SynTerra Privacy Statement

SynTerra collects limited information from digital communications, conferences, and other activities. The information is used only for business purposes. Examples of such purposes include:

- Determining whether SynTerra services align with the needs of a client or potential client
- Estimating level of interest in a business relationship, employment relationship, or partnership with SynTerra
- Acquiring a means of contacting a person, business, or other organization
- Fulfilling the request of a person, business, or other organization

SynTerra does not share the information it collects with third parties unless it is required to do so by law or a partner/service provider must have information to perform necessary duties on behalf of SynTerra.

The sources from which SynTerra collects information — as well as the actual information SynTerra collects — include:

1. From conference sign-ups/sign-ins:
   a. Names
   b. Email addresses
   c. Other information manually provided

2. From responses to SynTerra email blasts:
   a. Recipient's email address (from which SynTerra can potentially determine the person's name)
   b. General geographic location from which the email was opened (general location is determined by Mailchimp using IP relays, but SynTerra does not have access to, or collect, specific IP addresses)
   c. Date and time an email is opened
   d. Links that are clicked after a person opens an email
   e. The number of times a person opens a particular email

3. From visits to the SynTerra website:
   a. Date and time an individual visits our site
   b. What pages a person visits
   c. Time spent per page
   d. Email address if the person clicks through from an email blast
   e. We can possibly manually link the email address back to a name
   f. Name, phone number, email address, and any other information a person provides in the course of filling out a posted form such as a job application or white paper request

4. From surveys:
   a. Survey responses
   b. Respondent name and email address

5. Social Media — data not captured