



Privacy Policy

DIDTechnology Inc. (“Digitalundivided”) mission is to support an equitable entrepreneurial ecosystem and investment landscape. Digitalundivided respects the privacy of our affiliates, clients, applicants, audience, participants in programs, research, data gathering, and visitors to our Website digitalundivided.org and digitalundivided.com (collectively “Website Users”). This Privacy Statement explains how Digitalundivided collects, uses, discloses, and otherwise processes personal information (as defined below) in connection with our websites and other websites we own and operate that link to digitalundivided.com and other related content, platform, services, products, educational services, and functionality on or through our services. While offering Website Users the advantages and convenience of Web-based technologies through digitalundivided.org and digitalundivided.com (the “Sites”), Digitalundivided also strives to employ practices that ensure information collected about Website Users is used conscientiously and appropriately.

Digitalundivided values their privacy. In that vein, our goal is to create a safe online environment of trust and community with our users. Generally, information is used to help us better serve our Website Users. The following Privacy Policy discloses our information-gathering and dissemination practices for this Site.

What is Personal Information?

When we use the term “personal information” in this Privacy Statement, we mean information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, to an individual. The term does not include aggregated or de-identified information that is maintained in a form that is not reasonably capable of being associated with or linked to an individual and does not apply to other information that is excluded from privacy protections under applicable law.

If you are located in the European Economic Area (EEA), the term “personal information” used in this Privacy Statement includes all “personal data”, as defined under the EU GDPR, and any applicable national implementing laws, as amended from time to time.

Our Collection of Personal Information

At times, we collect personal information automatically when an individual interacts with our Services, directly from an individual, or about an individual from other sources and third parties.

Personal Information Collected from You

Digitalundivided collects information about its Website Users for a variety of purposes - all of which are in support of the organization’s nonprofit mission.

- We collect information for internal strategic communication purposes about pages that Website Users browse. This information does not contain e-mail addresses.
- We collect personally identifiable information necessary for registration and billing from Website Users who apply to our programs, purchase our products and services, or engage in data gathering and research online.
- We collect personally identifiable information about Website Users who provide their information on the Site that are specifically designed to collect such information, such as ecosystem



assessment, program assessments, questionnaires, resume submissions, job postings, applications, subscriptions to services and information, and research.

We may collect the following personal information submitted to us by individuals through the Services:

- Contact Information, including first and last name, business email address, business postal address, employer, job title, your area of responsibility, company name, phone number, your country or region, and communication preferences.
- Inquiry and Communications Information, including information provided in custom messages sent through the forms, in chat messages, to our email addresses, or via phone. This also includes information provided in order to subscribe to any of our newsletters (such as email address) or contact information provided on our Services.
- Account Information, including first and last name, company name, employer, job title, business email address, customer ID, user ID (or equivalent unique identifier) and password, profile information, affiliations, account balances, payment, customer support, return, replacement, subscription, and history of product and services obtained, purchased, and considered, and any other information you provide to us. Please note we use a third-party provider to process payments on our behalf and do not accept payments directly through our Services.
- Audio or Visual Information, including recordings of customer service or support, calls for quality assurance and internal training purposes, and photographs of yourself that you voluntarily consent to provide in connection with reviews of and contests, sweepstakes, surveys, webcasts, and events involving our Services.
- LIVEcommunity and Blog Information, including public profile information, username, comments and posts, topics you follow, interactions you have with other users, comments you post, and any other information you choose to provide. If you choose to post comments on the Digitalundivided Blog, accessible at <https://digitalundivided.com/insights> (the "Blog"), please be aware that other users of the blog will see your name, website, and the content of your comments, and may interact with you in response to your comments.
- Contest, Sweepstakes, and Survey Information, including information provided when you enter a contest or sweepstakes, or information included in any questions submitted through surveys or content of any testimonials.
- Event and Webcast Information, including registration information, call-in details, attendee badge information, and business and/or personal contact information, such as email, physical address, mobile or telephone number, job title, and company name.

Personal Information Automatically Collected

- We, and our third-party partners, automatically collect information you provide to us and information about how you access and use the Services when you visit our services, read our emails, or otherwise engage with us. We typically collect this information through a variety of tracking technologies, including (i) cookies or small data files that are stored on an individual's computer and (ii) other, related technologies, such as web beacons, pixels, embedded scripts, mobile SDKs, location-identifying technologies and logging technologies (collectively, "tracking technologies") and we may use third-party partners or technologies to collect this information. Information we collect automatically about you may be combined with other personal information we collect directly from you or receive from other sources.
- We, and our third-party partners, use tracking technologies to automatically collect usage and device information, such as:



- Information about the computer, tablet, smartphone, or other devices you use, such as your IP address, browser type, Internet service provider, device type/model/manufacturer, operating system, date, and time stamp, and a unique ID that allows us to uniquely identify your browser, mobile device, or your account (including, for example, a persistent device identifier or an Ad ID), and other such information. We may also work with third-party partners to employ technologies, including the application of statistical modeling tools, which permit us to recognize and contact you across multiple devices.
- Information about the way you access and use our services, for example, the site from which you came and the site to which you are going when you leave our services, how frequently you access the Services, whether you open emails or click the links contained in emails, whether you access the services from multiple devices, and other browsing behavior and actions you take on the Sites. We may also record information you enter when you interact with our Services or engage in chat features through our Services.
- Information about how you use the Services, such as the pages you visit, the links you click, the ads you view and click on, videos you watch, and other similar actions. We may also use third-party tools to collect the information you provide to us or information about how you use the Services and may record your mouse movements, scrolling, clicks, and keystroke activity on the Services and other browsing, search, or purchasing behavior. These tools may also record information you enter when you interact with our Services or engage in chat features through our Services.
- Information about your location, such as general geographic location that we or our third-party providers may derive from your IP address.
- Information is given voluntarily while using a feature of this website, for example, while subscribing to a newsletter, or during a purchase process. We may use your telephone number or email address to contact you if we have trouble processing or shipping your order. However, we will never use your telephone number for sales or marketing purposes;
- Information gathered as a result of voluntary participation in a program, poll, survey, or poll, or when communicating with our webmaster or other members of our Web Team; and
- Information gathered automatically when visitors visit our website (i.e., IP address, session time [date, time, duration on site], click path analysis, page requests, user's browser, and Operating System version).
- Information gathered independently of visiting the Site through public records and freedom of information requests.
- Information that is available to the public without any engagement with the Site.
- Analytics information. We may collect analytics data or use third-party analytics tools such as Google Analytics to help us measure traffic and usage trends for the services and to understand more about the demographics of our users. You can learn more about Google's practices at <http://www.google.com/policies/privacy/partners> and view its opt-out options at <https://tools.google.com/dlpage/gaoptout>.
- All of the information collected automatically through these tools allows us to improve your customer experience. For example, we may use this information to enhance and personalize your user experience, to monitor and improve our Sites and Services, and to improve the effectiveness of our Services, offers, advertising, communications, features such as live and automated chat, and customer service. We may also use this data collected through tracking technologies to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the site; (b) provide custom, personalized content and information, including targeted content and advertising; (c) identify you across multiple devices; (d) provide and monitor the effectiveness of our services; (e) monitor aggregate metrics such as total number of visitors, traffic, usage, and



demographic patterns on our website; (f) diagnose or fix technology problems; and (g) otherwise to plan for and enhance our services.

- If you would prefer not to accept cookies, most browsers will allow you to: (i) change your browser settings to notify you when you receive a cookie, which lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies; however, doing so may negatively impact your experience using the services, as some features and services may not work properly. You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our email and performed certain functions with it.
- We and our third-party partners may also use cookies and tracking technologies for advertising purposes.

Personal Information from Third Parties

- We obtain personal information from third parties, which we may combine with personal information we collect automatically or directly from an individual.
- We may receive the same categories of personal information as described above from the following third parties:
 - Our Customers, and Other Users or Individuals who Interact with our Services: We may receive your information from our customers, such as Customer Data, and other users or other individuals who interact with our Services. This includes any information collected by Digitalundivided when you or your organization contact us for support related to your organization's use of our products, services, or events. In such instances, we will also collect information about the reason for the inquiry and any other information provided to us.
 - Your Employer / Company: If you interact with our Services through your employer or company, we may receive your information from your employer or company, including another representative of your employer or company.
 - Business Partners: We may receive your information from our business partners.
 - Social Media: When an individual interacts with our Services through various social media networks, such as when someone "Likes" us on Facebook or follows us or shares our content on Google, Facebook, Twitter, or other social networks, we may receive some information about individuals that they permit the social network to share with third parties. The data we receive is dependent upon an individual's privacy settings with the social network, and including, but not limited to, your profile information, profile picture, gender, username, user ID associated with your social media account, age range, language, country, and any other information you permit the social network to share with third parties. Individuals should always review and, if necessary, adjust their privacy settings on third-party websites and social media networks and services before sharing information and/or linking or connecting them to other services.
 - Service Providers: Our service providers that perform services on our behalf, such as survey and marketing providers and payment processors, collect personal information and often share some or all of this information with us.
 - Information Providers: We may from time to time obtain information from third-party information providers to correct or supplement personal information we collect. For example, we may obtain updated contact information from third-party information providers to reconnect with an individual.



- Other Sources: We may also collect Personal Information about individuals that we do not otherwise have from, for example, publicly available sources, third-party data providers, brand partnerships, or through transactions such as mergers and acquisitions

With whom is your information shared?

Digitalundivided may automatically receive and record information on our server logs from your browser, which may include your IP address, session time, click path analysis, and the pages you request. We will never share, sell, or rent individual personal information with anyone without your advance permission, or unless ordered by a court of law. Information submitted to us is only available to staff managing this information for purposes of contacting you or sending you emails based on your request for information, and to contracted service providers for purposes of providing services relating to our communications with you (for example, in order to fulfill an online purchase through our Site), except when such information is given by consent or gathered through public information.

Legal Obligations and Rights: We reserve the right to disclose any content, records, or electronic communication of any kind (including, but not limited to, personal information or private electronic communication transmitted on the Site): (i) to satisfy any law, regulation, or government request; (ii) if such disclosure is necessary to operate our business; (iii) to protect the rights or property of Digitalundivided or its users, sponsors, providers, or licensors, (iv) if consent for disclosure of such information has been provided. (v) if such information is already available to the public. We also reserve the right to reject any order or to request additional information from any user.

We also may disclose personally identifiable information to third parties, such as legal advisors and law enforcement: in connection with the establishment, exercise, or defense of legal claims; to comply with laws or to respond to lawful requests and legal processes; to protect our rights and property and the rights and property of others, including to enforce our agreements and policies; to detect, suppress, or prevent fraud; to protect the health and safety of us and others; or as otherwise required by applicable law.

We may collect or share information in the following ways and for the following reasons.

- Provide, deliver, and analyze the Services you have requested, provide you with information related to the Services or that you have otherwise requested, and process transactions, including providing you with a white paper or an online product demonstration you have requested;
- Manage our organization and its day-to-day business operations;
- Verify your identity and authorization to use our Services, when you contact us or access our Services;
- Create and manage user accounts;
- Allow you to activate and access apps on our cloud-based services;
- Register you for and provide you access to events and webcasts;
- Communicate with individuals, including via email, social media, our online live chat or automated chat, and/or telephone calls;
- Request individuals to complete surveys about our organization, organizations we partner with, and the Services;
- For marketing and advertising purposes, including offering you through email, direct mail, or phone information and updates on products or services we think that you may be interested in (where applicable, we may send you marketing messages if we have your consent);



- Administer, improve, and personalize our Services, including by confirming their relevant customer or user information when they return to our Services;
- Accept, record, and adjust your payments for our Services, including through our third-party processors;
- Facilitate customer relationships through benefits and services, including customer support for our customers and our customers' end-users;
- Identify and analyze how individuals use our Services;
- Conduct research and analytics on our customer and user base and our Services;
- Improve and customize our Services to address the needs and interests of our user base and other individuals we interact with;
- Test, enhance, update, and monitor the Services, or diagnose or fix problems related to our Services;
- Help maintain the safety, security, and integrity of our property and Services, technology assets, and business;
- To enforce our **Terms of Use**, to resolve disputes, to carry out our obligations and enforce our rights, and to protect our business interests and the interests and rights of third parties;
- Prevent, investigate, or provide notice of fraud or unlawful or criminal activity;
- Comply with contractual and legal obligations and requirements;
- To fulfill any other purpose for which you provide personal information; and
- For any other lawful purpose, or other purpose to which you consent.
- Where you choose to contact us, we may need additional information to fulfill the request or respond to inquiries. We may provide you with additional privacy-related information where the scope of the inquiry/request and/or personal information we require fall outside the scope of this Privacy Statement. In that case, the additional privacy notice will govern how we may process the information provided at that time.
- We may share personal information with other organizations, companies, or partners owned or controlled by Digitalundivided or are in a contractual agreement with Digitalundivided.

Customers: We may share Customer Data with our customers which may include your information.

Members of an online community or virtual event: If you participate in any of our online communities or purchase goods or services via our Services, we may disclose your public profile information to other online community members, as well as any other information you choose to provide or make public.

Survey Providers, Contests, and Applicants: We share personal information with third parties who assist us in delivering our survey offerings, contests, applicants, and entities processing the responses.

Marketing Providers: We coordinate and share personal information with our marketing providers in order to communicate with individuals about the services we make available.

Customer Service and Communication Providers: We share personal information with third parties who assist us in providing our customer services and facilitating our communications with individuals who submit inquiries.

Other Service Providers: In addition to the third parties identified above, we engage other third-party service providers that perform business or operational services for us or on our behalf, such as website hosting, infrastructure provisioning, IT services, analytics services, chat functionality services, employment application-related services, payment processing services, and administrative services.

Ad Networks and Advertising Partners: In the event that, we work with third-party ad networks and advertising partners to deliver advertising and personalized content on our Services, on other websites and services, and across other devices. These parties may collect information directly from a browser or device when an individual visits our Services through cookies or other data collection technologies. This information is used to provide and inform targeted advertising, as well as to provide advertising-related



services such as reporting, attribution, analytics, and market research.

Business Partners: We enter into certain select marketing relationships with advertisers and other companies that provide products or services that we believe may be of interest to users of the Services. We will share personal information, or any information collected through the Services with those marketing partners in order to help them send you information that we believe will be of interest to you.

Your Employer / Company: If you interact with our Services through your employer or company, we may disclose your information to your employer or company, including another representative of your employer or company.

Business Transaction or Reorganization: We may take part in or be involved with a corporate business transaction, such as a merger, acquisition, joint venture, or financing or sale of company assets. We may disclose personal information to a third party during negotiation of, in connection with, or as an asset in such a corporate business transaction. Personal information may also be disclosed in the event of insolvency, bankruptcy, or receivership.

With Your Consent: We may disclose personally identifiable information about an individual to certain other third parties or publicly with their consent or direction. For example, with an individual's consent or direction, we may post their testimonial on our Sites or service-related publications.

If you have questions about Digitalundivided's privacy policies, please email accounts@digitalundivided.com.

COLLECTION AND USE OF PERSONAL INFORMATION

We collect personal information from and about consumers for a variety of purposes. To learn more about the types of personal information we collect, the sources from which we collect or receive personal information, and the purposes for which we use this information, please refer to the "Our Collection of Personal Information" and "Our Use of Personal Information" sections of our Privacy Statement.

In the last 12 months, we have collected the following categories of personal information:

- Identifiers, such as your username and email address;
- California Customer Records (Cal. Civ. Code § 1798.80(e)), such as your log-in credentials and phone number;
- Commercial Information, such as products and services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies;
- Internet/Network Information, such as device information, logs and analytics data;
- Geolocation Data, such as your approximate location based upon your IP address;
- Sensory Information, such as recordings of any phone or video calls between you and Digitalundivided;
- Professional/Employment Information, such as job title and company;
- Other Personal Information, including information you submit into the feedback forms and any communications between you and Digitalundivided, including the content of any messages in our live or automated online chat functionality, as well as information we receive from social networking sites; and
- Inferences, such as information generated from your use of the Services reflecting user or customer predictions about your interests and preferences, characteristics, predispositions, behaviors, and attitudes.



We collect this information from a variety of sources, including: directly from you, from your employer or organization, from our customers and other users, from our business partners and affiliates, from your browser or device when you use our Services, or from third parties that you permit to share information with us.

DISCLOSURE OF PERSONAL INFORMATION

We share personal information with third parties for business purposes. While we generally do not engage in the sale of personal information for monetary or other valuable consideration that we obtain from you via our Sites, there may be limited circumstances where we “share” personal information with third parties in a way that may be considered a “sale” under the CCPA or other similar laws (e.g., for cross-context behavioral advertising purposes where no money is exchanged). As explained in the “Do Not Sell or Share my Personal Information” section of this CA Notice, you may opt out of such disclosures of your personal information.

The categories of third parties to whom we sell or disclose your personal information for a business purpose may include: (i) other brands and affiliates in our family of companies; (ii) our service providers and advisors; (iii) marketing and strategic partners; (iv) analytics providers; and (v) social networks.

In the previous 12 months, we have NOT sold all of the categories of personal information we collect from third parties for a business purpose.

How can you update or correct inaccuracies?

Upon request, at accounts@digitalundivided.com, we will give you a summary of any personal information retained by us regarding you. You may also modify, correct, change, or update your personal records or request that your personal records be removed from our database by contacting us via email or via US Mail. We will only send personal records to the email address on file for the username associated with it and only after confirmation of the person’s identity through a reasonable means.

What about other sites linked from the Site?

Please be aware that when you are on the Site, you can be directed to other sites that we do not control. These other sites may send their own cookies,* collect data, or solicit personal information. We are not responsible for the privacy practices of third-party sites. * Cookies” are text files sent from a site’s server and stored by your web browser on your computer’s hard drive. Cookies allow sites to personalize and save preferences. Cookies can be used to collect anonymous data and serve the user with specifically targeted ads. Most web browsers automatically accept cookies, but you can usually configure your browser to prevent that.

What about the information you post on the Site?

If you post information on, or transmit information to other people through, the Site, including without limitation, on message/bulletin boards on the Site, such information will be publicly available and you have no expectation of privacy or confidentiality regarding such information.

Which web services are used on the Site?



Our Site uses many commonly used web services, including, but not limited to: Hubspot, Donorbox, etc.

Your Agreement

By using this Site, you acknowledge and agree to this privacy policy. We reserve the right to change, add, or remove all or part of our privacy policy at any time by posting the changes on this page. Your continued use of the Site following the posting of changes to these terms means you accept such changes.

If you have any comments or questions about our privacy policy, please contact us at accounts@digitalundivided.com.