



## **PACE Equity Privacy Policy**

### **What personal information do we collect from the people that visit our website?**

When registering on our site, we collect your name, email address, mailing address, and other details so that we can communicate with you related to our service. We do not sell your information.

### **When do we collect information?**

We collect information from you when you register on our site to subscribe to our email communications or when you enter information on our site such as to download a case study or ask for information.

### **How do we use your information?**

We may use such information in the following ways:

- To allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To send periodic emails regarding your order or other products and services.

### **How do we protect the information we receive?**

Our site is reviewed on a regular basis for security vulnerabilities in order to make your visit to our site as safe as possible.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential. We do not store credit/debit card information or private information on our systems.

### **Do we use "cookies"?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. We use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We may also use trusted third party services that track this information on our behalf. 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. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.





### **How can you opt out, remove or modify information you have provided to us?**

You can request to have your information removed by emailing us at [learnmore@pace-equity.com](mailto:learnmore@pace-equity.com). You can also unsubscribe from any email communications by clicking the Unsubscribe link in the footer.

### **Third Party Disclosures**

We do not sell, trade, or otherwise transfer to outside parties your information. This does not include business software partners and website hosting partners who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

### **Transfer Of Your Personal Information**

Your information, including personal information, may be transferred to – and maintained on – computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your personal information will take place to an organization or a country unless there are adequate controls in place including the security of your data and any personal information.

### **Disclosure Of Your Personal Information**

If we are involved in a merger, acquisition or asset sale, your personal information may be transferred.

Under certain circumstances, we may be required to disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

### **Retention of Your Personal Information**

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

### **"Do Not Sell My Personal Information" Notice for California consumers under California Consumer Privacy Act (CCPA)**

Under the CCPA, California consumers have the right to:





- Request that a business that collects a consumer's personal data disclose the categories and specific pieces of personal data that a business has collected about consumers.
- Request that a business delete any personal data about the consumer that a business has collected.
- Request that a business that sells a consumer's personal data, not sell the consumer's personal data.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at [learnmore@pace-equity.com](mailto:learnmore@pace-equity.com).

### **Service Providers**

We employ third party companies and individuals to facilitate our Website ("Service Providers"), to provide our Website on our behalf, to perform Website-related services for sales tracking or to assist us in analyzing how our Website is used. These third-parties have access to your information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

### **Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visit activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

### **Contacting Us**

If there are any questions regarding this privacy policy, you may email us at [learnmore@pace-equity.com](mailto:learnmore@pace-equity.com).

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