

## Privacy Policy

By using our Website, you consent to the data practices described in this Privacy Policy. If you do not agree with the data practices described in this Privacy Policy, you should not use this Website.

### What Information do we collect?

You are free to explore our Website without providing any information about yourself. We do collect information from you when you subscribe to our newsletter, respond to download a PDF or fill out a form. We collect Personal Information and Navigational Information as described below:

#### *Personal Information*

This refers to any information that you voluntarily submit to us and that identifies you personally, including contact information, such as your name, e-mail address, company name, address, phone number, and other information about yourself or your business. In addition to any data that you enter on the Website, personal information also refers to any information about you that is available on the internet, such as from Facebook, LinkedIn, Twitter and Google, or publicly available information that we acquire from service providers.

#### *Navigational Information*

This refers to information about your computer and your visits to this website such as your IP address, geographical location, browser type, referral source, length of visit and pages viewed.

### What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

- To personalize your experience. Your information helps us to better respond to your individual needs.
- To improve our Website and service. We continually strive to improve our Website offerings based on the information and feedback we receive from you.
- To send periodic emails. The email address you provide may be used to send you information such as company news, updates, related product or service information, etc.

Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

### Your Choices

You may request that we update, correct, or delete your information collected through the Website by emailing [rwatson@modernfold.com](mailto:rwatson@modernfold.com). In some cases, we may need to retain partial information to fulfil our legal responsibilities, or to complete ongoing financial transactions. To help protect your privacy and security, we may take reasonable steps to verify your identity prior to honoring any such requests. Many web browsers provide options to allow you to stop accepting new cookies, or to disable existing cookies. Please be aware that if you disable the cookies on your computer you may not be able to use certain features of this Website or other websites, and disabling cookies may invalidate opt outs that rely on cookies to function.

You may, at any time, request and receive the information that you have provided to us. We will provide you with your information, in a machine-readable format, so that you can make use of it in other contexts, or with other service providers.

You may unsubscribe from receiving promotional emails from us at any time by following the instructions provided in those email communications. Please note that even if you opt out of receiving promotional communications from us, we may continue to send you nonpromotional emails, such as emails concerning our ongoing business relationship with you.

Even if you have previously consented to our Terms of Service and Privacy Policy, you have the right, at any time, to change your mind and object to the collection, use, and processing of your personal information. Additionally, you are under no contractual obligation to continue to provide any information to us. However, we require certain information in order to provide you with our services. Therefore, if you disagree with the terms of this Privacy Policy or our Terms of Service, you should stop using the Website and contact us so that we may delete your information.

### **Do we use cookies?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the sites or service providers' systems to recognize your browser and capture and remember certain information. We use cookies to help us remember you and understand your preferences for future visits.

### **Do we disclose any information to outside parties?**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our Website policies, or protect ours' or others' rights, property, or safety.

### **Security**

We maintain appropriate safeguards to help protect personal information collected through the Website from loss, theft, misuse, or other unauthorized access, disclosure, alteration, or destruction. Although we use reasonable efforts to safeguard information, transmission via the Internet is not completely secure and we cannot guarantee the security of your information collected through the Website. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the "Contacting Us" section below.

### **Data Retention**

We store your information for the period necessary to fulfill the purpose outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you and provide services to you (for example, for as long as you have an account with us or keep using the services)
- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them)

- Whether retention is advisable considering our legal position (such as, for statutes of limitations, litigation or regulatory investigations)

### **Information about Children**

The Website is not intended for or targeted at children under 13, and we do not knowingly or intentionally collect information about children under 13. If you believe that we have collected information about a child under 13, please contact us at [rwatson@modernfoldchicago.com](mailto:rwatson@modernfoldchicago.com), so that we may delete the information.

### **California Privacy Rights**

Customers who reside in California and have provided data to us can request, once per calendar year, information about our sharing of certain categories of data to third parties for their direct marketing purposes. Such requests should be submitted to us at [rwatson@modernfoldchicago.com](mailto:rwatson@modernfoldchicago.com).

We will provide a list of the categories of data disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year, along with the names and addresses of these third parties. We reserve our right not to respond to requests submitted to addresses other than the addresses specified in this section.

### **Your Consent**

By using our site, you consent to our privacy policy.

### **Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page. We encourage you to review this policy frequently to be informed of how Modernfold Chicago is collecting and protecting your information. This policy was last modified on August 6, 2021.

### **Contacting Us**

If there are any questions regarding this privacy policy, you may contact us at [rwatson@modernfoldchicago.com](mailto:rwatson@modernfoldchicago.com).