



Ridgeline Privacy Statement

Data privacy is important to Ridgeline, Inc., and its affiliates (“Ridgeline”). This Privacy Statement describes (1) the information we collect about you as a visitor to ridgelineapps.com; (2) Ridgeline privacy practices with respect to the collection, use, and disclosure of information obtained through the Ridgeline websites that link to this Privacy Statement; (3) event registration or attendance information for events hosted by us or our business partners where we collect information from registrants and attendees; and (4) your choices and rights related to the information that is provided to or collected by Ridgeline.

How Ridgeline Collects Information

You may choose to provide us with your personal information, such as your name, email address, company information, street address, and telephone number to obtain information about our services. For example, you may request information via a form or email. You may submit via a “Product News Signup” form or through your email to info@ridgelineapps.com or in other interactions with us.

As you navigate through the website, Ridgeline or Ridgeline service providers may use website tracking technologies to automatically collect details about your visits, your activities, interactions, usage patterns, preferences, traffic data, location data, transactional information, and other computer and connection information (such as an IP address) relating to your use of our websites and services. We may also use log files, cookies, and similar technologies to collect information about the pages you view, links you click, and other actions you take when accessing our websites, services, or emails.

As further described below, we collect several types of information from and about you that broadly falls into the following categories:

Information you voluntarily provide to us:

- When filling out forms on our websites (including without limitation: name, mailing address, email address, and telephone number)
- When you request further information or services from us
- When you enter a contest or promotion we sponsor
- When you report a problem with our websites
- When you contact us
- When you complete our surveys
- When you register for or attend an event
- Other information you may submit to us related to your use of our websites or attendance to an event, including without limitation, billing information

Information from third parties:

- From time to time, we may collect and use the information we receive about you from third parties in connection with your use of the websites or attendance of an event. For instance, we may receive information about you from our business partners related to your registration information for events. We also use third parties for reporting and

analytics to measure the effectiveness of our websites and marketing efforts, and to identify areas for improvement.

- We may combine information we collect from third parties with information you provide to update or provide you with tailored information regarding our products, services, and events.

Information we collect as you navigate through our websites:

- As you navigate through the websites, we may automatically collect details about your visits, including your IP address, usage patterns, traffic data, location data, logs and other communication data and the resources that you access, as well as information about your computer and internet connection, including your operating system and browser type.
- We collect some of this information using cookies and similar tracking technologies.

How Ridgeline Uses Information Collected

Ridgeline uses the information we collect about you to provide you with Ridgeline websites, services, and support. For example, if you provide information to us in a “Contact Us” form, we will use your information to respond to the request and communicate with you.

Ridgeline uses your information for event planning and management, including registration, billing, and ways to connect with other event attendees, or to contact you further about relevant products and services. Any information you provide about emergency contacts or dietary preferences would be used for your safety and health purposes.

We may use the contact information we collect from you and information about your activity on our websites to send you information we believe may be of interest to you, such as product announcements, newsletters, educational materials, details on upcoming events, and other marketing communications. We may also use it to send administrative information, such as notices related to products, services, or policy changes.

We use the information we collect to understand how our websites and services are being used and to make improvements. For example, we may use responses posted or comments on our blog to enrich the content or help guide future enhancements to our website, products, and services.

Your information also may be used to personalize your experience on our websites. Ridgeline or our services providers may use website tracking technologies to display content that is tailored to your interests and to present advertising on other sites. For more information on these technologies see the section “Tracking Technologies and Targeted Advertising”.

We may use your information to diagnose website technical problems as well as to prevent, detect, mitigate, and investigate potential security issues and fraudulent or illegal activity. In some instances, we may combine the information you have provided to us with other publicly available information. We may also purchase data from third parties and combine this with



information we have already collected. We may use this combined information to update, expand, and analyze our marketing leads, identify new customers, and create more tailored advertising.

If you ask us to contact you about goods and services, we may use your personal information or permit selected third parties to use your personal information to contact you about such goods and services. You can withdraw consent at a later time by contacting us as noted in the section on “Your Privacy Rights” below.

As further described below, we may use the information we collect about you for the following purposes:

- To operate, maintain, and improve our websites
- To allow you to participate in interactive features on our websites, when you choose to do so
- For industry analysis, benchmarking, analytics, marketing, and other business purposes
- To track your browsing behavior, such as the pages you visited over time, for analytics and advertising purposes
- To communicate with you about events
- To contact you for marketing purposes, in accordance with your marketing preferences (For example, we may use your information to contact you to further discuss your interest in our services and products or other events.)

How We Share Information Collected

Ridgeline may share information with Ridgeline affiliates and third-party service providers that process personal information as data processors on behalf of Ridgeline to provide certain services; third parties with whom you instruct Ridgeline to share your personal information; law enforcement, other government entities, or authorized third parties.

Ridgeline may offer the following solely or jointly with third parties or partners: webinars, events, whitepaper downloads, or other services related to Ridgeline offerings or services. We may share your contact information and interests in these offerings or services with these approved third parties to communicate with you about Ridgeline.

When you attend an event (either sponsored by Ridgeline or one where Ridgeline is a participating vendor) and have your badge scanned, your information may be shared with Ridgeline, as well as with any partner or third party participating in that event, and potentially with the entity sponsoring your attendance at the event.

For example, if your badge is scanned as you attend a session at a Ridgeline-sponsored conference, Ridgeline and any co-presenters could have access to that information to understand who was in attendance and potentially follow up with you on relevant products or services. If you do not want your information shared with Ridgeline or partners in this manner, do not have your badge scanned. If your badge is scanned by a partner or a third party at an event, your information will be governed by that party’s privacy statement.



Ridgeline may disclose information if we have a good faith belief that such disclosure is required to comply with applicable law or to respond to a valid legal process, protect and defend our rights or property, protect your or other third parties' safety, and/or act to protect the interests of our users or others.

We do not sell, rent, or trade information collected through our websites with third parties for their promotional purposes.

If Ridgeline goes through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of its assets, your personal information may be among the assets transferred.

Tracking Technologies

When you visit Ridgeline's website, we may observe your activities, interactions, preferences, transactional information, and other computer and connection information relating to your use of our websites and our services.

We or our service providers may use cookies and similar tracking technologies such as web beacons, HTML5 Local Storage, local shared objects, tags, and scripts on our websites and in email communications. We use these technologies to understand your interests, analyze web traffic, combat fraud, provide interest-based advertising, improve our products and services as further described above in the Use section, and tailor content to your preferences. In messages we send, we may use these technologies to track their effectiveness.

You can configure your browser settings to manage certain tracking technology interactions. For some tracking technologies, you may need to take additional steps to manage their use and removal. Some of these technologies may operate across all of your browsers.

While Ridgeline attempts to honor do not track ("DNT") instructions we receive from a Visitor's browser, we cannot guarantee that Ridgeline will always respond to such signals, in part, because of the lack of common industry standards for DNT technology. We continue to monitor developments in DNT technology and stay apprised of DNT industry standards as they evolve.

This enables us to measure and improve the effectiveness of our websites, ads, and campaigns. The data collected through web beacons is anonymous to us. We do not see the personal data of individual users that is tracked and collected; however, the information that is stored and processed by our service providers may contain personal information in accordance with their privacy policy.

Retention



We will retain your personal information if we have a business need to do so or for as long as is needed to fulfill the purposes outlined in this Privacy Statement, unless a longer retention period is required by law (for example, to comply with applicable legal, tax or accounting requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), we will securely store your personal information and isolate it from any further processing until deletion is possible.

Security

Ridgeline maintains appropriate technical and organizational measures to protect the personal information obtained through our websites and in connection with communication from accidental or unlawful destruction, loss, alteration, unauthorized disclosure, and access. Ridgeline personnel and service providers with access to personal information collected through our websites or other means are required to keep such information confidential and secure.

Users of our sites are responsible for maintaining the security of any password, user ID, or other form of authentication involved in obtaining access to password-protected or secure areas of any Ridgeline website or link to websites that are not owned or controlled by Ridgeline.

Your Privacy Rights

We provide you with certain choices regarding the information you provide to us. If you have any questions regarding our Privacy Statement, or if at any time after providing your personal information to Ridgeline you want to access, update, change, unsubscribe, or request removal or deletion of your information, or if you would like to assert any of the rights listed above, you may send us an email at privacy@ridgelineapps.com or using the contact details under the “Contacting Ridgeline” heading below.

We will respond to such requests within a reasonable timeframe and in accordance with the requirements of applicable data protection laws. Please note that to fulfil your request, we may need you to provide certain information to verify your identity. In addition, if we process your personal information in reliance upon your consent, you can contact us at any time to withdraw your consent.

Third-Party Websites and Applications

Ridgelineapps.com may link to websites that are not owned or controlled by Ridgeline. As such, this Privacy Statement does not apply to information collected on any third-party site or by any third-party application that may link to or be accessible from our websites. This Privacy Statement does not apply to information collected by customers, our business partners, and other third parties or third-party applications or services, even if this information is collected using our website or at events.

Ridgeline Blog



You may post comments or questions on our websites and website features, such as a blog. Some of these forums may ask you to provide your personal information and create a profile. Personal information you submit in these public areas can be read and collected by others who access them. You should only post personal information to online forums with the awareness that the information will be available to others in the forum (unless stated otherwise). Comments posted by individuals in an online forum reflect their own views and should not be considered to reflect the opinion of Ridgeline.

Please note that any information you post or disclose in the forums will become public information and may be available to users and the general public. We urge you to be very careful when deciding to disclose your personal information, or any other information, in our public forums.

Children

We do not knowingly collect personal information from anyone under the age of 16. If you are under 16, please do not attempt to fill out our forms or send any personal information about yourself to us. If we learn that we have collected personal information from a child under age 16, we will delete that information promptly.

Changes to Our Privacy Statement

Ridgeline reserves the right to update or change this Privacy Statement at any time. If we make material changes to this Privacy Statement, we will notify you through an appropriate online notice or other means (which may include, if we have your contact details, notification by email) and obtain your consent if and where required by applicable law. We ask that you review the Privacy Statement periodically to stay informed about any updates or changes that we may have made. For new users, changes or updates are effective upon posting. For existing users, changes or updates are effective 30 days after posting.

You can see when this Privacy Statement was last updated by checking the "Last Updated:" date displayed at the bottom of this Privacy Statement.

Contacting Ridgeline

To ask questions or comment about this Privacy Statement and our privacy practices, or if you need to update, change or remove your information or exercise any other rights, contact us at: privacy@ridgelineapps.com

Or

Ridgeline, Inc.

Attn: Privacy

936 Southwood Blvd,

Incline Village, NV 89451

This website is operated by Ridgeline, Inc. (the data controller), which is a Nevada corporation located at 936 Southwood Blvd, Incline Village, NV 89451.



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