

Privacy Policy

Last Updated: 14 December 2023

This Privacy Policy described the information collected through this website (the “Site”) and the related products and services we provide, whether online or offline, and how that information is collected, used, and disclosed. The Site, our products and services (including any online platforms and other software (our “Software”)), and all related content, technology, and tools, are together referred to as the “Services.” Packform Pty Ltd (together with its affiliates, subsidiaries, and related companies) (“Packform,” “we,” “us,” or “our”) is committed to providing quality services to you and this policy outlines our ongoing obligations to you in respect of how we manage your Personal Information. We may collect or receive the types of information described below (including, but not limited to, your Personal Information) as a result of your access to and use of the Services (together, “Collected Information”). This Privacy Policy applies to all visitors to and users of the Site or Services.

We have adopted the Australian Privacy Principles (APPs) contained in the Privacy Act 1988 (Cth) (the Privacy Act). The NPPs govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles may be obtained from the website of The Office of the Australian Information Commissioner at www.aoic.gov.au.

This Privacy Policy also explains your rights and choices regarding your personal information (if applicable), how we communicate changes to this Privacy Policy, and how you may contact us regarding questions or issues with respect to any matter addressed by this Privacy Policy.

This Privacy Policy is incorporated into and made a part of our [Terms of Use](#), any applicable mobile app end user license agreement, and any other agreement that references this Privacy Policy or governs access to or use of the Services (together, our “Terms”).

By accessing, browsing, or otherwise using the Services, by accepting or entering into our Terms, you agree on behalf of yourself and any organization or company that you represent (together, “you”) that you have read and understand this Privacy Policy and that you consent to our collection, use, and disclosure of your personal information and other Collected Information pursuant to the terms of this Privacy Policy. If you do not agree with this Privacy Policy, do not access or use the Services.

CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this Privacy Policy at any time. All changes will be effective immediately upon posting of the updated Privacy Policy on the Site and, by accessing or using the Services after any changes are made, you agree to those changes. Material changes will be clearly posted on the Site or otherwise communicated to you (e.g., via email).

WHAT IS PERSONAL INFORMATION AND WHY DO WE COLLECT IT?

Personal Information is information or an opinion that identifies an individual. Examples of Personal Information we collect include: names, addresses, email addresses, phone and facsimile numbers.

This Personal Information is obtained in many ways including interviews, correspondence, by telephone, by email, via our website www.apacadvisor.com, from your website, from media and publications, from other publicly available sources, from cookies and from third parties including Google Analytics. We don't guarantee website links or policy of authorised third parties.

We collect your Personal Information for the primary purpose of providing our the Services to you, providing information to our clients and marketing. We may also use your Personal Information for secondary purposes closely related to the primary purpose, in circumstances where you would reasonably expect such use or disclosure. You may unsubscribe from our mailing/marketing lists at any time by contacting us in writing.

When we collect Personal Information we will, where appropriate and where possible, explain to you why we are collecting the information and how we plan to use it.

Information You Submit

We will collect any and all information that you choose to submit to us through, using, or in connection with the Services, including, without limitation, the types of information described below.

Contact Information. You can visit the Site without submitting your contact information to us but you will be required to provide your contact information in order to sign up for or subscribe to our Software or otherwise use the Services, to create an account or profile on the Services (where those options are available), to request information or a demo from us, to purchase or sign up for products or services from us, to use certain Services or tools or features thereof, and to request customer support. We will collect any contact information from or about you that you choose to provide to us, which may include, without limitation, your name, email address, telephone number, and physical addresses. We will use your contact information as described below in this Privacy Policy, including to provide the Services and their functionality, to set up and administer user accounts (where applicable), to process orders for our Services, and to communicate with our users and customers for marketing and administrative purposes.

Accounts. To sign up for an account (where that option is made available to you), you must provide specific information, such as your first and last name, email address, a username, and password. Once you are registered, when you login to your account (where that option is made available to you), we will collect your login information to facilitate your access to, and to administer, your account.

Phone Numbers. If you provide a mobile or other telephone number to us, you consent to receiving telephone calls and/or text messages from us, if and as applicable, as described below, but only to the extent permitted by applicable law.

Payment Information. Payments submitted in connection with the Services (including ticket purchases, Software subscription fees, and hardware fees). To submit payment using the Services, you will need to provide your name, email address, telephone number, and your credit or debit card number, expiration date, and security code, as well as any such information as necessary to verify the applicable payment. Our payment processor will use your payment-related information in accordance with its privacy policy. Such payment processors may include, without limitation, Paystand Where online storefront on the Services is hosted or powered by a third party, we encourage you to review any posted terms and privacy policies.

User-Generated Content and Other Information Provided Using Our Services. We will collect all data, information, and other content that you enter into, submit to, upload to, or transmit using our Services (which may include the types of information described above and below in this Privacy Policy). You are responsible for any and all text, images, video, audio, comments, data, information, and other content and material that you submit, create, post, upload, embed, display, communicate, distribute, or transmit using our Services and all such content and material are provided at your own risk. This includes any content or material provided that is intended to be made accessible or viewable by other users of our Services, including, as applicable, the general public (e.g., event information submitted by event organizers and promoters, forum and discussion board posts, reviews and testimonials, blog post comments, profile photographs). We cannot guarantee that such user-generated content will not be viewed by unauthorized persons. You understand that, even after removal, copies of user-generated content you have provided may remain viewable in cached and archived pages and may have been copied or stored by Internet archives and other users of the Services. Packform will make user-generated content available to other users of the Services and to the public, as applicable, and will use and disclose user-generated content for the purpose for which it was provided (including as may be indicated at the point of collection).

Contact Forms and Requests for Information or Support. To contact us for more information, quotes for our applicable products and services, or to request support via the Services, you will need to provide your contact information (as discussed above) as applicable, as well as (to the extent applicable) details of the products or services you are interested in, the company you work for, a link to your business website, the event or convention you are interested in, attended or organizing, and the subject matter in which you are interested.

Chat and Messaging. If you use any chat or messaging feature on the Services, we will collect all text and other information and content that you may provide or input using those features. If you use a chat or messaging feature while signed into your account, we may link that information to your account.

Marketing Communications. If you sign up or otherwise opt in to receive blog updates, promotional or marketing communications, or other communications from us, you will need to provide your email address. We will use this information to send you updates, marketing, and promotional, as well as other electronic communications. You may opt out of receiving updates and other emails from us at any time by following the unsubscribe instructions in the applicable email or by contacting us using the contact information provided below under “Contact Us.” Note that, even if you opt out of receiving promotional communications from Packform, you may still receive administrative communications from us with respect to your use of the Service. We may use third-party email providers to deliver these communications to you.

Job Applications. If you submit a resume, job application, or related materials or other information to us or through the Site, we may use that information to evaluate your qualifications and consider or respond to your inquiry or application. Your submission of a resume, job application, or related information does not in any way require Packform to review that information or consider you for employment. To view career opportunities at Packform or to submit a job application you may be redirected to an online career portal operated by a third party. We encourage you to review any terms and privacy policies posted on that portal.

Other Information Collected

As you navigate and use the Services, certain information can be passively collected using various technologies. We passively collect a variety of types of information in a variety of ways, including as described below.

User Activity. We collect information on how the Services are used, for example, the features you use, the links that you click on, your search parameters, data reflecting transactions that have taken place using the Services (e.g., ticketing), how you interact with other users, performance statistics, and other usage data.

IP Addresses and Related Data. The servers used to operate and provide the Services may collect data pertaining to you and the equipment, software, and communication methods you use to access the Internet and the Services, including IP addresses assigned to the computers and other devices from where you access the Internet, your Internet service provider (ISP), device ID numbers and unique identifiers, your media access control (MAC) address, your operating system, your device’s screen resolution, your web browser type, the pages you access on the Services, the websites you access before and after visiting the Services, the length of time you spend on the Services, date and time stamps, clickstream data, your approximate geographic location, performance statistics, and usage data. Packform may use this information to administer the Services and their servers, to generate statistical information, to monitor and analyze Service traffic and usage patterns, to monitor and help prevent fraud, to investigate complaints and violations of our policies, and to improve the Services.

We may combine this information with other Collected Information (including personal information) and information obtained from third parties for security reasons and to protect our rights or the rights of others. The suppliers that we use to provide the Services may collect information about your visits to the Services and other websites. Some of this information may be collected using cookies and similar tracking technologies as explained below under [“Cookies and Tracking Technologies.”](#)

Analytics. The Services use third-party analytics tools (e.g., Google Analytics) to collect and process data about your use of the Services, including when you visit the Services, URLs of the websites that you visit prior to visiting the Services and when you visit those websites, and IP addresses assigned to the devices from where you access the Internet. Our analytics providers may set and read cookies to collect this data and your web browser will automatically send data collected by those cookies to our analytics providers. Our analytics providers use this data to provide us with reports that we will use to improve the Services’ structure and content.

For more information on how Google uses this data, visit [Google’s Privacy Notice](#) and Google’s page on [How Google uses data when you use our partners’ sites or apps](#). To prevent this data from being used by Google Analytics, follow the instructions to download and install the [Google Analytics Opt-out Browser Add-on](#) for each browser you use. Using the Google Analytics Opt-out Browser Add-on will not prevent Packform from using other analytics tools and will not prevent data from being sent to the Service itself or to Google. For more information about how Google Analytics uses cookies to measure user interactions on websites, visit [Google Analytics Cookie Usage on Websites](#). You may disable cookies as discussed below, but that may impact your use and enjoyment of the Service.

Advertising Networks, Personalized Advertising, Remarketing, and Retargeting.

From time to time the Services may use or participate in advertising networks and related advertising services that are managed and provided by third-party advertising servers, advertising agencies, technology vendors, and research firms including Google Analytics.

These services collect information about your visits to and interactions with the Services and other websites and will use that information to target advertisements for goods and services and to display those advertisements on other websites. The information collected may be associated with your personal information.

Advertising networks often gather data about consumers who view advertisements to make inferences about a consumer’s interests and preferences, which enables their computers to deliver advertisements directly targeted to the consumer’s specific interests. This practice is often referred to as “online behavioral advertising.” For example, a third-party advertising network might collect the type of web browser you use, the type of computer operating system you use, the domain name of a website you visit, whether or not you visit specific pages of the Services and other websites, the location of your Internet service provider, the date and time of a visit to a website, and other interactions between you and a website.

Google uses your Internet searches, cookies, and similar identifiers (e.g., pixel tags) to collect information about your visits to the Service and your interaction with our

products and services to generate targeted advertisements to you on other websites that you visit across the Internet.

We may also enable and implement the following Google Analytics Advertising Features on the Service: Remarketing with Analytics, Demographics and Interest reporting, Campaign Manager integration, Display & Video 360 integration, Google Display Network (“**GDN**”) Impression Reporting, and Segments. Remarketing with Analytics uses Google Analytics cookies to serve advertisements to you across the Internet based on your visits to the Service. Demographics and Interest reporting uses a third-party cookie to collect information about our Service traffic by tracking users across websites and across time, which generates a report for us to better understand Service users. Campaign Manager integration allow us to view, analyze, and create remarketing lists using our Campaign Manager data in Google Analytics. Display & Video 360 integration allows us to create remarketing lists in Google Analytics and have those lists available in Display & Video 360. GDN Impression Reporting allows us to measure the impact of unclicked GDN Display ad impressions on website behavior and conversions. Segments allows us to isolate and analyze subsets of Service users by sorting our Google Analytics data.

To opt out of remarketing advertising provided through Google, to customize your ad preferences, or to limit Google’s collection or use this information, visit [Google’s Safety Center](#) and [Google’s Ad Settings](#) and follow [Google’s personalized ad opt-out instructions](#). Opting out will not affect your use of the Service.

To change your preferences with respect to certain online ads and to obtain more information about third-party ad networks and online behavioral advertising, please visit the [National Advertising Initiative Consumer opt-out page](#) or the [Digital Advertising Alliance Self-Regulatory Program](#). Please remember that changing your settings with individual web browsers or ad networks will not necessarily carry over to other browsers or ad networks. As a result, depending on the opt-outs you request, you may still see our ads from time to time. Your device may also include a feature (“Limit Ad Tracking” on iOS or “Opt Out of Interest-Based Ads” on Android) that allows you to opt out of having certain information collected through apps used for behavioral advertising purposes.

Cookies and Tracking Technologies. The Services automatically use cookies to track your use of the Services in order to facilitate and enhance the user experience on the Services and for other purposes as described below. Cookies are small pieces of information that are stored on your device’s hard drive by your web browser. We use cookies to learn and track how you access and use the Services, including when and how users visit the Services and how popular particular Service pages are and aren’t. We also use cookies to recognize Services users, to help display information on the Services, and to improve your enjoyment and the usefulness of the Services, for example, by remembering and displaying certain information.

The Services may use both cookies that we implement and cookies implemented by our suppliers and other third parties. “First-party” cookies allow your browser to talk to the actual website that you are visiting, whereas “third-party” cookies allow your browser to talk to third-party websites, such as the source of an ad that appears on the website you are visiting or a third-party analytics provider. Our suppliers may use cookies and tracking technologies to track Service users across the Internet to

understand how you get to the Services and for the analytics purposes disclosed in this Privacy Policy. We do not have access or control over these cookies and this Privacy Policy does not cover the use of third-party cookies. Click [here](#) for information on the cookies used by Facebook. Click [here](#) and [here](#) for information on the cookies used by Google.

A cookie can either be a “session” cookie or a “persistent” cookie. Session cookies exist only for so long as you are visiting the applicable website. Session cookies are typically deleted or removed when you exit or quit your browser application. Persistent cookies exist for a set period of time, for example, six (6) months or one (1) year. Each time you visit a website that has implemented a persistent cookie, that cookie will remain active until its predetermined expiration date. You can also manually delete persistent cookies as discussed above.

The types of information collected by a cookie and the purposes for which that information is used depends on the type of cookie. By way of illustration, the types of cookies used, the types of information collected by those cookies, and the purposes for which that information are used are described below. We may combine information collected by cookies with other Collected Information.

- *Operationally necessary cookies (also called essential cookies).* These are cookies that are required for the operation of the Services. For example, these cookies are required to identify irregular website behavior, prevent fraudulent activity, and improve security. They also allow users of the Services to make use of its functions. Without these cookies, features and services you have requested will not be able to be provided.
- *Functional cookies.* These cookies allow us to offer you enhanced functionality when accessing or using the Services. This may include to remembering choices you make, for example, remembering your preferences or settings, remembering if you reacted to something on or through the Services so that you are not asked to react to it again, remembering if you have used any feature of the Services before, and enabling social media components. If functional cookies are disabled, various functions of the Services may be unavailable to you or may not work the way you want them to.
- *Performance cookies (also called analytical cookies).* These cookies assess the performance of the Services, including as part of our analytic practices to help us understand how visitors use and interact with the Services, for example, which pages on our websites users visit most often. These cookies also enable us to personalize content and remember your preferences. These cookies help us improve the way our websites work and provide a better, personalized user experience.
- *Advertising or targeted cookies.* These cookies record your visits to the Services, the pages you visit on our websites, and the links you have clicked. They gather information about your browsing habits and remember that you have visited a particular website. Packform and its third-party

advertising platforms or networks may use this information to make the Services and its content more relevant to your interests (this is sometimes called “behavioral” or “targeted” advertising and is further discussed above). These cookies are also used to limit the number of times you see an advertisement and to help measure the effectiveness of advertising campaigns. To find out more about interest-based ads and your choices, please visit the [Digital Advertising Alliance](#), the [Network Advertising Initiative](#), the [Interactive Advertising Bureau \(IAB\) Europe](#), <http://www.allaboutcookies.org>, and <http://www.youronlinechoices.com>.

For more information about cookies, including about advertising cookies and your choices regarding cookies, we suggest you visit the following websites: <https://www.consumer.ftc.gov/articles/0042-online-tracking>; <http://www.allaboutcookies.org>; and <http://www.youronlinechoices.eu>.

Most browsers automatically accept cookies. Browsers generally also allow users to manage cookies in the browser’s settings. For example, a browser may allow you to reject cookies from certain websites, reject certain types of cookies regardless of the website, reject or disable all cookies from all websites, and/or delete previously stored cookies. Some browsers also give you the option of being notified every time a cookie is sent to your browser by a website. You can disable or limit cookies but doing so may impact your use and enjoyment of the Services and other websites. For example, the Services may not be able to be personalized for you, may no longer capture or remember your preferences or other choices you have made on the Services in the past, and may not remember your name or contact information or other information you have entered using the Services, and our website may not recognize the device(s) you use to access the Services.

Changing your cookie preferences in one browser will not necessarily carry over to other browsers, so you may need to adjust your preferences each time you get a new device, install a new browser, upgrade an existing browser, or alter or delete a browser’s cookie file.

The Services may also use the following types of tracking technologies: web beacons (also called clear GIFs), flash cookies, and pixels (also called pixel tags). Web beacons are tiny graphics with unique identifiers that function similar to how cookies function but, in contrast to cookies, web beacons are embedded invisibly on websites. Flash cookies collect and store information about your use of a website and are commonly used for advertisements and videos. Cookie management tools provided by your browser will not remove and cannot be used to manage Flash cookies. Click [here](#) for information on how to manage Flash cookies. Pixel tags can be placed on websites or within emails to track your interactions with those websites and when emails are opened.

How We Respond to Do-Not-Track Signals. Due to the automatic collection of data using cookies as described above, we do not honor “do not track” requests. For this reason, your selection of the “Do Not Track” option provided by your browser may not

have any effect on our collection of information using cookies and tracking technologies.

HOW WE USE AND SHARE COLLECTED INFORMATION

In addition to the uses and sharing described above, Packform and its suppliers may use and disclose Collected Information as described below. We do not use, sell, rent, or otherwise disclose Collected Information except as stated in this Privacy Policy and as required or permitted by applicable law.

Purpose Collected and Communication with You. We will use and share your personal information and other Collected Information for the purpose for which it was collected, for example, to process and communicate with you in connection with your use of the Services (including your subscriptions, purchases, and account activity), your requests for information, user-generated content you provide, and opportunities at Packform, to administer your account (where applicable) and Packform business activities, to provide customer support to users of the Services, and to provide you with information and communications that you request. This includes, for example, providing your name and other information about you to the applicable event organizer or promoter when you purchase a ticket or register for an event. Your location information will be used, for example, to understand where our users are located and to determine what services are available in those areas. User-generated content will be used for the purpose for which it was provided, including to make that content available to other users of the Services, if applicable, as discussed above and in our Terms. If you provide us with a telephone number, we may call you regarding your use of the Services or in response to your questions or comments. We may use Collected Information to notify you of changes made to the Services (e.g., changes to this Privacy Policy or our Terms).

Promotional Communications. Packform may, to the extent permitted by applicable law and in accordance with your preferences, use Collected Information to send you promotional communications about Packform and our products and services. Packform will obtain your prior consent for such promotional communications solely to the extent required by applicable law. In order to provide you with a personalized experience, these communications may be tailored to your preferences based on, for example, inferences we make using your visits to the Services or the links you click on in Packform emails. You may opt out of receiving promotional communications from us at any time by following the unsubscribe instructions contained in the applicable email or by contacting us using the contact information provided below under "[Contact Us](#)." Note that, even if you opt out of receiving promotional communications from Packform, you may still receive administrative communications from us with respect to your use of the Services.

Text Messages. If you opt in to receiving text messages (SMS and MMS) on the Services when prompted, Packform may send you autodialed and other text messages at the telephone number you provide relating to your use of the Services. Consenting to receiving text messages is not required to buy goods or services or to otherwise do business with us. Message and data rates may apply.

Sharing Collected Information with our Affiliates. Based on how you use the Services and the information that you provide to or request from us, we may share your name, contact information, and related Collected Information with our affiliated companies who have products or services that we think may be of interest to you. Our affiliated companies may contact you directly with respect to such products and services, provided that if applicable law requires, your prior consent will be obtained. You may opt out of receiving communications from any such affiliated company pursuant to that affiliate's own policies. You may opt out of receiving communications from us by contacting us using the information below under "Contact Us."

Sharing Collected Information with Our Third-Party Suppliers and Service Providers. We will disclose Collected Information to our and our affiliates' respective suppliers, vendors, and service providers as necessary for us to provide the Services and our products and services to you and to engage in the use and sharing of Collected Information as permitted by this Privacy Policy and applicable law. These third parties include, without limitation, our website management and hosting suppliers, customer support providers, those handling the processing and delivery of mailings, cloud storage providers, website analytics providers, payment processors (if and as applicable), product installers, and email service suppliers. Our service providers are authorized to and may use and disclose Collected Information as necessary for them to provide the applicable products and services to us and as provided by their own privacy policies and our agreements with those third parties.

Evaluation and Improvement of Our Products and Services. We may use and disclose Collected Information to analyze, develop, and improve the content, materials, products, and services that we provide; to inform marketing and communication plans and strategies; to understand user demographics and preferences; to analyze the effectiveness of the Services; and to evaluate user needs and customize Services content and the user experience.

Data Aggregation and Analysis. To better understand how users access and use our Services, both on an aggregated and individualized basis, including monitoring, evaluating, and analyzing which features and portions of the Services are most popular, for troubleshooting, for statistical purposes, including, for example, identifying geographic regions of visitors to our Services, evaluating frequently asked questions from visitors, and for other statistical purposes.

Anonymized and Aggregated Data. We may anonymize and aggregate personal information and user-generated content, and aggregate other Collected Information, and use and disclose that aggregate data in any manner for our business purposes, in each case to the extent permitted by applicable law. We may also combine aggregate information with other information in our possession for purposes of using and disclosing information as described in this Privacy Policy.

Lawful Processes; Protection of Packform. We may use and share Collected Information in accordance with and in response to regulatory authorities, courts with competent jurisdiction, valid law enforcement requests, governmental agency requests, emergency services, and other necessary third parties for legal, protection, security, and safety purposes (e.g., to comply with laws or regulations, to respond to subpoenas and legal processes, to perform credit checks, to protect the safety of our employees, agents, and customers, or any other person). We may use Collected

Information and share it with third parties if we believe doing so is necessary or appropriate to protect our rights or the rights of others, including to enforce our agreements, policies, and terms, to bring legal action, to protect our operations and assets, or to pursue remedies or limit damages that we may sustain.

Business Transactions. If Packform undergoes a change in control, acquisition, merger, reorganization, asset sale (in whole or in part), or similar transaction, we may transfer, sell, share, or otherwise disclose Collected Information to the subsequent owner(s) or successor(s) of those transactions. We may also disclose Collected Information in connection with the evaluation of those transactions. Those owner(s), successor(s), and other recipients will be bound by this Privacy Policy as it applies to the information disclosed. Also, if Packform or any of its assets are acquired or if Packform goes out of business, enters bankruptcy, or goes through some other change in control or reorganization, Collected Information may be one of the assets transferred to or acquired by a third party.

With Your Consent. With your consent, we may use and share your personal information and other Collected Information in ways not specifically described in this Privacy Policy.

Disclosures to Third Parties. Pursuant to and consistent with the purposes for collecting your information as set forth in this Privacy Policy we disclose certain categories of personal information to third parties for a business (or other) purpose. The categories of personal information we disclose include:

- *Identifiers:* including but not limited to name, telephone number, address, age, email address, or date of birth;
- *Commercial Information:* including but not limited to contact information and your billing information;
- *Internet or other electronic network activity information:* including but not limited to computer and connection information, IP address, and cookies and other tracking technologies described further above; and
- *Inferences:* drawn from the above categories of personal information.

As described in this Privacy Policy above, applicable business purposes for such disclosures include, without limitation, product and service fulfillment, internal operations, prevention of fraud and other harm, and legal compliance.

The categories of third parties to which we may share the above categories of information, include, without limitation:

- Our affiliates and related entities;
- Third party service providers: including, but not limited to, payment processing companies, data analytics and advertising providers, fraud prevention providers, cloud storage providers, IT service providers, delivery partners, and marketing companies; and
- Law Enforcement

SENSITIVE INFORMATION

Sensitive information is defined in the Privacy Act to include information or opinion about such things as an individual's racial or ethnic origin, political opinions, membership of a political association, religious or philosophical beliefs, membership of a trade union or other professional body, criminal record or health information.

Sensitive information will be used by us only:

- For the primary purpose for which it was obtained, or a secondary purpose that is directly related to the primary purpose.
- With your consent; or where required or authorised by law.

SECURITY OF PERSONAL INFORMATION

Your Personal Information is stored in a manner that reasonably protects it from misuse and loss and from unauthorized access, modification or disclosure.

We have implemented reasonable and appropriate administrative, technical, physical, and organizational security measures designed to help protect against the unauthorized access, unauthorized disclosure, loss, theft, misuse, and alteration of information under our control. This includes implementing measures designed to limit access of employees to, and the use of, your personal information. We do not publish all of our security measures online because this may reduce the effectiveness of our security measures. We educate our employees with respect to their obligations to protect your Collected Information. However, Packform does not and cannot guarantee that unauthorized access, unauthorized disclosure, loss, theft, misuse, and alteration of information will not occur. The storage and communication of information can never be completely secure.

If you become aware of any breach of the Services' security or of this Privacy Policy, please notify us at security@packform.com immediately. If our security system is breached, we will notify you of the breach only if and to the extent required under applicable law.

ACCESS TO YOUR PERSONAL INFORMATION

You may access the Personal Information we hold about you and to update and/or correct it, subject to certain exceptions. If you wish to access your Personal Information, please contact us in writing.

Packform will not charge any fee for your access request but may charge an administrative fee for providing a copy of your Personal Information.

In order to protect your Personal Information, we may require identification from you before releasing the requested information.

AUTOMATED PROCESSING

Other than as may be described in this Privacy Policy, you will not be subject to decisions based on automated information processing without your prior consent.

MAINTAINING THE QUALITY OF YOUR PERSONAL INFORMATION; RETENTION OF PERSONAL INFORMATION

It is important to us that your Personal Information is up to date. We will take reasonable steps to make sure that your Personal Information is accurate, complete and up-to-date. If you find that the information we have is not up to date or is inaccurate, please advise us as soon as practicable so we can update our records and ensure we can continue to provide quality services to you

We will retain your personal information for as long as it's needed to fulfill the purposes outlined in this Privacy Policy and our Terms unless a longer retention period is required or permitted by law (e.g., tax, accounting, or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it; if that is not possible (e.g., because your personal information has been stored in back-up archives), we will securely store your personal information and isolate it from any further processing until deletion is possible.

INTERNATIONAL TRANSFERS OF PERSONAL INFORMATION

Due to the fact that Packform business is international, your personal information and other Collected Information may be transferred to, stored in, and processed in any country where our or our suppliers' servers, databases, or facilities are located or operated. By accessing, receiving, or using the Services or by providing consent to us (where consent is required by applicable law), you specifically acknowledge and agree that information will be transferred outside of the country from which you access the Services (including, for example, to the United States, Canada, Australia and that such countries' data protection and related laws, regulations, and rules may be different than, and may not be as protective as, those of the jurisdiction from where you access the Services.

Additionally, where required by applicable law, we have ensured that your personal information included in such transfers is adequately protected through the use of contractual clauses or other adequate measures allowed under such applicable laws. Those safeguards may include implementing the European Commission's Standard Contractual Clauses for transfers of personal information among our group companies (i.e., Packform and its affiliates) and between Packform and its third-party service

providers. The Standard Contractual Clauses and further details of our safeguards can be provided upon request.

ADDITIONAL INFORMATION FOR CERTAIN U.S. RESIDENTS

The below section of this Privacy Policy only applies to California, Colorado, Connecticut, Utah, and Virginia residents and residents of other U.S. states where such U.S. states have enacted similar and applicable data protection laws as in effect in the foregoing states.

Collection. In addition to and consistent with the uses and disclosures described in this Privacy Policy above we and our suppliers may use and disclose Collected Information as described below:

Personal Information	We collect the following subcategories of personal information:	We collect such personal information for the following purposes:
Identifiers	First and last name, date of birth, physical address, telephone number, cellphone number, email address.	<p>Performing and providing the Services to you, providing customer services, verifying user information, facilitating access to the Services.</p> <p>Administering your account.</p> <p>To communicate with you and send you information about our products or services, or to respond to your request for information or the Services.</p> <p>To send promotional communications about us, to the extent permitted by applicable law.</p>
Commercial Information	Contact information and your billing information;	Performing and providing the Services to you, providing customer services, verifying user information, facilitating access to the Services.
Internet or other electronic network	IP addresses, log files, login information, and cookies and device information (e.g., online activity such as date and time of accessing our	Analytical purposes, including, without limitation, to help us improve your access to the Services (for example, by

<p>activity information</p>	<p>websites, website addresses accessed, the length of website visit).</p>	<p>remembering your contact and other information when you access or use the Services), to identify repeat visitors to the Services, to track how you access and use the Services, to learn when and how users visit the Services, to learn how popular Services pages are and aren't, to learn which search terms are used to find the Services, to learn which websites direct you to the Services, to help display certain information on the Services, and to improve your enjoyment of the Services.</p> <p>To target advertisements for goods and services and to display those advertisements on other websites.</p> <p>To administer the Services and its servers, to generate statistical information, to monitor and analyze Services traffic and usage patterns, to monitor and help prevent fraud, to investigate complaints and violations of our policies, and to improve the Services.</p>
<p>Approximate Geolocation</p>	<p>Physical address; work / business address, state, region.</p>	<p>To communicate with you and send you information about our products or services, or to respond to your request for information or products and services.</p> <p>To send you promotional communications about us and our Services, to the extent permitted by law.</p> <p>To ship products to you and fulfill orders you have requested.</p>
<p>Professional</p>	<p>Business contact information,</p>	<p>Performing and providing the</p>

or employment-related information	including, but not limited to, job title, place of employment, business phone number, business address.	Services, including, without limitation, providing customer services, verifying user information, facilitating access to the Services. Administering your account. Communicating with users who have requested support, information, or Services. To send you promotional communications about us and our Services, to the extent permitted by law.
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Sources. Consistent with the Privacy Policy above, we collect certain categories of personal information directly from you and, in some circumstances, third parties. The categories of sources that we collect personal information from in the prior 12 months includes the following:

- Packform’s third party service providers;
- Online advertising networks;
- Affiliated and related companies
- Third party websites and mobile applications (e.g., websites that share information with us or our advertising partners);
- Social media companies;
- Our Services; and
- Your communications with us.

Rights. Applicable laws in your jurisdiction may grant you certain rights—subject to all applicable limitations, exemptions, or exceptions—regarding our collection and use of your personal information. These rights may include, to the extent applicable and to the extent granted under applicable law:

- The right to request the disclosure of (1) what personal information has been collected; (2) the categories of sources from which the personal information was collected; (3) the business or commercial purpose for collection or selling personal information; (4) the categories of third parties with whom we share personal information; and (5) the specific pieces of personal information we have collected about you (e.g., data portability);
- The right to request the deletion of your personal information that we have collected;

- The right to request the correction of your personal information that we collected;
- The right to opt-out of the automated profiling of your personal information in furtherance of decisions that produce legal or similarly significant effects concerning you;
- The right to opt-out of targeted advertising and the sharing of personal information that is shared for cross-contextual behavioral advertising purposes;
- The right to opt-out of the sale of your personal information;
- The right to withdraw consent of our processing of personal information where consent was required by law prior to the initial collection and procession of the personal information;
- The right to limit our processing (or completely opt-out, if allowed under applicable law) of sensitive personal information to what is necessary; and
- The right to not be discriminated against due to your exercise of your rights under applicable law. We do not discriminate against users for exercising the rights granted to them under applicable law.

We do not sell your personal information to third parties, nor do we share your information for purposes of cross-contextual behavioral advertising as may be defined under applicable law. We do not use your personal information to profile you in furtherance of decisions that produce legal or significantly similar effects (as may be defined under applicable law).

The above rights are only exercisable by you where the applicable law grants you the right being exerted and where no exception or exemption under applicable law applies. You may also have a registered agent (if and only as permitted under applicable law) that you authorize to act on your behalf. If you have a registered agent act on your behalf, we have the right to authenticate such agent's authority to act. To exercise the rights described herein (only to the extent applicable), you may submit a verifiable request to us by through the methods set forth under the "Exercise Your Rights" section below.

ADDITIONAL INFORMATION FOR INDIVIDUALS LOCATED IN THE EEA

This section of the Privacy Notice applies to residents of countries or jurisdictions located in the EEA, including, without limitation, the European Union and the United Kingdom.

Rights. To the extent the European Union's General Data Protection Regulation or other law granting particular rights to data subjects applies to you (including, without limitation, those located in the United Kingdom) and subject to all applicable exceptions and exemptions granted under such applicable laws, you may have the following rights with regard to our processing of your personal information:

- *Right to Access, Correct and Delete Your Personal Information:* We will use reasonable measures designed to ensure that all personal information is accurate and up to date. You also have a responsibility to ensure that changes in your personal information are notified to Packform so we can ensure your personal information is up to date. You have the right to request access to any of your personal information that we hold and to request correction of any inaccurate personal information relating to you that we hold. You furthermore have the right to request deletion of personal information we hold about you.
- *Right to Withdraw Consent:* In the event your personal information is processed on the basis of your consent, you have the right to withdraw consent at any time with effect for the future.
- *Data Portability:* To the extent that we use your personal information on the basis of consent or for the performance of a contract, and that personal information is processed by automatic means, you have the right to receive all such personal information about you from Packform in a structured, commonly used and machine-readable format, and also to require us to transmit it to another data controller where this is technically feasible.
- *Right to Restrict Personal Information Use and Right to Object:* You have the right to restrict our use of your personal information where (i) you contest the accuracy of the personal information; (ii) the use is unlawful but you do not want us to erase the personal information; (iii) we no longer need the personal information for the relevant purposes, but you require it for the establishment, exercise or defense of legal claims; or (iv) you have objected to our personal information use justified on our legitimate interests pending verification as to whether Packform has compelling interests to continue the relevant personal information use.
- *Lodge a Complaint:* You also have the right to lodge a complaint with a supervisory authority, in particular in your country of residence, if you consider that the collection and use of your personal information violates this Privacy Policy or applicable law.

Legal Bases We Rely on When Processing Personal Information. To the extent the European Union’s General Data Protection Regulation or other similar law applies to you (including, without limitation, those located in the United Kingdom) and is applicable to Packform, we process your personal information for the purposes set forth in this Privacy Policy under the following legal bases (as applicable):

- *Our Contract With You:* Our processing is necessary to perform our obligations under a contract with you or to perform steps requested by you prior to entering into a contract with you: (e.g., to verify the information you have provided to us).
- *Our Legitimate Interests:* Our processing is necessary for our legitimate interests, including to protect the security of our services; to protect the health and safety of you or others; to establish, protect and defend our legal rights and interests; to prevent fraud and verify identity and authorization of

clients; to understand and analyze usage trends; and to improve our products and services. Additionally, we have a legitimate interest in promoting our operations and goals as an organization and sending marketing communications for that purpose.

- *Legal Compliance*: Where our processing is required to comply with applicable law (for example, to maintain your payment transaction history for tax reporting purposes) e.g., in response to subpoenas, court orders and other lawful requests by regulators, courts and law enforcement agencies, or related to national security requests.
- *Your Consent*: When we have your express consent as defined by applicable law.

ADDITIONAL INFORMATION FOR CANADIAN RESIDENTS

The following section of this Privacy Policy only applies to Canadian residents. Under Canadian laws and regulations, you may have certain rights in regard to our collection of personal information (subject to all exemptions and exceptions, as applicable). These rights include:

- The right to request access to your personal information;
- The right to request corrections to your personal information; and
- The right to lodge a complaint with the Office of the Privacy Commissioner of Canada and/or the applicable Canadian provincial regulatory body if you consider that the collection and use of your personal information violates this Privacy Policy or applicable law.

The above rights are only exercisable by you where applicable law in the jurisdiction in which you reside actually grant you the right being exerted.

EXERCISE YOUR RIGHTS

If this Privacy Policy expressly stated above that you have certain rights or applicable law grants you certain rights as it relates to this Privacy Policy and Collected Information, you may submit a verifiable request to us by

Telephone: **+1 800-584-9038**

Emailing: privacy@packform.com

Visiting: [Request Form](#)

Only you or a registered agent (if and only as permitted under applicable law) that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. If you have a registered agent act on your behalf, we have the right to authenticate such agent's authority to act. Without limiting the foregoing, the verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

We will respond to your request within the applicable timeframe required under applicable law. If we deny your request, you can appeal such denial by emailing us at privacy@packform.com.

ACCESS BY CHILDREN

The Services are not directed at children under 16 years of age. Packform does not knowingly collect or use information from children under 16 through the Services. If a parent or legal guardian becomes aware that a child under the age of 16 has provided information to us through the Services, the parent or legal guardian should contact us using the information below under "[Contact Us](#)" and we will use commercially reasonable efforts to delete that information.

THIRD-PARTY WEBSITES AND SERVICES

The Services may link to, or be linked to, websites, applications, or services not maintained or controlled by Packform. Packform is not responsible for the privacy policies or practices of any third parties or any third-party websites, applications, or services. This Privacy Policy does not apply to any third-party websites, applications, or services or to any personal or other information that you may provide to third parties. You should read the privacy policy for each website, application, and service that you visit or use.

CONTACT US: PRIVACY POLICY COMPLAINTS AND ENQUIRIES

If you have any queries or complaints about our Privacy Policy please contact us at:

+1 800-584-9038

28338 Constellation Rd. #900, Santa Clarita, CA 91355

privacy@packform.com