

PRIVACY NOTICE

OMNIA Partners, Inc. (“Company,” “we” or “us”) values our relationship with you and takes your privacy seriously. The purpose of this Privacy Notice is to identify how we may process, collect, store, disclose, share and use (collectively, “use”) the data that we collect from you in connection with your use of our business services, our website (www.omniapartners.com), any other online platform or mobile application that links to this Privacy Notice, and other services that link to this Privacy Notice (collectively, our “Services”). This Privacy Notice also identifies your rights with respect to your personal information and the choices you can make about our use of your information, all as described in more detail below.

We may update or modify this Privacy Notice at any time, by posting the amended version on this site and including the effective date of the updated version. We may also provide other privacy notices on specific occasions when we are using your personal information in ways that differ from what we have described here, so that you are aware of how and why we are using such information and what your rights are with respect to such use. By accessing and/or using the Services, you accept and agree to the terms of this Privacy Notice and the collection and use of information as described in this Privacy Notice. You also agree to be bound by the Terms of Use set forth at www.omniapartners.com/termsfuse. If you do not agree to be bound by this Privacy Notice or any subsequent modifications, you should not access or use the Services or disclose any personal information through any of the Services.

This Privacy Notice was last updated May 4, 2021.

This Privacy Notice contains the following information, which you can access by scrolling down:

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1. HOW TO CONTACT US

You can update your communication preferences and information by updating your contact information through our Services or by contacting us at the e-mail address, phone number, or postal address below. Additionally, if you have any questions or concerns about our use of your personal information, please do not hesitate to contact us through any of the methods listed below.

Mail:

OMNIA Partners, Inc.
Attn: Legal Department
840 Crescent Centre Drive, Suite 600
Franklin, TN 37067

Phone: 866-875-3299

Email: info@omniapartners.com

2. PERSONAL INFORMATION

While using our Services, we may ask you to provide us with certain personally identifiable information (“Personal Information”). Personal Information is information that identifies, relates to, describes, can reasonably be associated with, or can reasonably be linked to a particular individual or household.

We collect information from you both when you provide it voluntarily and also automatically when you use our Services. We may also collect Personal Information from other sources, as described below.

We collect Personal Information from you and any devices (including mobile devices) you use when you: use our Services, register for an account with us, provide us information on a web form, or over the telephone or online chat, when you register at our conferences, when you update or add information to your account, when you otherwise correspond with us, engage or connect with us through one of our social media pages, or chat with our sales and support team. Please remember that any information that is disclosed public comments, forums, or other areas enabling other users to submit comments (“Forums”) becomes public information, is not maintained or treated as confidential, and you should exercise caution when deciding to disclose your Personal Information.

In addition, we also collect Personal Information about you from third parties in connection with our Services, including from the following sources:

- Our customers and suppliers
- Hosting providers
- Data analytics service providers
- Email, chat and other communications service providers
- Customer service providers
- Social media platforms
- Promotional partners

3. INFORMATION WE COLLECT

We may collect the following categories of Personal Information from you, depending on your interactions with our Services and the choices you make, as further described in the chart below:

- **Identifiers.** Your name, email address postal address, unique personal identifier, and Internet Protocol (IP) address.
- **Interactions.** Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories.
- **Internet or other electronic network activity information.** For example:
 - **Browse history.** Data about the webpages you visit.
 - **Search history.** Data about the search terms you enter.
 - **Device, connectivity, and configuration data.** Data about your device and nearby networks, including regional and language settings.
- **Geolocation data.** Data about your device’s location, which is inferred from your IP address and your postal address.
- **Professional or employment-related information.**
- **Demographic data.** Data about you such as your age, country, preferred language and other data reflecting your consumer’s preferences, characteristics, psychological trends, preferences, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

<i>Information collected through use of our Services</i>		
Categories of Information	Description of category	How We Use Information
Account Registration Information	<p>Registering for an account is required for use of many of our Services.</p> <p>This is the Personal Information that is provided by you or collected by us to enable you to login and/or access your account and our Services. This includes your name, address, email address, and phone number.</p> <p>Some of the Personal Information we will ask you to provide is required in order to create your account.</p>	<ul style="list-style-type: none"> • To provide, maintain, personalize and improve our Services. • To respond to your questions and requests. • To create, maintain and personalize your account with us. • To provide customer support. • To notify you about changes to our Services. • To allow you to participate in interactive features of our Services when you choose to do so. • To contact you with email updates, blogs, marketing or promotional materials and

		other information that may be of interest to you.
Subscribe to Blog or Email Updates Information	You may provide your name and email address in order to receive email updates and/or in order to subscribe to our blog.	<ul style="list-style-type: none"> • To contact you with email updates, blogs, marketing or promotional materials and other information that may be of interest to you.
Member or Supplier Information	You may provide certain Personal Information in order to register to become a member or supplier partner through the Services. This includes your name, email address, phone number, and address.	<ul style="list-style-type: none"> • To provide, maintain, personalize and improve our Services. • To provide customer support.
Customer Proposal Information	This is the Personal Information that you provide if you choose to complete the form to obtain your customer proposal number. This includes your name and email address.	<ul style="list-style-type: none"> • To provide, maintain, personalize and improve our Services. • To provide customer support
Job Application Information	This is the Personal Information that you provide if you choose to apply for job positions through the Services. This includes your name, phone number, email address, career and educational history, and any other personal information you choose to provide through your resume, cover letter, or other attachments submitted through the Services.	<ul style="list-style-type: none"> • To assess your job application and respond to you concerning a job position, at our discretion.
Demographic Data	<p>We may collect such Personal Information when you provide feedback or post on a forum through our Services, including if you leave a comment on articles posted on the Services, only when necessary to provide our Services.</p> <ul style="list-style-type: none"> • Date of birth • Gender • State/Region • Preferences 	<ul style="list-style-type: none"> • To provide, maintain, personalize, and improve our Services. • To provide customer support. • To monitor the usage of our Services. • To gather analysis and assess trends and interests.
Third Party Data	This includes both Personal Information and non-personally identifiable data provided to us from our affiliates, suppliers, partners or vendors, or public sources.	<ul style="list-style-type: none"> • To provide, maintain, personalize, and improve our Services.

		<ul style="list-style-type: none"> • To monitor the usage of our Services. • To gather analysis and assess trends and interests.
Location Information	<p>We may collect general location information if you use features on our Services that provide location-based services.</p>	<ul style="list-style-type: none"> • To provide you with location-based services. • To monitor the usage of our Services. • To gather analysis and assess trends and interests.
Usage Information	<p>This can be Personal Information and non-Personal Information that is collected about you when you are using our Services, and this may include:</p> <ul style="list-style-type: none"> • Information about your interactions with our Services, which includes the date and time of any information you enter into our Services and your interactions with other users of our Services and what content or features you interacted with. • User content you post to our Services including messages you send and/or receive in the Forums and your interactions with our customer service team and other users. • Technical data which may include URL information, cookie data, web beacons and other tracking technology information, your IP address, the types of devices you are using to access or connect to our Services, unique device IDs, device attributes, network connection type (e.g., Wi-Fi, 3G, LTE, Bluetooth) and provider, network and device performance, browser type, language, and operating system. Further details about the technical data that is processed by us can be found below. <p>Our Services uses cookies, unique identifiers and similar technologies to collect information over time and across different websites when you use or visit our Services. We or our third-party partners use common tracking tools to collect information</p>	<ul style="list-style-type: none"> • To optimize the display of our Services on your device. • To create, maintain and personalize your account with us. • To provide, maintain, personalize, and improve our Services. • To provide customer support. • To monitor the usage of our Services. • To allow you to participate in interactive features of our Services when you choose to do so. • To gather analysis and assess trends and interests. • To detect, prevent, and address technical issues. • To help maintain the safety, security, and integrity of our Services and technology assets.

about the pages you view, our Services functions that you access, the buttons and icons you click, and to remember your login information and Services settings to make it easier and more efficient for you to use our Services.

Cookies. Cookies are small data files that are downloaded onto your computer or mobile device when you use our Services, which are unique to your device or account. Cookies make it easier for you to use our Services by saving your preferences so that we can use these to improve your next and subsequent visits to our Services – for example, remembering your login information. Cookies help us learn which areas of our Services are useful and which areas need improvement.

Cookies may be either persistent or temporary (or session) cookies. A persistent cookie retains user preferences for a particular website, app or service, allowing those preferences to be used in future use sessions and remains valid until its set expiry date (unless deleted by the user before the expiry date). A temporary cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

You can choose whether to accept cookies by changing the settings on your browser or device. For more information regarding your choices with respect to cookies and other tracking technologies, please see [“Your Rights and Choices Regarding Your Information”](#) below. However, if you choose to disable this function, your experience with our Services may be impaired and some features may not work as they were intended. When we use cookies or other similar technologies, we may set the cookies ourselves or ask third parties to do so to help us.

Pixels, Web Beacons. We or third-party partners may use invisible pixels or beacons on our Services to count how many users access or use certain pages, features or content. This information is collected and reported in the aggregate. We may use this information to improve our current Services offerings, develop new products or services, and target information to you that may be helpful and useful to you based upon your use of our Services.

Anonymized Information	We use anonymized and aggregated information that may be created or derived from your Personal Information or usage of our Services for purposes that include data analysis, improving our Services, and developing new features and functionality within our Services.	<ul style="list-style-type: none"> • To provide, maintain, personalize, and improve our Services. • To monitor the usage of our Services. • To gather analysis and assess trends and interests. • To detect, prevent, and address technical issues. • To help maintain the safety, security, and integrity of our Services and technology assets.
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Subject to the following paragraph, we ask that you not send us, and you not disclose, any sensitive personal information as this term is defined under applicable data protection and privacy laws (for example, social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Services or otherwise to us.

If you send or disclose any sensitive personal information to us, you consent to our processing and use of such sensitive personal data in accordance with this Privacy Notice. If you do not consent to our processing and use of such sensitive personal information, you must not submit such content to our Services.

4. SHARING YOUR INFORMATION

We share non-Personal Information with third parties at our discretion. We do not sell Personal Information. In connection with our Services, we may share your Personal Information with certain third parties who we engage to help us run our business and perform the services, including under the following circumstances:

- Service providers and others – We use service providers, including our supplier partners to operate and maintain our Services, including software and infrastructure. We also use service providers to host, store and manage content and data related to our Services. This also includes any email marketing, software providers and information security providers.
- Affiliates, subsidiaries, and customers.
- Google Analytics, a service provided by Google, Inc., to gather information about how you and other users engage with our Services. For more information about Google Analytics, please visit www.google.com/policies/privacy/partners.
- Marketing and email service providers we use to communicate with you.
- Other third parties that you expressly request us to share your Personal Information with.

Additionally, we will share your Personal Information with third parties where required by law, where it is necessary in connection with our Services or products, or where we have another legitimate interest in doing so.

If we are subject to a merger or acquisition with/by another company, we may share information with them in connection with the transaction.

5. YOUR RIGHTS AND CHOICES REGARDING YOUR INFORMATION

Marketing Preferences. You can opt out from receiving future marketing communications from us at any time by using the unsubscribe function in the email you receive from us or contacting us as set forth under “[How to Contact Us](#)” above. Please allow sufficient time for your preferences to be processed. Even if you opt out of receiving marketing messages, we may still contact you for transactional purposes like confirming or following up on an order or service request, asking you to review a product or service you have ordered, or notifying you of product recalls. If you later opt back into getting marketing communications from us, we will remove your information from our opt-out databases.

As noted above in “[The Information We Collect About You](#),” you can choose whether to accept cookies by changing the settings on your browser or device. However, if you choose to disable cookies, your experience with our Services may be impaired and some features may not work as they were intended.

Additionally, *Do Not Track* is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable *Do Not Track* by visiting the preferences or settings page of your web browser. However, these features are not yet uniform, so we do not currently respond to such features or signals. Therefore, if you select or turn on a “do not track” feature in your web browser, we and our third-party providers may continue collecting information about your online activities as described in this Privacy Notice.

You have the choice to limit the data that you provide to third party services (e.g., social media platforms) and that is subsequently shared with us, where such data is collected through the options provided to you by the applicable third-party service (for example, the options provided by a third-party social media platform when you connect your social media account with our Services). You can also disconnect your use of our Services from the third-party service at any time using the options provided to you by the applicable third-party service. Please note, however, that if you disconnect from the third-party service, that will not delete the data we may have previously collected while you were connected.

Depending on where you live, you may have certain rights with respect to Personal Information that we have collected and used under certain circumstances, which may include the following: *

- The **right to request the following information** regarding our use of your Personal Information:
 - The categories of your Personal Information that we have collected
 - The purposes for which we have collected or used such Personal Information
 - The categories of sources for the Personal Information we have collected about you
 - The categories of third parties with whom we have disclosed your Personal Information
 - If we have disclosed your Personal Information for a business purpose, a list identifying the Personal Information categories that each category of recipient obtained
 - If we have sold your Personal Information, a list identifying the Personal Information categories that each category of recipient purchased
- The **right to receive** a copy of your Personal Information.
- The **right to request us to erase** your Personal Information when we no longer need such data in connection with our Services (subject to certain exceptions that may apply under applicable law).
- The **right to opt out of sales** of your Personal Information. We do not sell your Personal Information directly for consideration. We do share your Personal Information with suppliers for

business purposes as part of providing the Services to you. Please note that if you opt out of “sales,” as described in the preceding sentences, you may not be able to provide or receive the Services from us. To exercise the right to opt-out, you (or your authorized representative) may submit a request to us by visiting the following Internet Web page link: [“Do Not Sell My Personal Information”](#).

** If you are a resident of a jurisdiction where one or more of these rights are granted to you under applicable law, and you wish to exercise any such rights listed above, please contact us by either:*

- Email: info@omniapartners.com
- Web: [Do Not Sell My Personal Information](#)
- Phone: 866-875-3299

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your Personal Information. Please understand that we are required to verify your request and may require you to provide some information to enable us to carry out such verification. We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

Making a verifiable consumer request does not require you to create an account with us. We will only use Personal Information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

6. HOW WE SAFEGUARD YOUR INFORMATION

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security. Any transmission of Personal Information is at your own risk.

7. HOW LONG WE STORE YOUR INFORMATION

We may store your Personal Information as long as you use our Services to provide you with such Services and for legitimate business purposes. We will retain and use your Personal Information to the extent necessary to comply with our legal, accounting, or reporting obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes and enforce our legal agreements and policies. Additionally, we may continue to store your Personal Information contained in our standard backups.

We also will retain Usage Information for internal analysis purposes. Usage Information is generally retained for a shorter period of time, except when Usage Information is used to strengthen the security or to improve the functionality of our Services or products, or we are legally obligated to retain Usage Information for longer periods.

8. LINKS TO OTHER SITES

Our Services may provide links to third-party websites that we do not control. We are not responsible for third parties' privacy practices, actions, content, or security of third-party websites. If you click on one of

these links, please understand that you are leaving our Service and any information you provide will not be covered by this Privacy Notice. Please read that website's privacy policy before providing any information.

9. CHILDREN

Our Services are not created for anyone under the age of 13 (“Children” or “Child”). By using the Services, you represent that you are at least 13 years old. If you do not meet this age requirement, then you must not access or use our Services.

We do not knowingly collect personally identifiable information from anyone under the age of 14, and we do not target the Services to children under the age of 13. If you are a parent or guardian and you are aware that your Child has provided us with Personal Information, please contact us through one of the methods listed under “How to Contact Us”, above. If we become aware that we have collected Personal Information from Children without verification of parental consent, we take reasonable steps to remove that information from our servers.

For more information about the Children's Online Privacy Protection Act (“COPPA”), which applies to websites that direct their services to children under the age of thirteen (13), please visit the Federal Trade Commission's website <https://www.ftc.gov/tips-advice/business-center/guidance/complying-coppa-frequently-asked-questions>.

10. SPECIAL NOTICE TO NON-U.S. USERS REGARDING DATA TRANSFERS

This website is intended for use by residents of the United States only. If you are located outside the United States and are using our Services, you should be aware that your Personal Information will be transferred to the U.S., the laws of which may be deemed by your country to have inadequate data protection. If you are located in a country outside the U.S. and submit Personal Information to us, you consent to the general use and disclosure of such information as provided in this Privacy Notice and to the transfer and/or storage of that information to the U.S.

11. GOVERNING LAW AND JURISDICTION

This Privacy Notice, your use of Our Services and this website, and the use of our information shall be construed, governed, and enforced under the laws of the State of Tennessee (without regard to rules governing conflicts of laws provisions). You agree that venue for all actions, arising out of or relating in any way to your use of our Services, shall be in federal or state court of competent jurisdiction located in Williamson County, TN, within one (1) year after the claim arises. Each party waives any objections based on forum non conveniens and waives any objection to venue of any action instituted hereunder to the extent that an action is brought in the courts identified above.