

# Privacy Notice May 2018

**Effective Date: May 15, 2018**

Empress Media Asset Management, LLC (“Empress”) and its affiliates (collectively “we,” “our,” or “us”) provide this privacy notice to describe how we collect, use, share, and otherwise process the information of individuals who visit our [www.empressmam.com](http://www.empressmam.com) and other websites (collectively “Digital Properties”).

## Information Collection

We collect information you provide to us when visiting our Digital Properties, including your name, address, email address, phone number, and any other information you choose to provide us. We may collect this information when you register for an event, purchase or try our products, request information, or interact with us for any other purpose.

## Information Use

We use your information for the following purposes:

- To deliver products and services you request;
- To advertise and market our products and services, including to provide communications on our events, news, and other relevant information;
- For business purposes, such as analytics, research, marketing, recruitment, and operational purposes;
- To comply with the law; and/or
- As otherwise disclosed at the time information is collected.

We do not use automatic decision-making or engage in profiling.

Where we intend to use or otherwise process your personal data for a purpose other than the purpose for which it was collected, we will provide you with information regarding the purpose for the processing, as well as other relevant information, prior to processing your personal data for the new purpose.

## Information Sharing

We share your information with only our affiliated companies and third party companies including Mail Chimp, Salesforce, and similar service providers according to their privacy policies. Third parties that perform services on our behalf, including payment card processing companies, online gateways, CRM, and marketing. We will further share information:

- Pursuant to a subpoena, court order, governmental inquiry, or other legal process or as otherwise required by law, or to protect our rights or the rights of third parties;

- With your consent or as otherwise disclosed at the time of data collection or sharing.

## **Third-Party Links and Tools**

We may work with third parties that collect data about your use of our Digital Properties and other sites or apps over time for non-advertising purposes. We use Google Analytics and other third-party services to improve the performance of our Digital Properties and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our Digital Properties, visit <https://www.google.com/policies/privacy/partners/>, and to opt out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

Our Digital Properties may provide links to our social media pages. We do not control the privacy practices of those websites or apps, and they are not covered by this privacy notice. You should review the privacy notices of other websites or apps that you use to learn about their data practices.

Our Digital Properties may also include integrated social media tools or “plug-ins,” such as social networking tools offered by third parties. If you use these tools to share personal information or you otherwise interact with these features on our Digital Properties, those companies may collect information about you and may use and share such information in accordance with your account settings, including by sharing such information with the general public. Your interactions with third-party companies and your use of their features are governed by the privacy notices of the companies that provide those features. We encourage you to carefully read the privacy notices of any accounts you create and use.

## **EU Visitors**

This section applies to those that visit our Digital Properties from the European Union.

### **Lawful Basis for Processing**

We process your personal data when it is necessary for the performance of a contract to which you are a party. We may also process your personal data to respond to your inquiries concerning our services.

On other occasions, we process your personal data where required by law. We may also process your personal data if necessary to protect your interests or the interests of a third party.

Additionally, we process your personal data when necessary to do so for direct marketing purposes and other business functions and these interests are not overridden by your data protection rights. Where we process your personal data for this purpose, our legitimate interest is to carry out our business.

If the processing of personal data is necessary and there is no statutory basis for such processing, we will ask for your consent to process your personal data. You have the right to withdraw your consent to processing of personal data at any time.

If you wish to exercise the right to withdraw consent, contact us as at the address below.

## **Transfers of Personal Data**

Please be aware that the personal data we collect may be transferred to and maintained on servers or databases located outside your state, province, country, or other jurisdiction, where the privacy laws may not be as protective as those in your location. If you are located outside of the United States, please be advised that we process and store personal data in the United States and your consent to this privacy notice represents your agreement to this processing.

## **Your Rights**

You have a right to the following:

- To request access to the personal data we hold about you;
- To request that we rectify or erase your personal data;
- To request that we restrict or block the processing of your personal data;
- Under certain circumstances, to receive personal data about you that we store and transmit to another without hindrance from us, including requesting that we provide your personal data directly to another, i.e., a right to data portability; and
- Where we previously obtained your consent, to withdraw consent to processing your personal data.

To exercise these rights, contact us as detailed below. Please be aware that we may be unable to afford these rights to you under certain circumstances, such as if we are legally prevented from doing so.

Additionally, you have the right to lodge a complaint against us. To do so, contact the supervisory authority in your country of residence.

## **Retention**

We will process and store your personal data only for the period necessary to achieve the purpose of the storage, or as permitted by law. The criteria used to determine the period of storage of personal data is the respective statutory retention period or consistent with our lawful basis or business purpose(s) for retaining personal data. After expiration of that period, the corresponding data is routinely deleted, as long as it is no longer necessary for the fulfillment of a contract or the initiation of a contract.

## **Your Choices**

To opt-in, and specify your preferences for email communications on our website or to the contact information below.

Once you have started receiving email communications from us, you may opt out of our e-mail marketing or change your communication preferences by accessing the link provided at the bottom of each marketing message.

## **Changes to Our Privacy Notice**

If our information practices change, we will post these changes on this page. We encourage you to visit this page periodically to learn of any updates.

## **Contact**

If you have questions, comments, or concerns about this privacy notice, please contact us, in our role as data controller, at:

EMPRESS

DAVE@EMPRESSMAM.COM

47-42 DAVIS COURT

NEW YORK, NY 11101

TELEPHONE 212-643-4898