

## Enterprise Performance Strategies, Inc. (EPS or Company)

### Privacy Statement

#### Review Log

Date	Initials	Action
2018-11-01	SAC	Initial log entry
2019-11-22	SAC	Reviewed
2020-01-20	DN	Updated
2020-08-24	SAC	Reviewed
2021-10-25	SAC	Reviewed
2022-09-01	SAC	Updated to list data processors, note about tracking cookies/pixels.
2023-07-27	SAC	Reviewed; minor formatting changes only

All of us here at EPS know the importance of protecting your personal information. This Privacy Statement describes EPS' general privacy practices that apply to information we collect and use when you request documents, information, or use other tools on our website. This also includes collection of information at networking events or meetings/calls with our team. This policy will discuss how we collect your information and the limits to how we use it.

#### How we collect your personal information

We may collect your personal information in the following ways:

- **Responding to your request for information or support**

When you contact us over the web, in person, or by use of phone, with a request of information or further contact, request presentations, use our WLM to HTML tool, attend our webinars, attend a call, meeting, or demo with us, or other relevant tools or forms, we will collect your information, as necessary to complete your request, grant access, contact you, or provide you with that service. For example, we collect your name and contact information and specifics about what the request is. We retain this information to better complete the request and contact you when the request is fulfilled. For webinars, along with request of each presentation, we use your name and contact information to notify you, register you, and provide follow up information.

- **Contacting employees of our clients and partners**

In our relationships with clients or partners, they can also provide us with business contact information (including name, contact details, position of employees) for purposes of fulfilling contractual obligations, providing various services to clients, provision of support, management of services, invoicing, and/or education.

- **Marketing**

Most information we collect about you comes directly from our interactions with you. If you register for one of our webinars, request presentations, or converse with us at an event where we have a booth, the information we collect has been given by you or approved by you. You may also have requested certain services, such as our webinar marketing emails. You can opt-out from our communication and/or marketing emails at any time by emailing us at [contact@epstrategies.com](mailto:contact@epstrategies.com).

- **Tracking**

Note that at this time we don't use tracking cookies on our website, but we might use tracking pixels or other similar techniques to track emails that have been sent to you to better understand the deliverability of those emails and whether or not you've opened them.

### **How we use your personal information**

We may use your individual personal information for some purposes, including the following:

- **Upcoming Events**

We use your retained personal information to send you announcements about upcoming events for EPS. This includes, but is not limited to, upcoming conferences we are attending/speaking at and our EPS workshops.

- **EPS Webinars**

We use your retained personal information to send you regular webinar invitations. These are distributed monthly, sometimes less. A webinar invitation entails information about the upcoming webinar and how to register. If you do choose to register, you may receive emails from the communications platform we use – Zoom. This could include confirmation emails, reminder emails, and follow-up emails.

- **Sales and Other Connections**

We may use your information to contact you about our services if you or your team has shown in interest in EPS. Upon whichever means we collected your personal information from, there is a reason we retained it. You could have shown interest in our services, have a networking relationship with one of our employees, expressed interest in a workshop or webinar at a conference, had been a customer in the past, want to be a customer in the future, and more. We may contact you to help connect our teams. We take the use of this communication seriously.

- **EPS customers**

If you are an EPS customer, we use your personal information to contact you and/or your team regarding your service.

- **Sharing**

We do not share your personal information, aside from the data processors we use to store your data and present content to you. However, please be aware that in certain circumstances, personal information may be subject to disclosure to government agencies pursuant to legal processes or court orders. We do not process your personal information but retain it in our database for means of contacting you as a client, for services or for marketing.

Data processors we use and may have stored your contact information with

- Hubspot
- Zoom
- AWS

- **Accuracy**

We intend to protect your personal information and keep it accurate. EPS, Inc. provides administrative and technical safeguards to help us protect your information from unauthorized access. We also won't retain your personal information if you opt-out.

If you have a question about our Privacy Policy, please email us at [contact@epstrategies.com](mailto:contact@epstrategies.com).

### **Changes to Privacy Policy**

We may update this Privacy Policy. Check back for continued updates.