

# Privacy Policy

Effective Date: **June 3, 2024**

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## Introduction

Elser Interactive Solutions is a digital marketing and data processing company based in Illinois, in the United States of America. We host sweepstakes, online rebates, and various related promotional sites and provide data processing and program management services.

We understand that you are aware of and care about your own personal privacy interests, and we take that seriously. This Privacy Notice describes Elser Interactive’s policies and practices regarding its collection and use of your personal data and sets forth your privacy rights. We recognize that information privacy is an ongoing responsibility, and so we will from time to time update this Privacy Notice as we undertake new personal data practices or adopt new privacy policies.

## Data Protection Officer

Elser Interactive is headquartered in Freeburg, Illinois in the United States. Elser Interactive has appointed an internal data protection officer for you to contact if you have any questions or concerns about Elser Interactive’s personal data policies or practices. If you would like to exercise your privacy rights, please direct your query to Elser Interactive’s data protection officer. Elser Interactive’s data protection officer’s name and contact information are as follows:

Chris Vann  
Elser Interactive  
201 N State St  
Freeburg, IL 62243  
[privacy@elserinteractive.com](mailto:privacy@elserinteractive.com)  
618-539-5800

## How we collect and use your personal information

Elser Interactive collects personal information about its website visitors and customers. With few exceptions, this information is generally limited to:

- First and last name
- Employer name
- Mailing address
- Email address
- Phone number

We use this information to provide prospects and customers with services.

We do not sell personal information to anyone and only share it with third parties who are facilitating the delivery of our services.

From time to time, Elser Interactive receives personal information about individuals from third parties. Typically, information collected from third parties will include further details on your employer or industry. We may also collect your personal data from a third-party website (e.g., LinkedIn)

## Use of the company website

As is true of most other websites, Elser Interactive's website collects certain information automatically and stores it in log files. The information may include internet protocol (IP) addresses, the region or general location where your computer or device is accessing the internet, browser type, operating system, and other usage information about the use of Elser Interactive's website, including a history of the pages you view. We use this information to help us design our site to better suit our users' needs. We may also use your IP address to help diagnose problems with our server and to administer our website, analyze trends, track visitor movements, and gather broad demographic information that assists us in identifying visitor preferences.

Elser Interactive has a legitimate interest in understanding how members, customers and potential customers use its website. This assists Elser Interactive with providing more relevant products and services, with communicating value to our sponsors and corporate members, and with providing appropriate staffing to meet member and customer needs.

## Cookies and tracking technologies

Elser Interactive makes available a comprehensive Cookie Notice that describes the cookies and tracking technologies used on Elser Interactive website and provides information on how users can accept or reject them. To view the notice, please visit <https://www.elserinteractive.com/legal/cookies>.

## Sharing information with third parties

The personal information Elser Interactive collects from you is stored in one or more databases hosted by third parties located in the United States. These third parties do not use or have access to your personal information for any purpose other than cloud storage and retrieval. On occasion, Elser Interactive engages third parties to send information to you, including information about our products, services, and events.

We do not otherwise reveal your personal data to non-Elser Interactive persons or businesses for their independent use unless: (1) you request or authorize it; (2) it's in connection with Elser Interactive-hosted and Elser Interactive co-sponsored conferences as described above; (3) the information is provided to comply with the law (for example, compelled by law enforcement to comply with a search warrant, subpoena, or court order), enforce an agreement we have with you, or to protect our rights, property or safety, or the rights, property or safety of our employees or others; (4) the information is provided to our agents, vendors or service providers who

perform functions on our behalf; (5) to address emergencies or acts of God; or (6) to address disputes, claims, or to persons demonstrating legal authority to act on your behalf. We may also gather aggregated data about our services and website visitors and disclose the results of such aggregated (but not personally identifiable) information to our partners, service providers, advertisers, and/or other third parties for marketing or promotional purposes.

The Elser Interactive website connects with third party services such as Facebook, LinkedIn, Twitter, and others. If you choose to share information from the Elser Interactive website through these services, you should review the privacy policy of that service. If you are a member of a third-party service, the aforementioned connections may allow that service to connect your visit to our site to your personal data.

## Transferring personal data to the U.S.

Elser Interactive has its headquarters in the United States. Information we collect about you will be processed in the United States. By using Elser Interactive's services, you acknowledge that your personal information will be processed in the United States. The United States has not sought nor received a finding of "adequacy" from the European Union under Article 45 of the GDPR. Pursuant to Article 46 of the GDPR, Elser Interactive is providing for appropriate safeguards by entering binding, standard data protection clauses, enforceable by data subjects in the EEA and the UK. These clauses have been enhanced based on the guidance of the European Data Protection Board and will be updated when the new draft model clauses are approved.

Depending on the circumstance, Elser Interactive also collects and transfers to the U.S. personal data with consent; to perform a contract with you; or to fulfill a compelling legitimate interest of Elser Interactive in a manner that does not outweigh your rights and freedoms. Elser Interactive endeavors to apply suitable safeguards to protect the privacy and security of your personal data and to use it only consistent with your relationship with Elser Interactive and the practices described in this Privacy Statement. Elser Interactive also enters into data processing agreements and model clauses with its vendors whenever feasible and appropriate. Since it was founded, Elser Interactive has received zero government requests for information.

For more information or if you have any questions, please contact us at [privacy@elserinteractive.com](mailto:privacy@elserinteractive.com).

## Data subject rights

The European Union's General Data Protection Regulation (GDPR) and other state and country privacy laws provide certain rights for data subjects. Data Subject rights under GDPR include the following:

- Right to be informed
- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right of data portability
- Right to object
- Rights related to automated decision-making including profiling

This Privacy Notice is intended to provide you with information about what personal data Elser Interactive collects about you and how it is used. If you wish to confirm that Elser Interactive is processing your personal data, or to have access to the personal data Elser Interactive may have about you, please contact us.

You may also request information about the purpose of the processing; the categories of personal data concerned; who else outside Elser Interactive might have received the data from Elser Interactive; what the source of the information was (if you didn't provide it directly to Elser Interactive); and how long it will be stored. You have a

right to correct (rectify) the record of your personal data maintained by Elser Interactive if it is inaccurate. You may request that Elser Interactive erase that data or cease processing it, subject to certain exceptions. You may also request that Elser Interactive cease using your data for direct marketing purposes. In many countries, you have a right to lodge a complaint with the appropriate data protection authority if you have concerns about how Elser Interactive processes your personal data. When technically feasible, Elser Interactive will—at your request—provide your personal data to you.

Reasonable access to your personal data will be provided at no cost. If access cannot be provided within a reasonable period, Elser Interactive will provide you with a date when the information will be provided. If, for some reason, access is denied, Elser Interactive will provide an explanation as to why access has been denied.

For questions or complaints concerning the processing of your personal data, you can email us at [privacy@elserinteractive.com](mailto:privacy@elserinteractive.com). Alternatively, if you are in the European Union, you can also have recourse to the European Data Protection Supervisor or with your nation's data protection authority.

## Data storage and retention

Your personal data is stored by Elser Interactive on its servers, and on the servers of the cloud-based database management services Elser Interactive partners with, located in the United States. Elser Interactive retains service data for the duration of the customer's business relationship with Elser Interactive and for a period thereafter, to analyze the data for Elser Interactive's own operations, and for historical and archiving purposes associated with Elser Interactive's services. Elser Interactive retains prospect data until such time as it no longer has business value and is purged from Elser Interactive systems. All personal data that Elser Interactive controls may be deleted upon verified request from Data Subjects or their authorized agents. For more information on where and how long your personal data is stored, and for more information on your rights of erasure and portability, please contact us at: [privacy@elserinteractive.com](mailto:privacy@elserinteractive.com).

## Collection of data from minors

We do not knowingly attempt to solicit or receive information from children. If any records are found to belong to minors, Elser Interactive will remove or redact said data wherever possible except as expressly permitted by the terms of use governing the application or service.

## Questions, concerns, or complaints

If you have questions, concerns, complaints, or would like to exercise your rights, contact us at:

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Freeburg, IL 62243  
[privacy@elserinteractive.com](mailto:privacy@elserinteractive.com)  
618-539-5800