

The Business Innovators Forum, c/o MaPS, has created this privacy statement in order to show our firm commitment to your privacy. The following discloses our information gathering and sharing practices for this website (the "Website"). This policy provides you with details on the information we collect from you and the uses we make of your personal information. If you do not want us accessing and/or using your personal information as described herein, please do not provide us with any! This policy may be updated from time to time without prior notice, so please check back periodically. If you continue to visit this Website and use the services made available to you after such changes have been made, you hereby provide your consent to the changes.

We encourage you to read this policy to learn more about what information of yours we collect and how we use it and how you can "opt-out" of receiving communications from us. Additionally, this policy includes information about how we endeavor to protect your data. If you have any questions about our collection and use of your information, please contact us at [support@businessinnovatorsforum.com](mailto:support@businessinnovatorsforum.com).

### **1. Personal Information**

The Business Innovators Forum may collect personally identifiable information ("Personal Information") about you and your use of the Website, including your name, telephone number, email address, date of birth, Internet Protocol (IP) addresses or similar identifiers, and home mailing address when you access certain areas of the Website. For the surveys provided as a part of our programs, we may need to collect certain additional non-personally identifiable information, such as preferences and answers to specific survey questions. This aggregated survey information will not be linked directly back to you via the Personal Information collected for registration purposes.

### **2. How The Business Innovators Forum Collects Personal and Other Information**

The Business Innovators Forum may use any number of tools to collect information about you, your computer access points, and the web browser that you use to connect to this Website. Certain non-personally identifiable information ("Non-Personal Information") about our visitors is collected by the standard operation of our Internet servers and through the use of "cookies". Cookies are tiny files that we place on your computer's hard drive when you visit the Website. Generally, cookies are used to enable us to deliver to you a better and more personalized service, assist us in tracking visits to the Website and to measure visitor patterns. We may use cookies to personalize your interactions with the Website. This information is not personally identifiable and is used by us only to improve the Website. We do not use cookies to retrieve Personal Information from your computer, or use cookies to retrieve other information from your computer for purposes that are unrelated to the Website or your interaction with the Website. We reserve the right to disclose or utilize any of this information in aggregate form, for any purpose, in our sole judgment. The Non-Personal Information we collect is used by us to improve the content of our Website and enhance your experience. Third party advertisers that serve ads on the Website may also use their own cookies. You do not have to accept our cookies, you may set your browser to restrict their use, and you may delete them after we have placed them on your hard drive. If you delete or do not accept our cookies, some areas of the Website may take more time to work or may not work properly.

You may have certain rights under the Communications Act, Federal Trade Commission Act, and other state and federal statutes that may apply, and by accepting these terms and using the Website, you are waiving all of these rights as to collection, use, disclosure and storage of your Personal Information and Non-Personal Information (together, "User Information") collected by us.

### **3. Our Use and Disclosure of Your User Information**

Any User Information collected from you on the Website may be used (a) to conduct quantitative or qualitative marketing and social research, and (b) to understand respondent opinions to establish suitability for further quantitative and qualitative marketing and social research; both of which helps us and our sponsors evaluate consumer interests and trends. Such information may also be utilized in determining what types of products and services might be of interest to consumers. In addition, web analytical data may be used to improve our website and to provide our users with a fulfilling online experience. Please note that any information you submit implies consent for use of the information in accordance with this Privacy Policy. With regard to information that is automatically collected, your continued use of the Website signifies your consent so such collection and our use of the information collected in accordance with this Privacy Policy.

At times, the Business Innovators Forum may use the services of third-party companies that in some cases may be located outside the United States to provide certain services, including, without limitation, website-[ or ad- ] hosting services and advertising targeting and serving services, credit card processing, order processing and shipping services, and program participant surveys (“Internet Service Providers”). The Business Innovators Forum may share your User Information with the Internet Service Providers and our sponsors as appropriate.

The Business Innovators Forum may use your Personal Information to contact you via mail, e-mail, or electronic messaging in order to give you updates about The Business Innovators Forum’ special events, new products and services, current information regarding our products and services, or other promotions that may be of interest to you. We use return e-mail addresses to answer the e-mail we receive from you. The Business Innovators Forum will not share your e-mail address with outside third parties for their direct marketing unless you give us permission to do so, but by registering with this website, you authorize The Business Innovators Forum to use your User Information for The Business Innovators Forum’s and sponsors’ and affiliates’ marketing purposes. We may use your IP address to help protect The Business Innovators Forum and our Internet Service Providers from fraud.

The Business Innovators Forum may disclose your User Information as is necessary to: (a) comply with a subpoena or court order; (b) cooperate with law enforcement or other government agencies; (c) establish or exercise our legal rights; (d) protect the property or safety of our company and employees, contractors, vendors, suppliers, and customers; (e) defend against legal claims; (f) help with internal and external investigations; or (g) as otherwise required by law or permitted by law.

#### **4. Your Logon & Password**

In order to maintain a secure environment, all program participants are required to use a login identification and password assigned to them by the Business Innovators Forum to access the website. The use of this logon identification and password provides program participants access to the information and data within the Website to which they have been specifically authorized access.

Business Innovators program participants are also responsible for the control and use of assigned login identifications and passwords assigned to them. They should not be shared with anyone.

Some general guidelines regarding passwords are as follows:

- As a best practice, your password should be changed every 30 days -- or whenever a compromise of the password is suspected
- When you change your password, you should not reuse prior passwords for at least 6 months.
- Your password is not to be shared with others.

- Passwords should not be associated with personal information - for example, PIN used for bank cards, date of birth for self or family members, telephone numbers, first or last name of self or family members.

## **5. Data Storage and Security**

The Business Innovators Forum makes commercially reasonable efforts to ensure that our Internet Service Providers have implemented physical, electronic, and procedural security measures to assist with safeguarding your Personal Information, to help protect against unauthorized access and disclosure, and to help ensure that only authorized personnel will access your Personal Information. You should take care with regard to how you handle and disclose your Personal Information or any login or password that you are required to use to access services on this Website. Although we use commercially reasonable efforts to protect the security of your Personal Information and our system, due to the inherent open nature of the Internet, no transmission via the Internet can be guaranteed to be 100% secure. As a result of this and other factors beyond our control, we cannot guarantee the security of the information that you transmit to or through our Website. Therefore, you assume that risk by using the Website.

**6. Links to Other Websites** This Website contains links to other websites for the purchase of third party products and services. Please be aware that we are not responsible for such third party sites in any manner including without limitation, the privacy practices of other websites. We encourage you to be aware when you access any such third party links and to read the privacy policies of each website that you access. This Privacy Policy only applies to information collected by us by this Website.

## **7. Children and Data Collection**

The Business Innovators Forum does not direct its Web site content toward children under 13 years old. We do not knowingly collect Personal Information from children. If The Business Innovators Forum or its Internet Service Providers become aware that a child has provided us with Personal Information without parental consent, The Business Innovators Forum will delete that information from our databases. If you have questions about Personal Information related to a child, please email us at [privacyofficer@visioncritical.com](mailto:privacyofficer@visioncritical.com), mail at:

Vision Critical  
200 Granville Street  
Mezzanine Floor  
Vancouver, BC  
V6C 1S4 Canada

## **8. Your California Privacy Rights**

The Business Innovators Forum will not share any Personal Information about you with outside third parties for their direct marketing purposes to the extent prohibited by California law, unless you agree otherwise as authorized by your prior written consent. California residents have the right to request information from The Business Innovators Forum regarding the manner that we may share Personal Information with affiliated companies and third parties for their direct marketing purposes. To find out what and how we share such information, you may send us an e-mail request at [privacyofficer@visioncritical.com](mailto:privacyofficer@visioncritical.com).

## **9. How You May Access and Change the Information Collected by the Business Innovators Forum**

The first time that you register with the website, The Business Innovators Forum will subscribe you to the Business Innovators' e-mail or digital messaging distribution list and you will receive information on

new survey opportunities and offers. FTC e-mail compliance guidance allows us to send you transactional and relationship e-mails without offering you the opportunity to opt-out of receiving those types of e-mails. For digital messages, your carrier's standard rates will apply and you may incur additional charges based on your carrier's data plan.

## **10. Opt-Out**

If you do not want to receive email or other communications from us in the future, please send an email to us at the address below or call us at the telephone number below requesting to be removed from our mailing list. You will also have the option of clicking on a link included in email correspondence you receive from us in order to remove yourself from our mailing list.

Email Contact: [privacyofficer@visioncritical.com](mailto:privacyofficer@visioncritical.com)

Please note that there might be a brief delay between when you submit your request to "opt-out" and when it is processed and reflected in our systems; accordingly you may continue to receive communications from us for a limited time after you unsubscribe. We appreciate your patience.

## **11. Governing Law**

These TOU will be governed and construed in accordance with the laws of the State of Massachusetts, without regard to its conflicts of law rules. For all disputes arising out of or relating to this Web Site or TOU, you submit to exclusive personal jurisdiction and venue of the state and federal courts located in Suffolk County, Massachusetts.

## **12. General Information and Privacy Support Contact**

The Business Innovators Forum may update this privacy policy from time to time, and you should take the time to review it each time that you visit the Website. The Business Innovators Forum is committed to protecting your personal privacy. If you have questions or comments about our efforts to protect your personal privacy, or if you require additional information about the Business Innovators Forum's privacy commitment, please contact us at [privacyofficer@visioncritical.com](mailto:privacyofficer@visioncritical.com).

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**This Privacy Policy was last updated on October 2, 2012.**