

## 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**