

LearnQuest Privacy Policy

LearnQuest and our subsidiaries and affiliates (“LQ” or “we”) respect your preferences concerning the treatment of personal information that we may collect. This policy lets you know how LQ collects and uses your information, how you may control its use, and how we collect information, such as through different LearnQuest websites, computer software, mobile software, social media pages, and HTML formatted email messages, as well as through offline sales and marketing activities (known collectively as “Channels”)

Our communications may provide links to or the ability to connect with non-LearnQuest websites, services, social networks or applications. Clicking on those links or enabling those connections may allow the third party to collect or share information about you. Such third party websites or services are beyond our control. We encourage you to check the privacy policies and terms of use of any non-LQ websites or services before providing your personal information to them.

Information We Collect

Through your interactions with Channels, LQ may collect information which identifies an individual or relates to an identifiable individual. Such personal information may include, but be not limited to your name, physical address, telephone number, email address, company affiliation and associated interests.

LQ may also collect other information through your interaction with the Channels which does not reveal your specific identity or does not directly relate to an individual. Other such information may include, but not be limited to, browser and device information, data collected through automated electronic interactions, application usage data, demographic information, location information, statistical and aggregated information.

Statistical or aggregated information does not directly identify a specific person, but it may be derived from personal information. For example, we may aggregate information to calculate the percentage of clients in a particular geographical location.

In some instances, we may combine other information with personal information such as combining a precise geographical location with your name. If we combine other information with personal information, we will treat the combined information as personal information.

How LearnQuest Uses Information

LearnQuest uses and shares personal information it collects, unless otherwise restricted by applicable law, to:

Engage in Transactions – we may use personal information to engage in transactions with you.

Process transactions – we may use personal information along with financial, credit card and payment information to process your transactions.

Provide Support/Services – we may use your personal information to provide you support or other services you have ordered.

Post Testimonials – We may post testimonials on our Channels that may contain personal information. Prior to posting a testimonial, we will obtain your consent to use your name and testimonial. If you decide to update or delete your testimonial, please contact us so we can comply with your request.

Improve Products, Services, and Experiences – LQ may use your personal information to evaluate and improve our products, services, marketing and customer relationships.

Communicate with you about a Conference or Event – We may communicate with you about a conference or event hosted or co-sponsored by LQ or one of our partners. This may include information about the event’s content, logistics, payment, updates, any additional meetings or other customer facilitation that we may provide related to your event registration. After the event, LQ may contact you about the event and related services and products, and may share information about your attendance with your company where legally permitted. Please note that our partners or conference sponsors may directly request your personal information at their conference booths or presentations. You should review their privacy policies to learn how they handle personal information.

Obtain Third Party Services – We also share personal information with third parties who provide services to LearnQuest, such as credit card processing services, order fulfillment, event/campaign management, website management, IT and related infrastructure provisioning, customer service, email delivery, auditing and other similar services. When LQ shares information with third party service providers, we require that they use personal information only for the purpose of providing services to us and subject to terms consistent with this policy.

Comply with Legal Requirements and Corporate Transactions – LQ may disclose your personal information as we believe to be necessary or appropriate (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain. Additionally, in the event of a reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings), we may transfer the Personal Information we have collected to the relevant third party.

Other Information

We may use, transfer and disclose other information we collect for any purpose, except where applicable law requires otherwise. If we are required to treat other information as personal information under applicable law, then we will only use it in the same way that we are permitted to use and disclose personal information.

How We Collect Information

Direct Interactions – From your use of and interaction with us through Channels and other activities such as account creation, submission of registrations and forms, or sales inquiries and transactions.

Publicly Available Data / Data from Third Parties – Other data you may have made publicly available, such as social media posts or data provided by third party sources, such as marketing opt-in lists or data aggregators

Automated Interactions – From the use of technologies such as electronic communication protocols, cookies, embedded URLs or pixels, widgets, buttons or tools. Although LQ’s use of automated interactions may change over time as technology evolves, the following descriptions are designed to provide you with additional detail about LQ’s current approach to information collected from automated interactions.

Electronic Communications Protocols - As is true when you visit most websites and applications, LQ may automatically receive from you as part of the communication connection itself, which often consists of network routing information, equipment information, your IP address, and date and time. LQ may also automatically receive and record information about your interaction with the Channels, such as clickstream information or general geo-location data.

Cookies - LQ's servers will query your browser to see if there are any "cookies" previously set by our electronic channels. Cookies may collect information, including a unique identifier, user preferences, profile information, membership information, as well as general usage and volume statistical information. Cookies may also be used to collect individualized web site use data, provide electronic channel personalization, or conduct and measure the effectiveness of advertising in accordance with this policy. Some cookies may remain on users' computers after they leave the website. While the majority are set to expire within 1-24 months of your last visit to the website that set the cookie, others may not expire because of their nature, like cookies that remember opt-out preferences. Your browser may provide you with information and control over your cookies. You can set your browser to alert you when a cookie is being used, and accept or reject the cookie. You can also set your browser to refuse all cookies or accept only cookies returned to the originating servers. Cookies, however, are important to the proper function of a site, and disabling them may degrade your experience and interfere with web site features and customization.

LQ has engaged one or more third party service providers to track and analyze both individualized usage and volume statistical information from interactions with electronic Channels. The service provider(s) set cookies on behalf of LQ. LQ also uses other third party cookies to provide advertising and personalization services in accordance with this policy, and to track the performance of LQ advertisements on their websites and LQ e-mails.

Managing Cookie Preference - You may access or change your cookie preference at any time. If you have any problems using this cookie preference mechanism, please fill out an inquiry form.

Flash Cookies - We may use Flash Cookies, also known as "local shared objects," on our electronic channels that employ flash technology. Flash cookies are used to remember the site's settings to personalize the look and feel of the site. Like normal cookies, Flash cookies are represented as small files on your computer. One method of preventing Flash cookies from being placed is to adjust your preferences in the Macromedia Website Privacy Settings Panel.

Embedded URLs - LQ may use a tracking technique that employs embedded URLs to allow use of the electronic channels without cookies. Embedded URLs allow limited information to follow you as you navigate the electronic channels, but are not associated with Personal Information and are not used beyond the session.

Embedded Pixels & Similar Technologies - On the electronic channels, LQ and its service providers may use embedded pixel technologies for the purpose of identifying unique user visits (as opposed to aggregate hits), and for advertising purposes. Furthermore, embedded pixels or other technologies may be used in e-mails and our online display advertising to provide information on when the e-mail or ad was opened to track marketing campaign responsiveness; information collected using the technologies may be associated with the recipient's e-mail address.

Widgets, Buttons & Tools - Our electronic channels may include widgets, which are interactive mini-programs that run on our site to provide specific services from another company (i.e. links to bookmarked sites), along

with buttons or other tools that link to other companies' services (i.e. a "Like" button or third party map). The widget, button or tool may collect and automatically send personal information, such as your e-mail address, or other information (such as browser information or IP address), to a third party. Cookies may also be set or used by the widgets, buttons or tools to enable them to function properly or for other purposes, which may include advertising. Information collected or used by a widget, button or tool, including cookie setting and preferences, is governed by the privacy policy of the company that created it.

Physical Location - We may collect the physical location of your device and use it to provide you with personalized location-based services or content. In some instances, you may be permitted to allow or deny such use of your device's location, but if you choose to deny such use, we may not be able to provide you with the applicable personalized services or content.

Retention and Deletion

LearnQuest will retain your personal information for as long as your account is active; as needed to provide you products and services; as needed for the purposes outlined in this policy or at the time of collection; as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements; or to the extent permitted by law.

Advertising

LearnQuest uses some third parties to administer a limited set of LQ advertisements on third party electronic channels. No personal information is provided to the advertisers as part of this process, but aggregate profile information may be used in the selection of advertising to make sure that it has relevance to the user. On some ads, an embedded pixel may be present, and while it does not associate with a cookie or other personal information, it may return session connection information that allows advertisers to better determine how many individual users have clicked on the ad.

Security

LearnQuest takes the security of all information very seriously and importantly. We use physical, electronic and administrative safeguards that are designed to protect personal information from loss, misuse, unauthorized access, disclosure, destruction and alteration. LQ uses standard security protocols and mechanisms to exchange the transmission of sensitive data. In the event that your personal information is acquired, or is reasonably believed to have been acquired, by an unauthorized person and applicable law requires notification, LQ will notify you by email, fax, or mail. LQ will give you notice promptly, consistent with reasonable needs of law enforcement and/or LQ to determine the scope of the breach and to investigate and restore the integrity of the data system.