

Notice Pursuant to the General Data Protection Regulation

This GDPR Privacy Notice (“GDPR Notice”) supplements the information contained in ScottMadden’s Privacy Policy. ScottMadden provides this GDPR Notice to comply with our obligations as a company that may control and/or process personal information as a part of our business activities related to the European Economic Area (“EEA”) under the General Data Protection Regulation (“GDPR”). This GDPR Notice must be read in conjunction with our Privacy Policy to understand all of the terms that apply to the processing of your personal information. Any capitalized term used in this GDPR Notice, but not defined will have the meaning ascribed to it in the GDPR or our Privacy Policy, as applicable.

1. The Data We Collect About You

Personal Data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may collect, use, store and transfer different kinds of personal data about you which we have identified in our Privacy Policy and grouped together as follows:

Category	Examples
Identity Data.	First name, last name, username or similar identifier, unique personal identifier, title.
Contact Data.	Postal address, mailing address, email address and telephone numbers
Technical Data.	Internet Protocol address, login data, browser type and version, time zone settings and location, browser plug-in types and versions, operating system and platform, and other technology on devices.
Profile Data.	Username, interests, preferences, feedback and survey responses.
Usage Data.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.
Geolocation Data.	Physical location or movements.
Professional or employment-related Data.	Current or past job history; education, employment, employment history

We also collect, use and share aggregated data such as statistical or demographic data for any purpose. Aggregated data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offenses.

If You Fail to Provide Personal Data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

2. How We Collect Your Personal Data

Please see the section entitled *“Information We Collect about You and How We Collect It”* in our Privacy Policy to see how we collect your personal data.

3. How We Use Your Personal Data

We will only use your personal data when the law allows us to do so. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform a contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

Purposes For Which We Will Use Your Personal Data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground, we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Lawful basis for processing including basis of legitimate interest
To register you as a new user	Necessary for our legitimate interests (to develop our products/services and grow our business)
To manage our relationship with you which will include: (a) Provide you with information or services that you request from us (b) Respond to your comments, questions, and requests, and provide customer service	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to respond to our clients’ and users’ requests; to

<p>(c) Notifying you about changes to our Terms of Use or Privacy Policy</p> <p>(d) Asking you to leave a review or take a survey</p>	<p>keep our records updated; and to study how customers use our products or services)</p>
<p>To administer and protect our business and the Sites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Necessary to comply with a legal obligation</p> <p>(b) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganization or group restructuring exercise)</p>
<p>To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection</p>	<p>(a) Performance of a contract with you</p> <p>(b) Necessary to comply with a legal obligation</p> <p>(c) Necessary for our legitimate interests (for running our business)</p>
<p>To deliver relevant Site content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you</p>	<p>Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)</p>
<p>To use data analytics to improve our Sites, services, marketing, customer relationships and experiences</p>	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p>
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p>	<p>Necessary for our legitimate interests (to develop our products/services and grow our business)</p>
<p>To conduct recruiting and candidate evaluation activities and to inform our employment decisions</p>	<p>Necessary for our legitimate interests (to recruit and hire proper and qualified candidates)</p>
<p>For legal and operational compliance purposes:</p> <p>(a) monitor our compliance with this policy;</p> <p>(b) detect and protect us against error, negligence, breach of contract, fraud, theft, and other illegal activity, and to audit</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganization or group restructuring exercise)</p> <p>(b) Necessary to comply with a legal obligations</p>

<p>compliance with our policies and contractual obligations</p> <p>(c) evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution or other sale or transfer of some or all of our assets</p>	
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Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

Promotional Offers From Us

We may use your personal data to form a view on what we think you may want or need, or what may be of interest to you. You will receive marketing communications from us if you have requested information from us and you have not opted out of receiving that marketing or other information.

Third-Party Marketing

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

Opting Out

You can ask us to stop sending you marketing or other informational messages at any time by contacting us by email at info@scottmadden.com.

Where you opt out of receiving these marketing and other informational messages, this will not apply to personal data provided to us as a result of a service or work that we performed for you or other similar transactions.

Change of Purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

4. Disclosures of Your Personal Data

We may share your personal data with the parties set out below for the purposes set out in the table above.

- Our affiliated companies.
- Our customers.
- Our vendors.
- Our service providers.
- Other third parties to protect our legal rights or comply with legal requirements.

- Other third parties as required by law, such as to comply with a subpoena or other legal process, when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.
- Other third parties involved in a merger, sale, joint venture or other transaction involving a transfer of our business or assets. If a change happens to our business, then the new owners may use your personal data in the same way as set out in our Privacy Policy.
- Other third parties with your prior consent.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

5. International Transfers

We are a service company based in the United States and provide various consulting and other services for companies in the EEA. In order to perform our services and comply with our contractual obligations with our clients in the EEA, we may share your personal data outside the EEA.

We recognize that many countries globally have regulations restricting the flow of personal information across international borders. We have put in place measures to ensure that adequate protection is provided to such data where legally mandated. Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.
- We may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For example, we use Standard Contractual Clauses for purposes of personal data being transferred to the United States.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

6. Data Security

Please see the section entitled *“How We Protect Your Personal Information”* in our Privacy Policy to see how we protect your personal data.

7. Data Retention

How Long Will We Use Your Personal Data?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances we will anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

8. Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. You have the right to:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- If you want us to establish the data's accuracy.
- Where our use of the data is unlawful, but you do not want us to erase it.
- Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- You have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

No Fee Usually Required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

What We May Need From You

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time Limit to Respond

We try to respond to all legitimate requests within one (1) month. Occasionally it could take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated.

9. Glossary of Terms

Lawful Basis

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

You have the right to make a complaint at any time to the proper authority for data protection issues; however, we would appreciate the chance to deal with your concerns before you approach these authorities.

Communications, queries, complaints or requests to exercise informational rights can be emailed to info@scottmadden.com.