



## **Privacy Policy**

Meeting Play strives to respect your privacy. This Privacy Policy explains how we use and protect the information that is shared with us. The terms and conditions included apply to all users of Meeting Play and our services.

By using our technology, you are accepting the policies and practices we have described within. Meeting Play reserves the right to change this policies at any time. Laws, regulations and industry standards evolve, which may make these necessary or we may make changes to our business. By submitting information through our site, you are agreeing to the terms of our policies and you expressly consent to the collection, use and disclosure of your Personal Data in accordance of this policy. For users outside of the United States, you are agreeing to our Privacy Policy and that the law in the United States may be less protective of your Personal Data than the laws in your country. If you do not agree with the terms and policies stated herein, do not access or use the Services, Websites, Technology or any other aspect of Meeting Play's business. If you wish to have your Personal Data removed, contact the Meeting Play's privacy department to request the removal of Personal Data under their control.

The services and site are not intended for children under the age of 13 and we do not knowingly gather Personal Data from any user or site visitor that is under the age of 13. If we discover that a child under the age of 13 has submitted information, we will attempt to remove that information as soon as possible.

If you wish to not divulge any of your personal contact information, you should contact event providers directly to ask about their alternatives for accessing information pertinent to the event.

If you have any questions regarding our privacy policy, please contact us at:

Meeting Play, LLC  
Attention: Privacy Department  
5303 Spectrum Drive, Suite D  
Frederick, MD 21703

## **Content**

### **The data we collect from you**

In the operation of our site, we collect certain pieces of information about you, some of which is needed to perform the actions that occur with our technology. Examples of this information include your name, email address, telephone number, address, notification preferences, IP address, etc. However, most of this information, especially sensitive details (e.g. passwords) cannot be accessed by us as they are stored encrypted (meaning that they cannot be seen) in our system or are not stored by us at all.

- We collect your first name, last name and email address to log into our applications. We may collect your password when you create an account to log in to our network ("**Account**").
- When you participate in messaging, polling, surveys and/or interaction with our social features, we will collect information necessary for these features, which may include your name, e-mail, and other information. We may also collect other event-related information from you in order for the feature to function properly.

**CONFIDENTIAL, DO NOT SHARE**



- If you provide us feedback or contact us via e-mail, phone, or social networking service (e.g., Twitter or Facebook), we may collect your name and contact information, as well as any other content included in your communication to us, in order to send you a reply, and for other reasons as stated in this policy.
- If you post content on publicly accessible portions of our Services, the information contained in your posting will be stored in our servers and other users will be able to see the content. If you signed in to your Account via a social networking site (“SNS”), your profile photo may be displayed along with your posted content.
- If you respond to one of our surveys, we will collect any Personal Data you provide in your survey responses.

### **General Use of Personal Data**

In general, Personal Data is used either to respond to requests that you make, or to help provide and improve our and our Clients’ products, services, content, and advertising for you and other users. We, our authorized service providers, and our Clients that offer the event technology, may use your Personal Data for a variety of purposes, including:

- To facilitate the creation of and secure your Account on our network;
- To identify you as a user in our system;
- To provide improved administration of our Services;
- To provide you with content that may be of interest to you;
- To provide the Services you request;
- To measure and analyze audience traffic and improve the quality of your experience when you interact with our Services;
- To send you a welcome e-mail to verify ownership of the e-mail address provided when your Account was created;
- To send you administrative e-mail notifications, such as security, or support and maintenance advisories;
- To respond to your inquiries or other requests;
- To help recognize you as a previous visitor and save and remember your preferences and settings and deliver to you appropriate interest-based content;
- To understand how you use our Services. For example, we may use Personal Data to determine whether our users read email messages and click on links within those messages;
- To detect and prevent fraud and other potentially prohibited or illegal activities, comply with applicable law and enforce our Terms of Service; and
- For any other purposes disclosed to you at the time of collection or pursuant to your consent.

We are also introducing a profile deletion tool. In any of our products, you may request to be forgotten, in accordance with the new GDPR regulations. That request will be reviewed, may require additional information for you, but will allow you and your data to be removed from our systems. The deletion of this data may result in the deletion of de-identification of certain associated other information.

### **General Data Protection Regulation (GDPR)**

To comply with the GDPR guidelines MeetingPlay has implemented (mentioned above) a robust process to carry out ‘requests to be’ forgotten. The requests are to be sent in via the [privacy@meetingplay.com](mailto:privacy@meetingplay.com) email address and the MeetingPlay Information Security and Privacy team will begin the process.



MeetingPlay will comply with the GDPR when it becomes enforceable on May 25, 2018. MeetingPlay will also provide advisement to clients when and where relevant.

**Meeting Play Clients.** We may share the Personal Data we collect from or about you with the Clients that that have engaged us for an event. Our Clients may use and share this information for marketing, operational, analytics and other purposes pursuant to their own respective privacy policies and practices, for which we are not responsible, and that may differ from ours. Our Clients will also have access to any Personal Data collected from their own employees who access and use the administrative tools and features available through our Services together with any records or reports their employees create, and information about how their employees interact with and use those features and tools.

**Information Collected from Client Users of Our Services.** If you are an employee of a Meeting Play Client who has been granted access to the administrative tools and features of our Services, we may collect Personal Data from you in connection with the establishment of your access credentials and your use of our Services, including without limitation, your name, position, work email address, business address and work phone number and any records you create while using our Services. We will use and share this information in accordance with this Privacy Policy, subject to any separate agreements we have negotiated with your employer.

**Information Collected Automatically.**

- Information Collected by Our Servers. To make our Services more useful to you, our servers (which may be hosted by a third-party service provider) may collect information from your computer or device, including but not limited to:
  - The date and time of your visit and the web pages, content and actions you view or take and links you click on while navigating within our Services;
  - Information about your interactions with any content appearing on our Services, such as the type of content accessed via our Services;
  - Information about your interactions with our email messages, such as the links you click on and whether you open or forward a message, the date and time of these interactions and the device you use to read emails;
  - Your Internet Protocol (IP) address (a numerical address assigned to your computer or device by your Internet service provider so that other computers or devices connected to the Internet can communicate with your computer or device online) that can sometimes be used to derive your general geographic area;
  - Search terms you enter using our Services or on a referral site;
  - Unique identifiers such as mobile device advertising identifiers and non-global mobile device identification numbers;
  - With your permission, your exact device location;
  - Information about your device such as your device type and model, screen size, browser type, language and other settings, memory capacity, advertising identifiers, operating system, Wi-Fi information, radio type (e.g. LTE, 3G, etc.), carrier code, and time zone; and
  - Information collected through cookies, pixel tags and other tracking technologies (see additional descriptions of these terms below).



You may also notice that certain areas of our site are customized according to your personal preferences and information. This customization is made possible by our use of cookies, unique identifiers and similar technologies. Cookies store information on your computer to be used on our site, such as displaying your name or remembering your account password for you. If you would like to disable cookies, you must consult your browser's documentation on how to do so. We will not store your information on your computer if you disable cookies, but please be aware that certain areas of our site may not function as intended.

Please note that Meeting Play, LLC may also be required to share some or all of your information in circumstances beyond our control, such as for the purposes of law enforcement or protection of you and other users of the site. First and foremost, Meeting Play, LLC must comply with the law. Your information may also be passed on in the event of a change of ownership or bankruptcy of Meeting Play, LLC.

#### **More on how we secure the privacy of your information**

To increase the privacy and security of the information you pass on to us, we encrypt your contact, information that you send through our site. But please note that not all websites provide this level of security to its visitors; just because we extend SSL capabilities, we cannot guarantee that those sites who link from or to us do the same.

We may share aggregated information about our Visitors, including the demographics of our Visitors and Authorized Customers, with our advertisers and third party vendors. We also offer the opportunity to “opt out” of receiving information or being contacted by us or by any agency acting on our behalf. We seek to ensure that such unaffiliated third-parties will not use your Personally Identifiable Information for any purpose other than that for which they are responsible.

**Third-Party Websites and Applications.** Our Services may contain links to third-party websites and applications. When you click on a link to any other website or application, you will leave our Services and go to another site or application, and another entity may collect Personal Data or Anonymous Data from you. We have no control over, do not review, and cannot be responsible for, these outside websites, applications, or their content. Please be aware that the terms of this Privacy Policy do not apply to these outside websites, applications, or content, or to any collection, use or disclosure of your Personal Data after you click on links to such outside websites or applications. We cannot control who reads your postings or what other users may do with the content that you voluntarily post, so it is very important that you do not include Personal Data that you do not want to make public in your posts. Once you have posted information publicly, while you will still be able to edit and delete it on the Services, you will not be able to edit or delete such information after it has been cached, collected, and stored elsewhere by others (e.g., search engines). We encourage you to read the privacy policies of every website or application you visit. The links to third-party websites or applications are for your convenience and do not signify our endorsement of such third parties or their products, content, services, or privacy practices.

**Public Posts and Profile Pictures.** Any content you post to public areas of the Services (e.g. the comment section on web pages) is available for public viewing Once displayed on publicly viewable web pages, your content can be collected and used by others.



**NOTICE TO CALIFORNIA RESIDENTS – YOUR CALIFORNIA PRIVACY RIGHTS**

(AS PROVIDED BY CALIFORNIA CIVIL CODE SECTION 1798.83

A CALIFORNIA RESIDENT WHO HAS PROVIDED PERSONAL DATA TO A BUSINESS WITH WHOM HE/SHE HAS ESTABLISHED A BUSINESS RELATIONSHIP FOR PERSONAL, FAMILY, OR HOUSEHOLD PURPOSES (A “CALIFORNIA CUSTOMER”) MAY REQUEST INFORMATION ABOUT WHETHER THE BUSINESS HAS DISCLOSED PERSONAL DATA TO ANY THIRD PARTIES FOR THE THIRD PARTIES’ DIRECT MARKETING PURPOSES. IN GENERAL, IF THE BUSINESS HAS MADE SUCH A DISCLOSURE OF PERSONAL DATA, UPON RECEIPT OF A REQUEST BY A CALIFORNIA CUSTOMER, THE BUSINESS IS REQUIRED TO PROVIDE A LIST OF ALL THIRD PARTIES TO WHOM PERSONAL DATA WAS DISCLOSED IN THE PRECEDING CALENDAR YEAR, AS WELL AS A LIST OF THE CATEGORIES OF PERSONAL DATA THAT WERE DISCLOSED.