

BLEND360 PRIVACY POLICY

INTRODUCTION

BLEND360, LLC (“we, “us”, “our”) is pleased that you have visited our website and are interested in our company. Your privacy is important to us.

For our Website Privacy Policy in connection with data we collect on our website, click the *Website policy tab*.

For our Services Privacy Policy in connection with BLEND360 service offerings click the *Services Policy tab*.

For any general inquiries related to our approach to Privacy, please email privacy@blend360.com

BLEND360 WEBSITE PRIVACY POLICY

This privacy policy will help you understand how BLEND360 uses and protects the data you provide to us when you visit and use our website. We reserve the right to change this policy at any given time, of which you will be promptly updated. If you want to make sure that you are up to date with the latest changes, we advise you to frequently visit this page.

MARKETING & ADVERTISING SERVICES FOR A THIRD PARTY:

This privacy notice does not cover the activities BLEND360 undertakes on behalf of its clients - in which it acts as a service provider. Should you wish to inquire about the processing we undertake for any of our clients, or wish to assert your rights regarding that processing, please contact the relevant client directly. BLEND360 is a business that in some instances will utilize third party data on our client's behalf for marketing or enrichment purposes. You can find privacy information related to these services click on the ***Services Policy*** tab above.

WHAT USER DATA WE COLLECT?

- O YOUR IP ADDRESS**
- O YOUR CONTACT INFORMATION AND EMAIL ADDRESS.**
- O OTHER INFORMATION SUCH AS INTERESTS AND PREFERENCES.**
- O DATA PROFILE REGARDING YOUR ONLINE BEHAVIOR ON OUR WEBSITE.**

WHY WE COLLECT YOUR DATA?

- O TO BETTER UNDERSTAND YOUR NEEDS.**
- O TO IMPROVE OUR SERVICES AND PRODUCTS.**
- O TO SEND YOU PROMOTIONAL EMAILS CONTAINING THE INFORMATION WE THINK YOU WILL FIND INTERESTING.**
- O TO CUSTOMIZE OUR WEBSITE ACCORDING TO YOUR ONLINE BEHAVIOR AND PERSONAL PREFERENCES.**

WHO DO WE SHARE THIS DATA WITH, AND WHY?

We do not sell your personal information collected on this website to anyone for direct marketing purposes. We may share or utilize your information to agents, consultants, and trusted third parties.

Like many businesses, we sometimes have companies perform certain business-related functions for us. These companies include our database service providers, backup and disaster recovery service providers, email service providers, and others. When we engage another company, we may provide them with information including Personal Information, so they can perform their designated functions. They are not permitted to use your Personal Information for other purposes.

In our business operations which may include communicating with you about your relationship with us; promotional emails containing information we think you will find interesting; corporate restructuring; customize our website according to your online behavior and preferences; improving our customer service; and disclosure(s) as required by law.

HOW DO I EXERCISE MY CONSUMER PRIVACY RIGHTS?

If you wish to update your email marketing preferences, or unsubscribe, you can do so by clicking the **unsubscribe** link in the bottom of the email.

You can make more specific requests with respect to your personal information depending on where you live and what you are asking us to do, we may or may not be obligated to comply with your request, and/or the time required to complete a request may vary:

RIGHT TO KNOW

You can request that we disclose to you the categories of personal information we collected about you, the categories of sources from which we collected the personal information, the categories of personal information we sold or disclosed, our business or commercial purpose for collecting and selling the personal information, the categories of third parties with whom we shared the personal information, over the past 12 months.

RIGHT TO ACCESS

You can request that we provide you with a copy of the specific pieces of personal information we collected about you over the past 12 months.

RIGHT OF DELETION

You can request that we delete your personal information that we maintain about you, subject to certain exceptions.

DO NOT SELL MY INFO

As stated above, we do not sell your personal information collected on this website to anyone for direct marketing purposes. However, pursuant to California law, you can request that we not sell your personal information by clicking the Do Not Sell My Info. For purposes of this Privacy Policy, “sell” means the sale of your personal information to an outside party for monetary or other valuable consideration, subject to certain exceptions set forth in applicable California law. Any opt-out of cookie-based tracking for advertising purposes is specific to the device, website, and browser you are using, and is deleted whenever you clear your browser’s cache.

SAFEGUARDING AND SECURING THE DATA

BLEND360 is committed to securing your data and keeping it confidential. We've taken all reasonable precautions to safeguard all the information we collect online to prevent data theft, unauthorized access, and disclosure.

RESTRICTING THE COLLECTION OF YOUR PERSONAL DATA

You can achieve this by doing the following:

When you are filling the forms on the website, make sure to check if there is a box which you can leave unchecked, if you don't want to disclose your personal information.

If you have already agreed to share your information with us, feel free to contact us via email and we will be more than happy to change this for you.

LINKS TO OTHER WEBSITES:

Our website contains links that lead to other websites. If you click on these links BLEND360 is not held responsible for your data and privacy protection. Visiting those websites is not governed by this privacy policy.

THIS POLICY IS EFFECTIVE FROM AUGUST 12, 2021

BLEND360 SERVICES POLICY

BLEND360 is a business that in some instances will utilize third party data on our client's behalf for marketing or enrichment purposes "Data Products". This privacy policy will help you understand the types of personal information we may collect or receive about you in connection with our Data Products, and how we use, process, and share that personal information

We reserve the right to change this policy at any given time, of which you will be promptly updated. If you want to make sure that you are up to date with the latest changes, we advise you to frequently visit this page.

MARKETING & ADVERTISING SERVICES FOR A THIRD PARTY:

This privacy notice does not cover the activities BLEND360 undertakes on behalf of its clients - in which it acts as a service provider. Should you wish to inquire about the processing we undertake for any of our clients, or wish to assert your rights regarding that processing, please contact the relevant client directly.

WHAT USER DATA IS COLLECTED ABOUT YOU?

Contact information, such as your name, address, phone number and email address.

Demographic information, such as general descriptive data associated with the individual. We do not knowingly collect information from individuals under 18, but we may receive information about how many children are in your household and their year of birth or age range.

Commercial Information, we collect information about personal property, as well as products or services purchased, obtained, or considered, and other purchasing or consuming histories or tendencies

Internet and Network Activity Information, including internet protocol (IP) address used to connect your computer to the internet, mobile device IDs, websites that you visit and how you interact with those websites and any apps you may use. We may also receive information about your browsing habits across multiple websites and over time. We may also receive information about your interaction with emails or other electronic messages we send you, such as when you open or click on an email.

Location Information. We may infer a location based on your IP address and collect from third parties other geolocation information.

Education Information, like your level of education and what institutions you may have attended.

Professional and Employment Related Information, we may also collect information about your employment such as job and title, as well as your income level.

WHY YOUR DATA IS COLLECTED?

In some instances, we offer our clients the ability to better understand their consumers by enhancing our client's consumer data with information collected from third parties.

WHO DO WE SHARE THIS DATA WITH, AND WHY?

We may sell personal information collected about you to our clients. We also may share your information:

Like many businesses, we sometimes have companies perform certain business-related functions for us. These companies include our database service providers, backup and disaster recovery service providers, email service providers, and others. When we engage another company, we may provide them with information including Personal Information, so they can perform their designated functions. They are not permitted to use your Personal Information for other purposes.

In our business operations which may include communicating with you about your relationship with us; promotional emails containing information we think you will find interesting; corporate restructuring; customize our website according to your online behavior and preferences; improving our customer service; and disclosure(s) as required by law.

HOW DO I EXERCISE MY CONSUMER PRIVACY RIGHTS?

You can make specific requests with respect to your personal information depending on where you live and what you are asking us to do, we may or may not be obligated to comply with your request, and/or the time required to complete a request may vary:

RIGHT TO KNOW

You can request that we disclose to you the categories of personal information we collected about you, the categories of sources from which we collected the personal information, the categories of personal information we sold or disclosed, our business or commercial purpose for collecting and selling the personal information, the categories of third parties with whom we shared the personal information, over the past 12 months.

RIGHT TO ACCESS

You can request that we provide you with a copy of the specific pieces of personal information we collected about you over the past 12 months.

RIGHT OF DELETION

You can request that we delete your personal information that we maintain about you, subject to certain exceptions.

DO NOT SELL MY INFO

You can request that we not sell your personal information by clicking the [Do Not Sell My Info](#). For purposes of this Privacy Policy, “sell” means the sale of your personal information to an outside party for monetary or other valuable consideration, subject to certain exceptions set forth in applicable California law. Any opt-out of cookie-based tracking for advertising purposes is specific to the device, website, and browser you are using, and is deleted whenever you clear your browser’s cache.

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LINKS TO OTHER WEBSITES:

Our website contains links that lead to other websites. If you click on these links BLEND360 is not held responsible for your data and privacy protection. Visiting those websites is not governed by this privacy policy.

YOU MAY REACH OUR PRIVACY TEAM AT PRIVACY@BLEND360.COM OR FILL OUT A REQUEST VIA [DO NOT SELL MY INFO](#).

THIS POLICY IS EFFECTIVE FROM AUGUST 12, 2021

