

# PRIVACY POLICY

Welcome to Fermata! This privacy policy (the "Privacy Policy") applies to our websites including, but not limited to, [www.fermatapartners.com](http://www.fermatapartners.com), [www.fermatacollege.com](http://www.fermatacollege.com), the CAMPUS portal, our mobile applications, and any and all other platforms associated with Fermata (collectively, the "Sites"). Our Privacy Policy explains what information we may collect, how we may collect it, how we may use and share it, and other topics related to your privacy.

## UPDATES/CONSENT

We may update this Privacy Policy every so often. Changes to our policy will be effective immediately. If you visit any of the Sites regularly, we suggest that you check this Privacy Policy periodically for updates. By using any of the Sites, you consent to the collection, use, sharing, and transfer of your information in accordance with this Privacy Policy.

## INFORMATION THAT WE MAY COLLECT

You may visit various parts of our Sites without disclosing any personal information to us. However, to use certain parts of the Sites, you may need to share some personal information with us so those portions may function properly. When you use those particular parts of our Sites (e.g., to create a profile, register for a promotion or giveaway, or send us a question or comment), the personal information we collect may include, but is not limited to:

Personal information that you provide to us, such as your user ID and password, name, e-mail address, phone number, physical address, birth date, gender, college/university or sports team affiliation/affinity, and/or other information that may be collected via the Sites.

Your Internet Protocol (IP) address, which is the number automatically assigned to your computer whenever you access the Internet and that can sometimes be used to derive your general geographic area.

Information from third parties.

Information related to the public disclosure of factory sites, which may be required by certain clients represented by Fermata.

E-mail receipt confirmations, a record of e-mails sent to you, or a record of e-mails you have opted to receive or not receive.

Comments and other information sent to Fermata through the Sites.

## HOW WE MAY COLLECT INFORMATION

We may collect information from you in multiple ways including, but not limited to, those described below:

When you contact Fermata to request information or services from us, register with us, participate in activities on our Sites, respond to surveys or polls (by the way, participation in such surveys and polls is voluntary), subscribe to or receive newsletters, or otherwise interact

with us. Please keep in mind that if you provide information to us through a third-party site or platform, the information you provide may be separately collected by the third-party site or platform. The information we collect is covered by this Privacy Policy and the information the third-party site or platform collects is subject to the third-party site or platform's privacy practices. Privacy choices you have made on the third-party site or platform will not apply to our use of the information we have collected directly through our Sites.

Cookies and similar technologies such as beacons, tags, and scripts, to enhance your experience while using the Sites. "Cookies" are small bits of information that a website transfers to your computer's hard drive for record-keeping purposes. They facilitate web browsing by performing certain functions, such as saving passwords and personal preferences, in connection with your use of a particular website. These technologies are used for various purposes, such as analyzing trends and how users interact with the Sites, administering the services on the Sites, and gathering demographic information. By using the Sites, you consent to our use of cookies and similar technologies. Your browser is most likely set to accept cookies, but you can always decline our cookies, if your browser permits. If you choose to set your browser to prohibit cookies, please understand that it is possible that some of the services provided on the Sites will not function properly. Also, we may contract with other companies that use cookies or other online tools such as pixel tags to measure the performance of a marketing effort on our behalf. We prohibit these companies from using this information on their own behalf or from sharing this information with anyone other than Fermata and/or our clients.

#### HOW WE MAY USE AND/OR SHARE THE INFORMATION

We may use and/or share the information collected from the Sites in various ways, including:

Providing you with services or items that you have requested, or otherwise communicating with you.

Personalizing content and experiences on our Sites, as applicable.

Sharing your information with certain third parties, including clients, service providers, and promotional partners, so they may help provide services, offers, promotions, or content you have requested or otherwise in accordance with the applicable rules of a promotion or terms presented at the time you submit personal information, so the third party can administer the promotion, send you offers or content, learn more about their fans, or add you to their postal mailing list. In some cases, a third party may operate or host a contest or sweepstakes and collect your information. In those cases, we recommend that you review the third party's privacy policy for that contest or sweepstakes before participating. We take steps to help ensure that our business partners protect the confidentiality, integrity, and security of any information we share with them. However, we are not responsible for third party privacy practices. Please read their respective privacy policies for more information. Third parties may set their own cookies or similar web technologies to collect information about users' online activities over time and across different websites. To manage your preferences you may opt out here <http://preferences-mgr.truste.com/>.

Maintaining, administering, and/or improving services, performing business analyses, or for other internal purposes to improve the quality of our business and our services.

Sharing aggregated demographic information with third parties.

Through a business transaction, including one where Fermata, or one of its business units, is sold, and as part of such transaction, the information you provide may be one of the business assets we transfer.

Sharing your personal and non-personal information, as may be required pursuant to judicial or governmental subpoenas, warrants, or orders. In addition, notwithstanding any term to the contrary in this Privacy Policy, we reserve the right to use, disclose or share your personal and non-personal information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violation of our terms, or as required by law.

#### LINKS TO THIRD-PARTY SITES

The Sites may contain links to websites owned and operated by other parties. We are not responsible for, and have no control over, the privacy policies of those sites. We recommend that you review the privacy policies of those sites prior to providing them with any information. This Privacy Policy applies only to our Sites, unless you are notified otherwise upon accessing any third party website, in which case the terms and conditions set forth in such notification will apply.

#### INFORMATION PROTECTION

We take reasonable precautions to protect your information from unauthorized access, disclosure, use, and modification. However, there is no such thing as "perfect security" on the Internet and we cannot guarantee the security of your information. Due to the nature of Internet communication, it is possible that information provided to us or information accessed through your use of the Sites will be intercepted during transmission. We are not liable for any breach of our systems or interception of our transmission, and we hereby disclaim, to the fullest extent provided under law, any liability associated with any claim relating to a breach of security, data, or information.

#### CHILDREN'S PRIVACY

Fermata is concerned with protecting the privacy of children who access the Internet. The Sites are not intended for use by anyone under the age of 13 without the supervision of a parent or guardian. We do not knowingly collect, use, or disclose personal information from children under the age of 13. If you are under the age of 13, please do not submit any personal information to us and please ask and rely on your parent or guardian to assist you. If we are made aware that we have collected personal information from a child under 13 years of age in a manner that is inconsistent with the Children's Online Privacy Protection Act ("COPPA"), we will delete this information as soon as possible.

#### UPDATING OR CORRECTING YOUR INFORMATION AND CONTACTING US

Please contact us if you have any questions or concerns regarding the Sites, this Privacy Policy, or if you would like to update or correct your information. Please send any questions or comments to [tellmemore@fermatapartners.com](mailto:tellmemore@fermatapartners.com) or

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