

## **Privacy Policy:**

This Privacy Policy sets out how we, *Minding Your Business, Inc.* (MYB), obtain, store and use your personal information when you use or interact with our website, [www.myb.net](http://www.myb.net), or where we otherwise obtain or collect your personal information. The effective date of this Privacy Policy is Friday, May 25<sup>th</sup>, 2018.

This Privacy Policy has been prepared to affirm MYB's commitment to maintaining high standards of confidentiality; to provide information on MYB's practices concerning the collection, use and disclosure of your personal information; and to comply with the EU General Data Protection Regulation (GDPR) and other applicable statutes.

Please read this Privacy Policy carefully. We recommend that you print off a copy of this Privacy Policy and any future versions for your records.

If you do not consent to the practices set out in our Privacy Policy, our Cookies Policy, and/or our Terms of Use, you must not use our website.

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## Our details

Minding Your Business, Inc. is the operator with respect to the [www.myb.net](http://www.myb.net) website. The company address is 200 E. Ohio Street, Suite 200, Chicago, IL 60611. Our contact telephone is 312-870-7100.

## How we obtain or collect personal information about you

We collect personal information about you when you provide it to us, such as through your use of our website and its features, when you request services, or when you contact us directly by email, phone, in writing, or via social media.

Where permitted or authorized by law, we may also receive information about you from third parties such as affiliates or business partners.

We also collect information about your use of our website through cookies and similar technologies. Our [cookies policy](#) sets out more of the information on how we use cookies and similar technologies to collect information about you.

## Use of cookies

Cookies are data files that are sent between web servers and web browsers, processor memory or hard drives (clients) to recognize a user's device when the user accesses a website. They are used for a range of different purposes, such as customizing a website for a user, helping a user navigate a website, improving that user's website experience, and storing that user's preferences and login information. To learn more about cookies, please visit <http://www.allaboutcookies.org/> and review our [cookies policy](#).

A web beacon is a small transparent "GIF" image that is embedded in an HTML page or email used to track when the page or email has been viewed. A similar device may be used by which a product, service or functionality may send data to a server when a set of user-initiated events occur (such as after clicking a button on the Website or in an email). This device is similar to a cookie in that it tracks your visit and the data can only be read by the server that receives the data. It is different than a cookie in that it is not browser-based, may not function as an identification card and does not store any data on your computer. Currently, we do not use web beacons on our website.

## Do not track

When you visit a website (such as MYB's Site), your browser automatically shares certain information, such as your IP address and other device information. Some of this information may also be sent to third-party content providers (for example: advertisers, website analytic companies, etc.) that provide content on the website. Such sharing may allow the website

and/or content providers to track you over time and across multiple websites. Today, many browsers offer Do Not Track plugins that allow you to express a preference that you not be tracked, and that tell websites that you visit, by sending an electronic beacon, this preference. At this time, our site does not engage in tracking and does respond to Do Not Track beacons sent by browser plugins.

### **Personal information we collect or obtain about you**

The types of personal information we collect about you may include information such as:

- your name;
- your email address;
- your address;
- your phone number;

### **Non-personal information we collect or obtain about you**

The types of non-personal information (details that will not be linked to individuals) about you we collect for demographic or analytical purposes may include information such as:

- your payment information (e.g. your credit or debit card details);
- details about your computer (e.g. your IP address and browser type);
- details on how you use our website (e.g. which pages you have viewed, the time you viewed them and what you clicked on);
- information about your mobile device (such as your geographical location).

### **How we use your personal information**

MYB uses the data you provide to inform you of our products and services, to process any of your inquiries or requests, and to otherwise communicate insights, industry information and updates relevant to the overall mission of our company.

In some situations, MYB shares aspects of the data you provide to it with other third parties in order to process your requests and inquiries, to inform you of products and services which may be of interest to you, and for other purposes related to the delivery of services.

Specifically, we regularly engage the following third-party processors as a component of our business:

#### **Amazon Web Services**

AWS is a secure cloud services platform that grants our business with a number of vehicles for additional database storage and additional computing power for our servers to ensure smooth and reliable communications from MYB.

### **HubSpot**

HubSpot is an inbound marketing and sales platform that helps MYB attract visitors, manage and convert leads, and close business with customers. We use HubSpot's platform to house and organize data (the personal information we collect) on our customers and prospects, as well as to launch our marketing campaigns, blogs and other forms of communication.

### **Switchfast Technologies**

Switchfast is MYB's managed IT support partner and provides us with a list of services including IT consulting, cybersecurity, cloud integration and support, website hosting and network management.

Other scenarios in which we would be obligated to share personal information with a third-party may include: the event that data is subpoenaed for law enforcement purposes, or the event that the company has been bought by another entity, or the event that the company merges with another company.

### **Sharing data**

MYB will not share your personal information with third-parties without your permission, except as necessary to fulfill your requests for services; to respond to legal process or comply with law; to protect the rights, property and safety of MYB, users of the Site, and/or third parties; and to enforce the Site's [Terms of Use](#).

We may also disclose personal information if we are required to do so by law or if such action is otherwise necessary to comply with legal a process. Further, in the event that MYB or the Site is acquired by or merged with another company, we may transfer information about you to the successor entity.

### **How we store and secure your personal information**

MYB has put into place several security measures to protect personal information you have provided to us online from being compromised, misused or altered while it is under our control.

All information on file is secured via a combination of technical and administrative measures to protect against unauthorized access.

When you enter personal or sensitive information, that information is encrypted using the latest security software, SSL. SSL (Secure Socket Layer) encrypts all information entered on our site before it is sent over the internet. Encryption is the process of taking the characters you enter at your computer keyboard and scrambling them into bits of code before transmission.

In addition to encryption, we also protect your information off-line. Your information is restricted and only those who need this information (e.g., to process your inquiries) are granted access. Your information is kept confidential from all other unauthorized parties. Minding Your Business regularly reviews its web security and privacy practices to protect your information. Employees are kept up-to-date on these security and privacy policies.

In a final measure of security, any personal information about an individual will be removed from our database as soon as it is no longer necessary or relevant for the purposes which it was collected. You maintain the right to request erasure of your personal data being held at any time by contacting the data privacy officer listed (right to be forgotten).

### Rights in relation to your personal information

MYB recognizes and will comply with GDPR and the associated rights, except as limited by applicable law. Rights under GDPR include:

- **Right to be Informed** – You have the right to be informed of how your personal information will be used, for how long it will be kept, how you can opt out of further processing, thus the drafting and sharing of this documentation.
- **Right of Access** – You have the right to request access to any information we currently hold on you, subject to reasonable proof of your identity. We may reserve the right to seek further clarification about the specifics of the information to which you have requested access. Similarly, we may reserve the right to charge a reasonable fee for, or refuse to respond to, any request it deems manifestly unfounded or excessive. In such instances, MYB’s rationales will be fully disclosed to you.
- **Right to Correction** – You have the right to request that Minding Your Business corrects any personal information the organization holds about you if there is an error.
- **Right to Restrict Processing** – You have the right to request that MYB restrict or suppress the processing of your personal information. For instance, you may request that MYB cease processing your personal information for direct marketing purposes, or that you be excluded from scientific/research statistics. In such situations, MYB is permitted to store enough personal information to ensure the block is kept in place in the future. You can request this suppression only if processing is creating a significant issue.
- **Right to Object** – You have the right, in certain situations, to object to how or why MYB processes your personal information.

- **Right to Transfer (Portability)** – You have the right to receive the personal information we have about you and the right to transmit it to another party.
- **Right to Erasure (Right to be Forgotten)** – You have the right to request that your personal information be erased from our possession. Where MYB is relying on consent to process your personal information, you have the right to withdraw this consent.
- **Right to complain** – You have the right to make a complaint to the appropriate data supervisory authority in relation to how your personal information is handled or stored.
- **Right to not be subject to Automated Decision-Making** – You have the right to object to, and prevent, any decision that could have a legal, or similarly significant, effect on you from being made solely based on automated processes. This right is limited, however, if the decision is necessary for performance of any contract between you and MYB, is allowed by applicable law, or is based on your explicit consent.

### Opting-out (California residents)

You can review the personal information you provide to us and make any desired changes to the information at any time by writing us at: 200 E Ohio, Suite 200, Chicago, IL 60611; by emailing us at [stephen@myb.net](mailto:stephen@myb.net); or calling us at 312-870-7100. Please include your name, address, and/or email address when you contact us.

Even after you have consented to our collection and use of your personal information, you may opt-out of having your personal data collected or used by us by contacting us via one of the methods described above. You also have the right to opt-out of having your personal data disclosed to an independent third party or used from some reason other than why originally collected.

You can change/correct your personal information at any time by contacting us at the above e-mail address or phone number.

### Location of Data

The personal information you provide will be gathered and stored in the United States. If you access the Site outside of the United States, such as in the European Union, please be aware that your user information will be transferred to our servers in the United States by interacting with this site. By agreeing to the terms of this policy, you consent to information collected about you being stored in the United States.



### **Edits to our policy**

MYB may, from time to time, update this Privacy Policy. Should we make any changes to this policy, we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this website prior to the change becoming effective. We encourage you to regularly review this page for the latest information on our privacy practices.