

PRIVACY POLICY



As used in this Privacy Policy, “Uturn” refers to all websites (including www.UturnDataSolutions.com or any weblog and/or on-line forum administered by Uturn), mobile sites, applications, and/or other properties or services owned or operated by Uturn Data Solutions, LLC.

By visiting Uturn, viewing our content or research, attending and/or viewing any of our events or programs and/or using any of our services, you acknowledge that you accept the practices and policies outlined in this Privacy Policy.

WHAT DOES THIS PRIVACY POLICY COVER?

This Privacy Policy is part of Uturn’s Terms and Conditions, and covers the treatment of user information, including Personally Identifiable Information (as defined below) obtained by Uturn, including information obtained when you access or log in to Uturn, and/or register for content or events provided by Uturn.

This Privacy Policy does not apply to the practices of companies that Uturn does not own or control, or to individuals whom Uturn does not employ or manage, including any of the third parties to which Uturn may disclose user information as set forth in this Policy.

WHAT TYPES OF USER INFORMATION DOES UTURN OBTAIN?

Uturn may obtain the following types of information from you or concerning your computer or device (“Information”), which may include information that can be used to identify you as specified below (“Personally Identifiable Information”):

- Name(s)
- E-mail Address(es)
- Mailing Address(es)
- Telephone Number(s)
- Credit Card Information
- Blog or Website URL(s)
- Social Networking Handle(s) or Username(s)
- Photo(s)
- Demographic Information (e.g., age, gender, interests, and preferences)
- Professional Title(s)
- Company/Companies
- Industry/Industries
- Activities, or Content Viewed, on Uturn
- Information Collected Automatically (as detailed below)
- Information Received from Third Parties (as detailed below)

In certain cases, we may request that you provide some of the Information identified above in order to obtain specific products or services (such as registering for a Uturn event or logging in to download a research report from Uturn). If you

choose not to provide the Information we request, you may still use Uturn, but you may be unable to access certain features or services.

When you register to receive any products or services from Uturn or provide information to Uturn in any other manner, you agree to provide only true, accurate, current, and complete information.

INFORMATION COLLECTED AUTOMATICALLY

Uturn may automatically receive and log certain types of Information when you visit or interact with our website(s), services, mobile applications, and/or other products, including:

- Browser Information
- Operating System Information
- Mobile Device Information (e.g., device identifier, mobile operating system, etc.)
- IP Address
- Internet Service Provider
- Content Viewed
- Geographic Location
- Connection Speed
- Time of Visit
- Referring Site, Application, or Service
- Registration Time

INFORMATION RECEIVED FROM THIRD-PARTIES EVENTS & WEBINARS

If you register for events or webinars provided by Uturn, we may receive Information about you from the service providers that host or process registration for these programs, or that provide other services to support these programs (such as technical support) that, in turn, may include certain Personally Identifying Information identified above.

THIRD-PARTY WEBSITES/SOCIAL-NETWORKING SITES

If you choose to use any third-party website or service that is integrated with Uturn, including a third-party social networking or blogging site, such as, but not limited to, LinkedIn, Facebook, Twitter, or WordPress (“Third-Party Websites”) — or if you use any Uturn application provided through any Third-Party Website — we may receive Information, including Personally Identifying Information, from such Third- Party Websites, including, but not limited to:

- Name(s)
- Nickname(s) or Username(s)
- Photo(s) or Graphic Avatar(s)
- Unique Third-Party Website Identifier(s) (e.g., Facebook User ID(s))
- Biographical or Demographic Information (e.g. professional title, gender, college attended, etc.)
- Likes and Interests

- Contacts, Friends, and /orAssociations
- Any Information That Is Publicly Available

For example, Uturn may offer the ability to use certain Third-Party Websites to facilitate your registration on Uturn. We also may use information about your profile and connections on Third-Party Websites to allow you to share or connect with your friends and contacts or to personalize your experience. In addition, Uturn may offer “plug ins” and/or “widgets” from various Third-Party Websites that allow you to share Uturn content, as discussed below in “Disclosure of Information to Third Parties”.

Your decision to use, or share with, a Third-Party Website when accessing or using Uturn products and services is completely voluntary. Uturn is not responsible for compliance with the policies or practices of any Third-Party Website. You should ensure that you are comfortable with the Information such Third-Party Websites may make available to Uturn by reviewing those Websites’ privacy policies and service terms, and by modifying your privacy settings and preferences on those Services.

Any and all Information that Uturn receives from Third-Party Websites will be governed by this Privacy Policy.

HOW DO WE USE THIS INFORMATION?

We use the Information that we obtain from, or concerning, you or your computer or device to provide Uturn products and services, fulfill your requests, improve our products and services, personalize and tailor your experience on Uturn, operate our business, and/or understand how users are engaging with Uturn.

In addition, we may use Information from, or concerning, you or your computer or device to facilitate the delivery of content or advertisements that we believe may be of interest to you, or to communicate with you about new or existing products and services or special offers. For example, we may periodically send promotional materials or notifications related to our products and services to the e-mail address(es) associated with your Uturn account.

UTURN’S USE OF COOKIES

Uturn may place “cookies” on your computer or device that may contain anonymous Information that is associated with you. Cookies are small text files that websites use to recognize users, and regularly are placed on hard disks by a web server. Cookies contain information that can later be read by a web server in the domain (here, Uturn) that issued the cookie to you or that, in some cases, can be read by a third-party domain.

Our cookies may record Information about your use of Uturn so that we can provide a continuous and more personalized experience for you, including for one or more of the following purposes: to help identify visitors; assess usage patterns; identify preferences; control the display of ads; diagnose problems with our servers; gather demographic information; analyze trends and usage patterns; conduct research; deliver editorial content; record registration and personalized information; and otherwise administer Uturn products and services.

If you do not wish to have Uturn place and use cookies on your computer, you should set your browser preferences to refuse cookies before accessing Uturn. Uturn is not responsible for any failure by you or your browser to accurately implement or communicate your browser preferences or settings. If you choose to decline cookies, you may not be able to sign in to Uturn, or use other interactive features of Uturn that depend on cookies.

Uturn does not control and is not responsible for the use of cookies by its third-party partners or advertisers. The use of cookies by some of these third parties is discussed below in “Third-Party Advertisements” and “Analytics Services”.

REVIEWING & MODIFYING YOUR PERSONALLY IDENTIFYING INFORMATION

We offer several ways for you to update Personally Identifying Information that is obtained and stored by Uturn, or to change your account preferences on Uturn:

- (1) If you have an online account with Uturn, you can log in and update or change your account information at www.UturnDataSolutions.com.
- (2) You may unsubscribe to any of our e-mail updates or products by following the unsubscribe instructions that will be detailed at the end of any message, as detailed in "[E-mail or Text Message Communications](#)" below.
- (3) You may contact us at unsubscribe@UturnDataSolutions.com.

DISCLOSURE OF INFORMATION TO THIRD PARTIES

Uturn may disclose Information (including Personally Identifying Information) from, or concerning, you or your computer or device to third parties in the circumstances described herein. By visiting, accessing, attending, and/or using Uturn's products, services, and/or events, you consent to the disclosure of your Information to certain categories of third parties in the manner described below. This Privacy Policy does not apply to the policies or practices of any of these third parties.

CORPORATE SUBSCRIPTIONS

If your employer or another party provides you with a subscription to Uturn's research (when and where available), we may notify the provider when you access or use your subscription. When providing such notices, we may disclose Personally Identifying Information, such as your name or e-mail address.

SERVICE PROVIDERS

Uturn may rely on third-party vendors and service providers to provide support and assistance for its products, services, and/or events ("Service Providers"), and we may disclose your Information (including Personally Identifying Information) to these Service Providers to the extent necessary to support our products, services, and/or events, or as otherwise set forth below.

PAYMENT PROCESSORS

Uturn may use third-party payment processors to process financial payments for certain Uturn services. When you make payments to Uturn and/or obtain certain Uturn products or services, Uturn may transfer certain Information (including Personally Identifying Information) to these payment processors for the sole purpose of facilitating the payment transaction. Such Information and/or Personally Identifying Information may include, among other facts, your name, address, and credit card information.

EVENT REGISTRATION

Uturn may use third parties to process registration for Uturn events and programs. Uturn may provide your Information (including Personally Identifying Information) to such registration services when you register for any Uturn event or program. In addition, and as discussed herein, Uturn (or its third-party registration service) may provide your Information

(including Personally Identifying Information) to companies that sponsor or underwrite portions of any event for which you may register, attend, and/or view.

WEB HOSTS

Uturn's website services are hosted on an enterprise web publishing platform. All Information obtained and stored by Uturn's website(s) (as detailed in "What Types of User Information Does Uturn Obtain?" below) is processed and stored on servers that are owned and operated in the United States.

WEBINARS

Uturn may use third parties to process registration, host, and/or provide technical support for Uturn webinars. If you register for and/or download or view any Uturn webinar, Uturn may provide your Information (including Personally Identifying Information) to these third parties to facilitate registration and access to the webinar. In addition, as discussed below, Uturn (or its third-party registration service) may provide your Information (including Personally Identifying Information) to companies that sponsor or underwrite portions of a webinar for which you may register, download, and/or view.

THIRD-PARTY SPONSORS

If you have elected to register for one of our sponsored webinars or events, or to access research or content from Uturn, we may share your Information (including Personally Identifying Information) with business partner(s) and/or sponsor(s) of the webinar, event, research and/or content. You agree that these sponsor(s) and/or business partner(s) may use your Personally Identifying Information to contact you to provide additional information about their products or services.

THIRD-PARTY WEBSITES

Uturn offers the ability to share Uturn content on Third-Party Websites, including social networking and blogging services such as LinkedIn, Twitter, or Facebook, through "plugins" or "widgets" (such as, for example, LinkedIn's "In" button or Facebook's "Like" button). When you elect to share content and information with others on Third-Party Websites, Uturn may transmit your Information (including Personally Identifying Information) to such Third-Party Websites. This Information may be visible on the Third-Party Website to anyone who has access to that content or Information. Your decision to share information in this manner is completely voluntary. You should ensure that you are comfortable with how Third-Party Websites may share your Information by reviewing their privacy policies and/or modifying your privacy settings directly on those Third-Party Websites.

URL & REFERRER HEADER INFORMATION

When you visit Uturn's website(s), certain information about the content or activities you have engaged in on Uturn may be reflected in the Uniform Resource Locator ("URL") for the page you are viewing on Uturn (that is, the Internet "address" that commonly is displayed in a web browser window). For example, the date or title of an article you are viewing may appear in the URL for that page. In addition, if you are logged into any Uturn account, certain account information may be visible in the URL when you visit that account. If you leave Uturn to visit a Third-Party Website, including when you click on an advertisement or link, or when you share information through a social plug-in (such as the LinkedIn "in" button), the information contained in the URL may be transmitted to the Third-Party Website by your browser.

ADVERTISERS & ANALYTICS SERVICES

As discussed in “Third-Party Advertising on Uturn” herein, Uturn may use third-party advertisers, including ad networks, to provide advertising on its website(s). In addition, as discussed in “Analytics Services” below, Uturn may use third-party analytics products to obtain information about how users are using and interacting with Uturn. These third parties may receive Information (including Personally Identifying Information) from Uturn as discussed in greater detail in “Security and Protection of Personally Identifying Information” herein.

LAW ENFORCEMENT & LEGAL PROCESS

We may disclose your Information (including Personally Identifying Information) when we believe in good faith that disclosure is necessary to comply with any law, regulation, or legal request; to enforce, apply, or investigate breaches of our Terms and Conditions, Terms of Use, and/or any other terms, agreements, or contracts; to respond to public requests; or to protect the rights, property, user experience, or safety of Uturn, our employees, our users, or any other party. This can include, but is not limited to, exchanging information with other companies and organizations for fraud protection and credit-risk reduction.

COMMENTS, PUBLIC POSTS & SHARING INFORMATION ON THIRD-PARTY WEBSITES

Uturn encourages active participation by users, including through comments on any weblog or on-line forum administered by Uturn. However, please be aware that if you voluntarily disclose on Uturn any Information, personal or otherwise, such Information can be viewed, collected, and/or used by others, including other users, search engines, advertisers, third-party applications developers, and/or any other party who may have access to Uturn. Uturn has no control over the use, collection, and/or disclosure of any Information that you post publicly on Uturn.

CHANGE OF CONTROL

If Uturn, or substantially all of its assets, is acquired by another company or party, user Information will be one of the assets transferred or acquired by the purchaser. You acknowledge that such transfers may occur, and that any purchaser of Uturn or its assets may continue to collect, use, and/or disclose your Information, as set forth in this Privacy Policy.

THIRD-PARTY ADVERTISING ON UTURN

Uturn may allow third-party advertising serving companies and/or ad networks (collectively, “Advertisers”), to display advertisements and/or provide other advertising services on Uturn. These third-party Advertisers may use techniques other than HTTP cookies to recognize your computer or device and/or to collect and record demographic and other Information about you, including your activities on or off Uturn. These techniques also may be used directly on Uturn. Please keep in mind that your web browser may not permit you to block the use of these techniques, and that some browser settings that block conventional cookies (as mentioned above) may have no effect on such techniques.

Advertisers may use the information collected to display advertisements that are tailored to your interests or background, and associate such information with your subsequent visits, purchases, and/or other activities on other website(s). Advertisers, in turn, may also share this information with their clients or other third parties.

Uturn has no responsibility for the technologies, tools, and/or practices of the Advertisers that provide advertising and related services on Uturn. This Privacy Policy does not cover any collection, use, and/or

disclosure of Information by Advertisers who provide advertising or related services on Uturn. These Advertisers' information-gathering practices, including their policies regarding the use of cookies and/or other tracking technologies, are governed entirely by their own privacy policies, and not this Privacy Policy.

Uturn uses the Standard Terms and Conditions set forth by the Internet Advertising Bureau ("IAB"), which can be accessed at <http://www.iab.net/guidelines/508676/tscs3>.

ANALYTICS SERVICES

In addition, Uturn may use third-party analytics providers and products to obtain, compile, and/or analyze Information (that may include Personally Identifying Information) about how users are using and interacting with Uturn. Uturn may provide Information (including Personally Identifying Information) to these analytics providers for the purpose of obtaining statistics and/or other information about how users are using and interacting with Uturn. These analytics providers may use tracking techniques other than HTTP cookies to recognize your computer or device and/or to collect or compile this Information. These techniques, in turn, may be used directly on Uturn. Uturn has no responsibility for the technologies, tools, and/or practices of any third party who may provide analytics products and/or services to Uturn. Please also keep in mind that your web browser may not permit you to block the use of these techniques, and that some browser settings that block conventional cookies (as mentioned above) may have no effect on such techniques.

SECURITY & PROTECTION OF PERSONALLY IDENTIFYING INFORMATION

Uturn has implemented reasonable security measures and practices in an effort to protect the confidentiality of your Personally Identifying Information (other than Personally Identifying Information that you have elected to disclose to others). However, no security system is impenetrable. It may be possible for third parties to intercept or to access information you provide to Uturn. Uturn cannot guarantee the security of your Personally Identifying Information, nor can we guarantee that information you supply will not be intercepted while being transmitted to Uturn. It is important for you to protect against unauthorized access to your password(s) and computer(s) or device(s), and to log off from any Uturn account when using any shared computer.

E-MAIL OR TEXT MESSAGE COMMUNICATIONS

We may contact you by e-mail, text message, or other equivalent electronic communications (such as those administered by Twitter or LinkedIn) if you access Uturn products or services and/or register for events, webinars, or other content or services provided by Uturn. By visiting or using Uturn content, products, or services; and/or registering for, or attending, Uturn events or webinars, you specifically consent to the receipt of these e-mail or text-message communications. If you do not want to receive e-mails, text messages, or other communications from us, please notify us by e-mail at unsubscribe@UturnDataSolutions.com, and include sufficient information for us to identify your account, including your name, e-mail address (or cellphone number), and the details of your request. If you unsubscribe, Uturn may still contact you via e-mail or text message for administrative purposes, or concerning any products, services, and/or events for which you have registered or are using.

CHANGES TO THE PRIVACY POLICY

Uturn retains the discretion to amend or modify this Privacy Policy at any time. Use and disclosure of Information we obtain is subject to the later of: (1) the Privacy Policy in effect at the time such Information is collected, or (2) any

subsequent Privacy Policy of which you have notice. If we make material changes to the way we collect, use, and/or disclose Personally Identifying Information, we will notify you by posting a clear and prominent announcement on Uturn or through a direct communication. Your continued access to, or use of, Uturn following notice of material changes to this Privacy Policy shall constitute consent to any amendments and/or modifications. Your use of Uturn is entirely voluntary, and you may discontinue use of Uturn at any time.

EXPRESS LIMITATION OF LIABILITY & DAMAGES

In no event will Uturn be liable to any party for any direct, indirect, special, or consequential damages for any use of this the Uturn website, or on any other hyperlinked web site, including, without limitation, any lost profits, business interruption, loss of programs and/or other data on your information handling system or otherwise, even if Uturn expressly advised of the possibility of any such damages. All information is provided by Uturn on an "AS IS" basis only. Uturn provides no representations and/or warranties, express or implied, including, but not limited to, the implied warranties of fitness for a particular purpose, merchantability, and non-infringement.

HOW TO CONTACT US

Uturn welcomes any questions or comments you may have regarding this Privacy Policy or its implementation. Any such questions or comments should be submitted via e-mail to info@UturnDataSolutions.com or directed to the address below. We will undertake reasonable efforts to resolve or address your questions or concerns as soon as possible.

Uturn Data Solutions
939 West North Avenue
Suite 750
Chicago, Illinois 60642
Telephone: (312) 646-2170
E-mail: info@UturnDataSolutions.com

EFFECTIVE DATE OF THIS PRIVACY POLICY

This Privacy Policy is effective as of July 11, 2014.