

## **Our Commitment**

LLEAD. ("LLEAD" or the "**Company**") takes your privacy seriously. Please read this Privacy Notice ("**Notice**") to learn more about how we collect, use, disclose and store information when you access or use our Website or services (collectively, the "**Services**") or contact us a different way. We gather various types of information, including information that identifies you as an individual ("**Personal Data**"). This is explained below. If you do not agree to any of these terms or the Privacy Policy, please do not use the Services.

## **Use of our Services**

When you use our Services, we collect information directly from you or your employers, such as names, email addresses, postal addresses, phone numbers, and job titles, to set up and provide you the Services. This information is collected based on the contract between LLEAD and the companies subscribing to our Services.

## **Collection of Personal Data:**

When you use our Services, we may use your personal data to establish and maintain responsible commercial relations and provide ongoing LLEAD service. For example, when you sign a contract with LLEAD, we collect your Personal Data to set up a user account and for billing purposes:

- To understand Customer needs and preferences. For example, to maintain a record of the Services, you have purchased in the past;
- To contact you about your use of Services or fulfill your request for a demo for additional Service;
- To meet legal and regulatory requirements. For example, LLEAD may collect Personal Data from you to satisfy government regulations, e.g., tax purposes;
- To respond to your inquiry when you contact us, request a download, subscribe to our newsletter, or request a demo;
- To better understand the use of our Services by our customers, by collecting anonymized and aggregate statistics; and
- For any other purposes about which we will notify you.

## **Use of our Website**

When you use our Website, we collect Personal Data that you chose to provide to us. For example, on our page "Contact Us," you provide us with contact information. This information may be used to contact you regarding your request or interest in our Services.

We also collect certain information related to your device, such as your device's IP address and referring Website. Please see the section below headed "Cookies and Other Tracking Technologies."

For most information we collect via our Website, excluding first-party cookies, we do so on the basis of your unambiguous consent. First-party cookies, which are necessary for the functioning and security of our Website, are placed based on our legitimate interest to provide a functioning and secure Website.

## **Cookies and Other Tracking Technologies**

We use cookies and other tracking technologies on our Website and Services.

We may also use clear gifs in HTML-based emails sent to users to track which emails are opened by recipients. We use this information to improve marketing effectiveness, enable accurate reporting, and make our Website and Services better for our users.

All cookies and other tracking technologies are used to administer and improve our Website and analyze the use for marketing and advertising purposes and trend monitoring.

More detail on the types of cookies that we use can be found in our cookie policy.

## **COOKIE POLICY**

Our agreements with our customers address any use of cookies, web beacons, and similar tracking technologies in the Services. If you are a Customer, your agreement with us may contain additional information regarding cookies, web beacons, and other tracking technology in our Services.

This cookie policy explains how LLEAD uses cookies, web beacons, and similar tracking technologies on our Website. This policy also tells you what your rights are with respect to our use of such cookies, web beacons, and tracking technologies on the Website. Our agreements with our customers address any use of cookies, web beacons, and similar tracking technologies in the Services.

### **Cookies**

A cookie is a small file placed on your browser or device when you visit a particular website or software application. Cookies can remember you and provide you with the information you're most likely to need.

For example, site navigational information provided by a cookie may include standard information from your web browser (such as browser type and browser language), your IP address, and the actions you take on our Site (such as pages viewed and links clicked).

There are both session cookies and persistent cookies.

A session cookie expires when you close your browser. Simply exiting your browser will remove all session cookies.

A persistent cookie remains on your hard drive for an extended period of time. For instance, when you return to our Site, cookies identify you and prompt the Site to provide your username (not your password), so you can sign in more quickly. You can remove persistent cookies by following directions provided in your Internet browser's "help" directory.

Some cookies are set by the website owner. Other cookies are placed by third parties. These third-party cookies may enable third-party features or functionality through the Website and provide information about your computer to the third party.

### **Use of Cookies**

We use cookies to help provide a better experience for you on our Website. The types of cookies we use include:

- **Required Cookies.** Required Cookies are needed to make the Website work. These cookies are essential, and the Website would not function correctly without them.
- **User Experience Cookies.** User Experience Cookies tailor the Website experience for you, the user (for example, auto-populating specific fields). These are not required, but they may make your use of the Website more enjoyable.
- **Analytics Cookies –** Analytics Cookies help us compile statistical information about the use of our Website, such as the time users spend at the Site and the pages they visit most often. This information helps us analyze trends in the aggregate and improve and administer our Website.

### **Control of Cookies**

There are ways to control your browser settings to indicate when we have set a cookie in your browser, and you can control our use of cookies and third-party analytics concerning your use of the Website. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Your device may also have controls that determine the information collected. Each browser is a little different, so look at your browser's "Help" menu to learn the correct way to modify your cookies. Please note that if you turn cookies off, some features will be disabled that make your Website experience more efficient, and some of our Website features may not function properly.

### **Web Beacons**

A web beacon or tracking pixel is a small file placed on your browser or device when you visit a particular website, email, or software application. Web beacons are used to track whether or not you have accessed certain content.

For example, web beacons may provide information about how many times a web page is accessed, along with the times it was accessed and the IP address of users who accessed it.

Some web beacons are set by the website owner. Other web beacons are placed by third parties. These third-party web beacons may enable third-party features or functionality through the Website and provide information about your computer to the third party.

We use web beacons to help provide a better experience for you on our Website.

You can control our use of cookies and third-party analytics concerning your use of Website via your browser settings. Your device may also have controls that determine the information collected. Each browser is a little different, so look at your browser's "Help" menu to learn the correct way to modify your settings. Please note that if you turn web beacons off, some features will be disabled that make your Website experience more efficient, and some of our Website features may not function properly.

By using cookies and web beacons together, we gain valuable information to improve the Website and measure the effectiveness of our marketing campaigns. Information collected from cookies (including cookies placed by third-party vendors, such as Google and its partners) may be used to deliver advertisements to Website Users when such Website Users are visiting other websites, including Facebook, LinkedIn, and YouTube. You may opt out of a third-party vendor's cookies for personalized advertising by visiting [www.aboutads.info](http://www.aboutads.info).

### **Meeting LLEAD Representatives at events**

When you meet LLEAD representatives at events, we may ask you to provide your Personal Data to follow up on conversations. These data will likely include your name and contact details and can be collected by writing down the information or collecting it via automated means offered by the event organizer. Your Personal Data may be used after the event to reach out to you and will be stored in our CRM to monitor the outcomes of any event.

### **Data Sharing**

As described in this Notice, your personal data is collected and processed by LLEAD for our own purposes. We may, however, share and disclose information, including Personal Data about our customers, in limited circumstances as described below.

LLEAD transfers Personal Data to third parties, such as vendors and service providers who perform tasks on our behalf, such as processing and storage purposes. This data sharing is part of the original processing of your Personal Data on the basis of a contract or on the basis of the consent you have provided on our Website. Without limitation, a current list of categories of companies that process Personal Data on our behalf is:

- Website analytics companies (including Google Analytics);
- CRM, marketing, and services providers (including but not limited to Salesforce.com, Hubspot);
- Cloud storage hosting providers;
- Social media providers; and
- Your Personal Data may also be shared with other customers of LLEAD following your explicit and informed consent in a specific situation.

If LLEAD has received your Personal Data and subsequently transfers that data to a third-party agent or service provider for processing, we will remain responsible by executing contracts requiring them to protect the privacy and confidentiality of the Personal Data provided to them for purposes of performing their functions for LLEAD. Unless we tell you differently and you consent, our agents do not have any right to use the Personal Data we share with them beyond what is necessary to assist us.

Although very unlikely, in some instances, such as a legal proceeding or court order, LLEAD may be required to disclose certain information to authorities. Only the information specifically requested is disclosed, and LLEAD shall take precautions to satisfy ourselves that the authorities making the request have legitimate grounds to do so.

If LLEAD is merged with or is acquired by another organization, we will make every reasonable effort to notify you if we share with the merging or acquiring organization some or all of your Personal Data.

### **Data Storage**

Upon collection of your data, they will be transferred to our servers. The data may be further transferred to other countries where LLEAD is present in other jurisdictions or other situations explicitly mentioned in this Notice.

### **Security for Privacy**

LLEAD protects Personal Data against unauthorized access. We have organizational, technical, and physical security safeguards to protect Personal Data. Personal Data shall be protected by security safeguards appropriate to the sensitivity of the information.

Notwithstanding that LLEAD has security safeguards in place to protect Personal Data, Customers using our Services are always encouraged to take measures to protect themselves against

unintended intrusions to their personal privacy (i.e., maintain access passcodes and/or PINs in a confidential manner).

## **Data Retention**

We will keep personal information about you for as long as we provide solutions to you or address a concern, question, complaint, or request you have made to us, as applicable to our interactions with you. If we have a contract or other agreement with you, we will follow the retention obligations of that agreement.

We may keep data longer if we have a legal obligation to keep it or maintain necessary records for legal, financial, compliance, or other reporting obligations and enforce our rights and agreements. We also may keep data about you for statistical analysis or research purposes.

## **Profiling**

Our marketing and sales teams may analyze your Personal Data to make profiles of LLEAD users and prospects. At no time will this lead to automated decision-making with legal effect. LLEAD may use the profiles to further improve our marketing communications and sales cycle.

## **Your Individual Rights**

To review and update your Personal Data to ensure accuracy, contact [info@LLEAD.com](mailto:info@LLEAD.com). Please add proof of identity to your request, so we can make sure the request is coming from you.

We will make commercially reasonable efforts to provide you reasonable access to any of your personal information we maintain within 30 days of your access request so that you can review, make corrections, or request deletion of your data. If we cannot honour your request within the 30-day period, we will tell you when we will be able to provide access, which will be no later than 90 days after your initial request. In the unlikely event that we cannot provide you access to this information, we will explain why we cannot do so.

## **Withdrawal of Consent and Deletion**

If we process your Personal Data on the basis of consent, you are at all times free to withdraw this consent. Please contact [info@LLEAD.com](mailto:info@LLEAD.com) if you want to do so, stating which consent for which processing of your Personal Data you wish to withdraw. Please add proof of identity to your request, so we can make sure the request is coming from you. Also, if you want to delete your Personal Data from our systems, please follow this procedure.

With respect to marketing communications, you can opt out of receiving our newsletter or promotional or marketing communications at any time by using the unsubscribe link located in the email or by sending a blank email to [info@LLEAD.com](mailto:info@LLEAD.com).

You can set or amend your web browser controls to accept or reject cookies. If you do, you may still use our Website and Services, but some access to functionality may be restricted.

### **Right to Data Portability**

If you are in the European Union or the European Economic Area and therefore subject to the General Data Protection Regulation, you have the right to data portability. LLEAD will support your request to transfer your Personal Data to other service providers to the best of our ability. If we cannot transmit the data directly to the new service provider(s), we will, in any case, provide you with a copy of your Personal Data.

### **Questions regarding this Privacy Notice**

Individuals may address their privacy-related concerns by contacting LLEAD at [info@LLEAD.com](mailto:info@LLEAD.com). Every privacy-related complaint will be acknowledged, recorded, and investigated, and the investigation results will be provided. If a complaint is found to be justified, appropriate measures will be taken.

If you are in the European Union and therefore subject to the General Data Protection Regulation and have an unresolved privacy or personal data collection, use, or disclosure concern that we have not addressed satisfactorily, please be aware you can address your concern to your local Data Protection Authority, who may decide to further investigate the matter. We will always fully cooperate with any regulatory request.