



**TRUSTEDCONFERENCE.COM**  
*your virtual conference host*

We are committed to protecting your personal data and safeguarding it in every transaction. The intent of this page is to inform you of policies regarding the collection, use, and disclosure of the Personally Identifiable Information (“PII”) received in accordance with this website (“Site”). Please read this privacy policy carefully.

## **1. Personally Identifiable Information**

PII, as used in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. This includes your name, home address, home phone number, gender, date of birth, language preference, email address, credit card information, bank account information, any account information with us, IP address or social media username or identification. Information about your business title, business address, business telephone number, business email address or business fax number is not considered PII.

## **2. Cookies**

This Site uses cookies. A cookie is a piece of data stored on a visitor’s hard drive to help improve your access to this Site and to identify repeat visitors. Cookies cannot view or retrieve data from other cookies, nor can they capture files and data stored on your computer. Usage of a cookie is in no way linked to any PII on our Site.

### **2.1. Remarketing**

Cookies enable us to track and target the interests of visitors to enhance the experience on this Site. This Site uses remarketing, retargeting and similar tools to monitor your visits to the Site and advertise to you online on websites across the internet.

#### **2.1.1. Google Analytics**

This Site uses Google Analytics – a set of integrated data-and-marketing analysis products that let us analyze consumer behavior, develop relevant insights, and then provide a more engaging experience. The purpose of Google Analytics is to collect top-level information about how you use this Site. Google Analytics provides the data we need to improve the user experience and serve up the content visitors find most useful. The Google Analytics cookies store data about what pages you visit, how long you spend on the Site, how you got there, and what you click on.

### **2.2. Managing Use of Cookies**

Cookies are widely used, and most web browsers are configured initially to accept cookies automatically. If you prefer not to accept cookies, you may adjust your browser settings to alert you when a cookie is about to be sent, or you may configure your browser to refuse cookies automatically. However, if you choose to disable cookies on this Site, some features may not work as designed and may impact your experience. If you would like to learn more about how to set your cookie options, please refer to your browser’s documentation or online help for instructions.



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### **3. Information Collection, Use, and Sharing**

This Site collects personal data directly from you, indirectly from third parties and otherwise as permitted by applicable law. We are the sole owner of the data collected on this Site. We will not sell, rent, or share this data with any other party outside of this company, other than as necessary to fulfill your request – for example, to receive a call back.

#### **3.1. Information Collected**

The type of data collected and how we use it depends on your interactions with the Site.

##### **3.1.1. Using an Online Form**

We will collect your name, email address, phone number, and IP address, as well as any information you have included in the email or form. We use this data to acknowledge your request and/or reply to your questions.

### **4. Storage and Security of Your Information**

All sensitive data you provide is encrypted via Security Socket Layer (SSL) technology. You can verify this by looking for a closed lock icon in your web browser or looking for “https” at the beginning of the URL address. We do our utmost to protect and safeguard your personal information. However, as no data transmission over the internet can be guaranteed as completely secure, we cannot absolutely ensure or warrant the security of any data transmitted and you do so at your own risk.

#### **4.1. Processing Sensitive Information**

How this Site processes sensitive data depends on your interactions with this Site and other services.

##### **4.1.1. Using an Online Form**

The data you provide is encrypted via Security Socket Layer (SSL) technology. The data provided is stored on email servers and is only accessible to a limited number of employees who need access to fulfill your request. We will never ask for financial or other sensitive information through these forms, and we encourage users wishing to discuss sensitive details to contact us by phone.

##### **4.1.2 Downloading Resources During Events**

We host virtual raffles during our online events. In order to retrieve resources or visit links, you must provide your first and last name to be entered into the raffle. The purpose of collecting this data is to track engagement in the raffle and select a winner. If you try to visit these links or resources post event, we will still require your first and last name to track engagement. This data is only shared with the event organizer.

#### **4.2. Data Retention**



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We will retain your personal data for as long as is necessary to manage our relationship with you, fulfill the purposes for which it was collected or as necessary, or as permitted or required by law. (See Section 7 for more information on your rights.) This data is only accessible to a limited number of people who need access to the information to perform their duties. Any person found in violation of this security or privacy policy is subject to disciplinary action.

## **5. Third Party Content**

Articles on this Site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

## **7. Your Rights**

We will take reasonable steps to ensure that the personal data collected is used for the purposes stated in this Privacy Policy and that such data is correct and up to date. Regardless, the data belongs to you and you have rights over when and how your data is processed or used.

### **7.1. Accessing and Updating Your Data**

Subject to any exemptions provided by law, you have the right to request to access, update, delete or correct your personal data. Before we are able to provide you with any information, correct any inaccuracies or otherwise respond to your requests, we may ask you to verify your identity and to provide other details to help us to respond to your request. We will endeavor to respond to your request within an appropriate time frame.

### **7.2. Removing Your Data**

You may also have the right to object to the processing of your personal data, request us to restrict the use or disclosure of your personal data, or ask for your personal data to be provided to you in a machine-readable format. Keep in mind, however, that removing data or preventing the processing of data may also prevent us from being able to provide the necessary services you require. Your request and choices may be limited in certain cases – for example, if you ask to delete information which we are permitted by law or have compelling legitimate interests to keep.

## **8. Contacting Us**

If you have a question, concern or request about privacy, confidentiality, or our personal data handling practices, please contact us using the information on this Site.

## **9. Updates**



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We reserve the right to update this Privacy Policy as needed. We will continue to review this privacy policy to ensure it remains current with changing laws and regulations while meeting the evolving needs of visitors. In the event of any amendment to the privacy policy, an email will be sent, and a notice will be posted within this page. If you continue to use this Site or services following an amendment to the privacy policy, you will be deemed to have consented to the updated privacy policy.