

# Privacy Policy

6B Digital is committed to protecting the privacy of individuals who visit the Company's Websites ("Visitors"), individuals who register to use the Services as defined below ("Customers"), and individuals who register to attend the Company's corporate events ("Attendees"). This Privacy Statement describes 6B Digital privacy practices in relation to the use of the Company's Websites and the related applications, services, and programs offered by 6B Digital (collectively, the "Services"), as well as individuals' choices regarding use, access and correction of personal information.

If you have questions or complaints regarding 6B Digital's Privacy Statement or associated practices, please contact us here. If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact us at [hello@6b.digital](mailto:hello@6b.digital).

## 1. Services covered

This Privacy Statement covers the information practices, including how the Company collects, uses, shares and secures the personal information you provide, of Websites that link to this Privacy Statement (collectively referred to as "<http://6b.digital/>").

Websites may contain links to other Websites. The information practices or the content of such other Websites is governed by the privacy statements of such other Websites. The Company encourages you to review the privacy statements of other Websites to understand their information practices.

## 2. Information collected

When expressing an interest in obtaining additional information about the Services, or registering to use the Websites or other Services, or registering for an event, 6B Digital requires you to provide the Company with personal contact information, such as name, company name, address, phone number, and email address ("Required Contact Information").

When purchasing the Services or registering for an appointment, 6B Digital may also require you to provide the Company with financial qualification and billing information, such as billing name and address, credit card number. We also may store as part of our service details on your customers including special categories of data. We retain this information in line with our retention policy which is available on request.

Required Contact Information, Billing Information, Applicant Information, Optional Information and any other information you submit to 6B Digital to or through the Services are referred to collectively as "Data."

As you navigate the Company's Websites, 6B Digital may also collect information through the use of commonly-used information-gathering tools, such as cookies and Web beacons ("Web Site Navigational Information"). Web Site Navigational Information includes standard information from your Web browser (such as browser type and browser language), your Internet Protocol ("IP") address, and the actions you take on the Company's Websites (such as the Web pages viewed and the links clicked).

## 3. Use of information collected

The Company uses Data about 6B Digital Customers to perform the services requested. For example, if you fill out a "Contact Me" Web form, the Company will use the information provided to contact you about your interest in the Services.

The Company may also use Data about 6B Digital Customers for marketing purposes. For example, the Company may use the information you provide to contact you to further discuss your interest in the Services and to send you information regarding the Company, its affiliates, and its partners, such as information about promotions or events.

6B Digital may also receive information about Customers from other sources, including third parties from whom we have purchased data, and combine this information with Data we already have about you. This helps us to update, expand and analyse our records, identify new customers, and create more tailored advertising to provide products and services that may be of interest to you.

6B Digital uses Web Site Navigational Information to operate and improve the Company's Websites. The Company may also use Web Site Navigational Information alone or in combination with Data about 6B Digital Customers to provide personalised information about the Company.

## **4. Web Site Navigational Information**

### **Cookies, Web Beacons and IP Addresses**

6B Digital uses commonly-used information-gathering tools, such as cookies and Web beacons, to collect information as you navigate the Company's Websites ("Web Site Navigational Information"). As described more fully below, we and our partners use these cookies or similar technologies to analyse trends, administer Websites and Services, track users' movements around our Websites and Services, serve targeted advertisements and gather demographic information about our user base as a whole. This section describes the types of Web Site Navigational Information used on the Company's Websites and Services, and how this information may be used.

#### **Cookies**

6B Digital uses cookies to make interactions with the Company's Websites easy and meaningful. When you visit one of the Company's Websites, 6B Digital's servers send a cookie to your computer or device. Standing alone, cookies do not personally identify you; they merely recognize your Web browser. Unless you choose to identify yourself to 6B Digital, either by responding to a promotional offer, opening an account, or filling out a Web form (such as a "Contact Me" Web form) or have previously identified yourself to 6B Digital, you remain anonymous to the Company.

6B Digital uses cookies that are session-based and persistent-based. Session cookies exist only during one session. They disappear from your computer or device when you close your browser software or turn off your computer. Persistent cookies remain on your computer or device after you close your browser or turn off your computer. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our Websites or Services.

The following sets out how 6B Digital uses different categories of cookies and your options for managing cookies' settings:

#### **Required Cookies**

Required cookies enable you to navigate the Company's Websites and use its features, such as accessing secure areas of the Websites and using 6B Digital Services.

#### **Managing Settings**

Because required cookies are essential to operating the Company's Websites and the Services, there is no option to opt out of these cookies.

#### **Functionality cookies**

Functionality cookies allow the Company's Websites and Services to remember information you have entered or choices you make (such as your username, language, or your region) and provide enhanced, more personal features. These cookies also enable you to optimise your use of 6B Digital's Websites and Services after logging in. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise.

## Managing Settings

To manage the use of functionality cookies on this Website, or to opt out of their use, click “Cookie Preferences” in the footer of this page. Note that opting out may impact the functionality you receive when using 6B Digital’s Websites and Services.

## Log Files, IP Addresses, URLs and Other Data

As is true of most Websites, we gather certain information automatically to analyze trends in the aggregate and administer our Websites and Services. This information may include your Internet Protocol (IP) address (or the proxy server you use to access the World Wide Web), device and application identification numbers, your location, your browser type, your Internet service provider and/or mobile carrier, the pages and files you viewed, your searches, your operating system and system configuration information, and date/time stamps associated with your usage.

Due to Internet communications standards, when you visit or use the Company’s Websites and Services, we automatically receive the URL of the website from which you came and the website to which you go when you leave our Website. This information is used to analyse overall trends, to help us improve our Websites and Services, to track and aggregate non-personal information, and to provide the Websites and Services. For example, 6B Digital uses IP addresses to monitor the regions from which Customers and Visitors navigate the Company’s Websites. 6B Digital also collects IP addresses from Customers when they log into the Services as part of the Company’s “Identity Confirmation” and “IP Range Restrictions” security features.

## Social Media Features and Single Sign-on

The Company’s Websites may use social media features, such as the Facebook “like” button (“Social Media Features”). These features may collect your IP address and which page you are visiting on the Company’s Website, and may set a cookie to enable the feature to function Properly.

You may be given the option by such Social Media Features to post information about your activities on the Company’s Website to a profile page of yours that is provided by a third party social media network in order to share with others within your network. Social Media Features are either hosted by a third party or hosted directly on the Company’s Website. Your interactions with these features are governed by the privacy policy of the company providing the relevant Social Media Features.

6B Digital also allows you to log in to certain of our Websites and Services using sign-in services such as Facebook Connect. These services will authenticate your identity and provide you with the option to share certain personal information with us such as your name and email address to pre-populate our sign-up form.

## Do Not Track

Currently, various browsers — including Internet Explorer, Firefox, and Safari — offer a “do not track” or “DNT” option that relies on a technology known as a DNT header, which sends a signal to Websites’ visited by the user about the user’s browser DNT preference setting. 6B Digital does not currently commit to responding to browsers’ DNT signals with respect to the Company’s Websites, in part, because no common industry standard for DNT has been adopted by industry groups, technology companies or regulators, including no consistent standard of interpreting user intent. 6B Digital takes privacy and meaningful choice seriously and will make efforts to continue to monitor developments around DNT browser technology and the implementation of a standard.

## **5. Public forums, refer a contact, and customer testimonials**

6B Digital may provide bulletin boards, blogs, or chat rooms on the Company's Websites. Any personal information you choose to submit in such a forum may be read, collected, or used by others who visit these forums, and may be used to send you unsolicited messages. 6B Digital is not responsible for the personal information you choose to submit in these forums.

6B Digital posts a list of Customers and testimonials on the Company's Websites that contain information such as Customer names and titles. 6B Digital obtains the consent of each Customer prior to posting any information on such a list or posting testimonials.

## **6. Sharing of information collected**

### **Service Providers**

6B Digital may share Data about 6B Digital Visitors and Customers with the Company's contracted service providers so that these service providers can provide services on our behalf.

These service providers are authorised to use your personal information only as necessary to provide the requested services to us. Without limiting the foregoing, 6B Digital may also share Data about 6B Digital Visitors and Customers with the Company's service providers to ensure the quality of information provided, and with third-party social networking and media Websites, such as Facebook, for marketing and advertising on those Websites. Unless described in this Privacy Statement, 6B Digital does not share, sell, rent, or trade any information with third parties for their promotional purposes.

### **6B Digital Affiliates**

The Company may share Data about 6B Digital Customers with other companies in order to work with them, including affiliates of 6B Digital. For example, the Company may need to share Data about 6B Digital Customers with other companies within the 6B Digital corporate family for customer support, marketing, technical operations and account management purposes.

### **Business Partners**

From time to time, 6B Digital may partner with other companies to jointly offer products, services, or programs (such as webinars or downloadable content). If you purchase, specifically express interest in, or register for a jointly-offered product or service from or through 6B Digital, the Company may share Data about 6B Digital Customers collected in connection with your purchase or expression of interest with our partner(s).

6B Digital does not control our business partners' use of the Data about 6B Digital Customers that we collect, and their use of the information will be in accordance with their own privacy policies. If you do not wish for your information to be shared in this manner, you may opt not to purchase or specifically express interest in a jointly-offered product or service.

### **Third Parties**

Section 4 of this Privacy Statement, Website Navigational Information, specifically addresses the information we or third parties collect through cookies and web beacons, and how you can control cookies through your Web browsers. We may also disclose your personal information to any third party with your prior consent.

### **Billing**

6B Digital uses a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use Billing Information except for the sole purpose of credit card processing on the Company's behalf.

## **Compelled Disclosure**

6B Digital reserves the right to use or disclose information provided if required by law or if the Company reasonably believes that use or disclosure is necessary to protect the Company's rights and/or to comply with a judicial proceeding, court order, or legal process.

## **7. International transfer of information collected**

The Company primarily stores Data about 6B Digital Customers. To facilitate 6B Digital's global operations, the Company may transfer and access such information from around the world, including from other countries in which the Company has operations. This Privacy Statement shall apply even if 6B Digital transfers Data about 6B Digital Customers or Data about 6B Digital Attendees to other countries.

## **8. Communications preferences**

6B Digital offers Visitors, Customers, and Attendees who provide contact information a means to choose how the Company uses the information provided. You may manage your receipt of marketing and non-transactional communications by clicking on the "unsubscribe" link located at the bottom of the Company's marketing emails. Additionally, you may unsubscribe by contacting us using the information in the "Contacting Us" section below.

## **9. Correcting and updating your information**

6B Digital may retain your information for a period of time consistent with the original purpose of collection. For instance, we may retain your information during the time in which you have an account to use our Websites or Services and for a reasonable period of time afterwards. We also may retain your information during the period of time needed for 6B Digital to pursue our legitimate business interests, conduct audits, comply with our legal obligations, resolve disputes and enforce our agreements.

You may request to review, correct, delete or otherwise modify any of the personal information that you have previously provided to us through the Company's Websites and Services. If you have registered for an account with 6B Digital, you may generally update your user settings, profile, organisation's settings or event registration by contacting us. To update your billing information, discontinue your account, and/or request return or deletion of Your Data associated with your account, please contact us. For other requests to access, correct, modify or delete Your Data, please review the "Contacting Us" section below. Requests to access, change, or delete your information will be addressed within a reasonable timeframe.

## **10. Customer Data**

6B Digital's Customers may electronically submit data or information to the Services for hosting and processing purposes ("Customer Data"). 6B Digital will not review, share, distribute, or reference any such Customer Data except when required by law. 6B Digital only accesses Customer Data only for the purpose of providing the Services or preventing or addressing service or technical problems or as may be required by law.

6B Digital acknowledges that you have the right to access your personal information. If personal information pertaining to you as an individual has been submitted to us by an 6B Digital customer and you wish to exercise any rights you may have to access, correct, amend, or delete such data, please inquire with our customer directly. Because 6B Digital personnel have limited ability to access data our customers submit to our Services, if you wish to make your request directly to 6B Digital, please provide the name of the 6B Digital customer who submitted your data to our Services. We will refer your request to that customer, and will support them as needed in responding to your request within a reasonable timeframe.

## **11. Security**

6B Digital uses appropriate technical and organisational security measures to protect Data about 6B Digital Customers.

## **12. Changes to this Privacy Statement**

6B Digital reserves the right to change this Privacy Statement.

## **14. Contacting us**

Questions regarding this Privacy Statement or the information practices of the Company's Websites and Services should be directed to 6B Digital by filling out the contact form.

Review Date: April 2021

Date of Next Review: March 2022