



This Privacy Policy explains how Blue Scorpion Reputation Management ("**BSRM**," "**we**," or "**us**") collects, and uses information about you. This Privacy Policy applies when you use our websites, mobile applications, and other online products and services that link to this Privacy Policy (collectively, our "**Services**"), contact our customer service team, engage with us on social media, or otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy and, in some cases, we may provide you with additional notice (such as adding a statement to our website or providing you with a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

COLLECTION OF INFORMATION

Information You Provide to Us

We collect information you provide directly to us. For example, you share information directly with us when you register for an event. The types of company information we may collect include your name, email address, business information, and any other information you choose to provide.

We do not collect payment information. We rely on third parties to process payments in connection with our Services. Any information you provide to facilitate such a payment is subject to the third-party payment processor's privacy policy, and we encourage you to review this policy before you provide any information to the payment processor.

USE OF INFORMATION

- Send related information, such as confirmations, and user experience surveys;
- Respond to your comments and questions and provide customer service;
- Communicate with you about new content, products, services, and features from BSRM;
- Monitor and analyze trends, usage, and activities; and
- Carry out any other purpose described to you at the time the information was collected.

SHARING OF INFORMATION

- We use company information for customer service, communications, and marketing.
- We will object to legal requests for information about users that we believe are improper.
- We share company information with our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- Personal information is shared between and among Medium and our current and future parents, affiliates, and subsidiaries and other companies under common control and ownership.

THIRD-PARTY EMBEDS

BSRM does not host some of the content displayed. We have the ability to post content that is actually hosted by a third party, but is embedded in our pages (an "**Embed**"). When you interact with an Embed, it can send information about your interaction to the hosting third party just as if you were visiting the third party's site directly. For example, when you load a BSRM post page with a YouTube video Embed and watch the video, YouTube receives information about your activity, such as your IP address and how much of the video you watch. BSRM does not control what information third parties collect through Embeds or what they do with the information. This Privacy Policy does not apply to information collected through Embeds. The privacy policy belonging to the third party hosting the Embed applies to any information the Embed collects, and we recommend you review that policy before interacting with the Embed.

TRANSFER OF INFORMATION

BSRM is headquartered in the United States. We will take steps to ensure that your company information receives an adequate level of protection in the jurisdictions in which we process it.

YOUR CHOICES

Company Information

We will retain your name, company name and email address for our legitimate business purposes.

Cookies

Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies.

Communications Preferences

You may opt out of receiving certain communications from us, such as digests, newsletters, and activity notifications. If you opt out, we may still send you administrative emails, such as those about your account or our ongoing business relations.

Mobile Push Notifications

If you have provided us with your mobile number, and with your consent, we may send push notifications to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

YOUR CALIFORNIA PRIVACY RIGHTS

The California Consumer Privacy Act or "**CCPA**" (Cal. Civ. Code § 1798.100 et seq.) affords consumers residing in California certain rights with respect to their personal information. If you are a California resident, this section applies to you.

We collect name, company name and email address for the business and commercial purposes described.

BSRM does not sell your personal information.

Subject to certain limitations, you have the right to (1) request to know more about the information we collect, and use, (2) request deletion of your company information, (3) we do not sale any of your company information, we do not intend to engage in that activity in the future, and (4) not be

discriminated against for exercising these rights. You may make these requests by emailing us at getstarted@bluescorpionrm.com. We will not discriminate against you if you exercise your rights.

If we receive your request, we may ask for evidence that you have valid written authority to submit requests to exercise rights on your behalf. This may include requiring you to verify your identity. If you are an authorized agent seeking to make a request, please contact us.

Legal Basis for Processing

When we collect your name, company name and email address, we will do so in reliance on the following lawful bases:

- To offer and/or provide the products and services you requested.
- To provide, maintain, and improve our products and services, conduct data analytics, and communicate with you.
- To comply with our legal obligations (e.g., to maintain a record of your consents and track those who have opted out of non-administrative communications).
- When we have your consent to opt in to receive non-administrative communications from us.

Data Retention

We store your name, company name and email address. We will delete this information from our records upon request. To meet our legal, regulatory, or other compliance obligations, we do not store any other personal data for any other purpose for which we originally collected it nor for other legitimate business purposes.

Data Subject Requests

Subject to certain limitations, you have the right to request access to the personal data we hold about you and to receive your data in a portable format, the right to ask that your personal data be corrected or erased, and the right to object to, or request that we restrict, certain processing. To exercise your rights:

- If you sign up for a BSRM webinar, you may at any time request an export of your personal information.
- You may correct information associated with your account.
- You may withdraw consent by deleting your account at any time.
- You may object at any time to the use of your personal data by contacting getstarted@bluescorpionrm.com.

Questions or Complaints

If you have a concern about our processing of personal data that we are not able to resolve, you have the right to lodge a complaint. **CONTACT US**

If you have questions about this Privacy Policy, please contact us at getstarted@bluescorpionrm.com or our privacy representative as follows:

Privacy representative for Blue Scorpion Reputation Management

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