

## Privacy Notice

Effective Date: May 24, 2018

At The Rhythm of Business, Inc. (“The Rhythm of Business” or “we” or “us”) your privacy is very important to us. The purpose of this privacy notice (“Notice”) is to provide you with a description of the types of information we collect about you when you visit our site at [www.rhythmofbusiness.com](http://www.rhythmofbusiness.com) (the “Site”), and how we use that information. By visiting or using the Site, you are accepting the provisions of this Notice, unless you are in the EEA or Switzerland in which case you are acknowledging that you have been provided this Notice.

### 1. Information We Collect and How We Collect It

We collect personally identifiable information, such as your name, company name, and email address, when you voluntarily provide such information through sending us an email or using certain features of the Site (such as the Contact feature) or register with us.

We also collect and store non-personally identifiable information related to your Site visit and usage:

Tracking Technologies: The Rhythm of Business analyzes user traffic patterns throughout its Site. We do not attempt to identify individual visitors to our web site, but we may collect data on general types of users based on domain name or browser type. This information is obtained directly from the user’s web browser identification information.

Cookies: A cookie is a short line of text that is created by a website and stored in a file on your computer. The Rhythm of Business does not use cookies.

### 2. How We Use Information

Information we collect is generally used for the following purposes:

- We use the personal information you provide to respond to your requests of us and to allow you to post comments to publications on our Site.

### 3. Who We May Share Your Information With

Except in the limited circumstances set forth below, The Rhythm of Business will not sell, share or disclose your information to third parties without your prior consent:

Provision of Services: We employ other companies and individuals to perform functions on our behalf, such as to send e-mail, provide marketing assistance, field survey instruments, and provide client services. They have access to personal and information needed to perform their functions, but may not use it for other purposes.

Affiliates: We may disclose personally identifiable information to strategic alliance affiliates and sub-contracted professional service providers, who have agreed to be restricted by the terms of our confidentiality agreements with clients to respond to a request for service or to provide information about available products or services.

Legal Compliance: The Rhythm of Business may disclose your personal information to third parties when such disclosure is necessary to conform to legal requirements or to respond to a subpoena, search warrant or other legal process received by us, regardless of whether a response is required by applicable law. In addition, we may disclose your personal information if it is necessary to enforce or apply our Terms and other related agreements, or to protect the rights, property, or safety of The Rhythm of Business, our employees, or other members of the general public.

Business Transfer: In the event that The Rhythm of Business, or substantially all of its assets, are acquired by a third party, your personal information may be some of the transferred assets to a successor entity, but remains subject to the terms and conditions of any pre-existing Privacy Notice.

#### 4. Children's Privacy

Our Site is not intended for children under the age of 16. We do not knowingly collect personally identifiable information through our Site from visitors in this age group. If we learn that we have collected personal information about a child under 16, we will delete that information as quickly as possible. If you believe we may have collected information about a child under 16, please contact us at [info@rhythmofbusiness.com](mailto:info@rhythmofbusiness.com).

#### 5. How Long We Keep Your Personal Information

We typically only retain your information for as long as necessary to realize our legitimate business purposes and to comply with the law.

#### 6. Hyperlinks

This Notice only applies to information collected while you are on our Site pages. These pages may contain links to other websites, including sites of third parties. Please be aware that when you click on a link that takes you to another website, any information you provide, including financial information, is subject to the privacy Notice of that website. The Rhythm of Business does not control and is not responsible for the practices of such websites. This Notice does not apply to the practices of companies that The Rhythm of Business does not own or control, or to people that we do not employ or manage.

#### 7. Security

The Rhythm of Business takes precautions to insure that your personal information is secured. We use a variety of industry-standard technical, contractual, administrative and physical security measures and procedures to help protect your personal information from unauthorized access, use, alteration or disclosure. Unless otherwise provided for herein, we restrict access to personal information to those employees who need access to perform their essential job functions. Please note that despite our best efforts, no one can guarantee the security of your personal information. Unauthorized entry or use, hardware or software failure, and other factors may compromise the security of your personal information at any time.

#### 8. Choices and Email Opt-Out

The Rhythm of Business offers you choices regarding the collection, use, and sharing of your personal information. You have a right at any time to stop us from contacting you

for promotional marketing purposes. If now or in the future you receive promotional or electronic newsletter communications from us, you may indicate a preference to stop receiving such communications from us, and you will have the opportunity to “opt-out” by clicking the “Unsubscribe” hyperlink at the bottom of all such communications. Notwithstanding your indicated email marketing preferences, we may send you administrative emails regarding The Rhythm of Business, including, for example, notices of updates to our Privacy Notice or the Terms if we choose to provide such notices to you in this manner.

#### 9. Visiting our Site from Outside the United States

##### ***We store and process all personal information within the US.***

If you are visiting our Site from outside the United States, please be aware that your information will typically be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. Please be assured that we seek to take reasonable steps to ensure that your personal information is protected. By using our services, you understand that your information may be transferred to our facilities and those third parties with whom we share it as described in this Notice.

#### 10. Visiting our Site from the European Economic Area (EEA)

##### The Legal Basis for Using European Personal Information

When we collect information about you through our Site, the legal basis on which we process your personal information is fulfillment of an agreement between us, namely, to provide you with the products and services or other information marketing our products in response to your request. When we use your personal information outside of what is strictly necessary for that transaction, we are doing so toward our legitimate interest of informing you of related products and promotions.

To the extent that we transfer personal information from the EEA to a jurisdiction outside the EEA that has not been adduced by the European Commission as providing adequate data protections (such as the U.S.), we will ensure that such personal information is safeguarded through appropriate contractual terms.

##### Rights for EEA Residents

In addition, if you are a resident of the EEA, you have the right to:

- Find out if we use your personal information, to access your personal information, and receive copies of your personal information.
- Withdraw any express consent that you have provided to the processing of your personal information at any time without penalty.
- Access your personal information and have it corrected or amended if it is inaccurate or incomplete.

- Obtain a transferable copy of some of your personal information which can be transferred to another provider when the personal information was processed based on your consent.
- If you believe your personal information is inaccurate, no longer necessary for our business purposes, or if you object to our processing of your personal information, you also have the right to request that we restrict the processing of your data pending our investigation and/or verification of your claim.
- Request your personal information be deleted or restricted under certain circumstances. For example, if The Rhythm of Business is using your personal information on the basis of your consent and has no other legal basis to use such, you may request your personal information be deleted when you withdraw your consent.

If you wish to exercise any of these rights, or raise a complaint on how we have handled your personal information, please contact us at [info@rhythmofbusiness.com](mailto:info@rhythmofbusiness.com).

#### 11. Changes to our Privacy Notice

From time-to-time we may modify, change, update, add to, remove portions of or otherwise alter this Notice. If we make changes, we will post them on our Site. ***If you object to any such changes, you must immediately cease using the Site.*** You will be bound by any changes to this Notice when you use the Site after those changes have been posted.

#### 12. Contact Us

To contact us with your questions or comments regarding this Notice or the information collection and dissemination practices of this Site, please contact us at:

The Rhythm of Business, Inc.  
313 Washington St, Ste 300  
Newton, MA 02458  
[info@rhythmofbusiness.com](mailto:info@rhythmofbusiness.com)

