, to configure cookie notification settings and/or to delete cookies already present on the browser or device. Information on how to do this should be provided in the web browser's help/reference section. Visitors who block cookies may be able to access a Website but will not be able to use most of the content, applications and services available on that site. Limiting or restricting certain types of cookies may also prevent a Client or Attendee from using certain portions of the Applications, depending on how the browser settings are configured. For example, event registration cannot be completed successfully if cookies are disabled in an Attendee's web browser.
- **Adobe Flash technology (including Flash Local Shared Objects ("Flash LSO") and other similar technologies.** We may use Flash LSOs and other technologies to, among other things, collect and store information about your use of the Services. If you do not want Flash LSOs stored on your computer, you can adjust the settings of your Flash player to block Flash LSO storage using the tools contained in the Website Storage Settings Panel [available at http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html). You can also control Flash LSOs by going to the Global Storage Settings Panel, [available at http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager03.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager03.html), and following the instructions (which may include instructions that explain, for example, how to delete existing Flash LSOs (referred to as "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your computer without your being asked, and (for Flash Player 8 and later) how to block Flash LSOs that are not being delivered by the operator of the page you are on at the time). Please note that setting the Flash Player to restrict or limit acceptance of Flash LSOs may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with the Services or our online content.

## Data Security

We seek to use reasonable organizational, technical and administrative measures to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us in accordance with the "*Contact Information*" section below.

## Information Collected on behalf of our Clients

Unbridled collects information under the direction of its Clients, and has no direct relationship with the Attendees whose Personal Information it processes. If you are an Attendee of one of our Clients and would no longer like to be contacted by one of our Clients that use our Service, please contact the Client that you are affiliated with directly. We may transfer Personal Information to companies that help us provide our Service. Transfers to subsequent third parties are covered by the service agreements with our Clients.

An individual who seeks access, or who seeks to correct, amend, or delete inaccurate Personal Information should direct his query to Unbridled's Client (i.e., the data controller).

We will retain Personal Information we process on behalf of our Clients for as long as needed to provide services to our Clients. Unbridled will retain this Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

## Changes to Our Privacy Policy

We may update this Privacy Policy to reflect changes to our information practices. If we make any material changes we will notify you by means of a notice on this Website thirty (30) days prior to the changes becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

## Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at:

Unbridled  
Attn: Data Security Representative  
1115 N Grant Street  
Denver, CO 80203  
[support@unbridled.com](mailto:support@unbridled.com)

Please note that email communications are not always secure; so please do not include credit card information or sensitive information in your emails to us.