

PRIVACY POLICY

Context365 LLC, along with its parent company, Context Capital Partners LP, and subsidiaries (including Context Family Network LLC ("CFN") (collectively, "Context"/"us"/"we"), are committed to protecting and respecting your privacy. This Policy (together with our Event Registration and Participation Terms found at <https://media.context365.com/context365-data/policies/TermsAndConditions.pdf>, Subscription and Services Agreement found at <https://media.context365.com/context365-data/policies/SubscriptionAgreement.pdf>, and Website Terms of Use found at <https://media.context365.com/context365-data/policies/TermsOfUse.pdf>, collectively referred to herein as the "Terms") sets out the basis on which any personal data or other information we collect from you, or that you provide to us, will be processed by us in connection with our businesses. This Policy applies to current and former users of our products and services. Capitalized or defined terms not defined herein have the meanings set forth in the Terms.

By using app.context365.com, www.contextfn.com, and www.contextsummits.com (and any successor and related sites, collectively, the "Website") and/or Context's products and services including participating in events organized by Context ("Events"), you are accepting and consenting to the practices described in this Policy.

Information you give us

This is information about you that you give us by filling in forms on the Website or by corresponding with us in person, by phone, email or otherwise. It includes information you provide, or have in the past provided to us, when you: (1) register on our Website, including looking for opportunities, sponsorships, media, association partnerships and suite packages; (2) contact us; (3) register to receive emails from us; (4) subscribe to our services (including registering for Events); and (5) otherwise communicate with us.

Information we collect about you

With regard to each of your visits to our Website, we will automatically collect technical information, including: the IP address used to connect your computer to the Internet; hostname; network name; and location information (city, latitude/longitude and postal code). See also "Information about Location Tracking" in the Terms.

Information we receive from other sources

This is information we receive about you from sources such as industry contacts, other attendees/participants, the service providers and vendors we use in connection with our products and services, and databases. If you reside in the European Union, we will notify you when we receive information about you from them and the purposes for which we intend to use that information. We will only further use this information if you consent to such use.

Cookies And Other Automated Tracking Technologies

Our Website uses browser cookies. A browser cookie is a small file of letters and numbers that we put on your computer or device if you agree. Cookies help us to provide you with a good experience when you browse our Website. Our Website will place a cookie on your computer or device when you access a password protected part of the Website such as app.context365.com. This cookie is placed for security purposes to store your login information and is strictly necessary to enable you to navigate the Website. We may also use flash cookies and other types of tracking technologies. Certain features of our services, such as our website, platform or apps may use local stored objects or flash cookies to collect and store information about your preferences and navigation to, from, and on our website or apps. Flash cookies are not managed by the same browser settings as are used for browser cookies.

In addition to different types of cookies, pages of our website, apps and our e-mails and other parts of our services may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

Our services also track data and information using “deep links” which allows you to travel between the Website, apps and platforms and/or a third party website, apps and platforms. As a result we can look for connections or deep links between your experiences on the Website and when you visit other websites or apps, and especially where we have directly provided you with links or information to a third party website or app. In some instances this enables us to track your preferences and streamline and customize our services.

For additional information about managing your privacy and security setting for cookies, web beacons and other tracking technologies, please see the section below on Opting Out.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use different types of cookies and other tracking technologies, over which we have no control even in instances when such third parties share certain data with us. These cookies are likely to be analytical/performance cookies or targeting cookies.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies, you may not be able to access all or parts of our Website.

Uses made of the Information

Information you give to us

We use information you give to us in the following ways:

- to share with our employees, agents and representatives who have a valid business reason to have access to such information;
- to share with Event sponsors and sponsors of our online platforms, Event attendees and participants in order for us to give effect to the Context product and services you have chosen and to allow our Event sponsors and advertisers to contact you about their products or services which may be of interest to you;

- if you are a user of Context365 or the CFN online platform, to share with other users, sponsors and advertisers on the platform and related services in order for us to give effect to the Context product and services you have chosen and to allow those sponsors and advertisers to contact you about their products or services which may be of interest to you;
 - to keep you informed of relevant Context events or related products and services, including the products and services of our Affiliates (as defined below) and our Events sponsors and Context365 and CFN advertisers;
 - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
 - to notify you about changes to our products and services, this Policy or our other terms of business;
- and
- to ensure that content from our Website is presented in the most effective manner for you and for your computer or device.

Information we collect about you

We will use this information:

- to administer our Website and for internal operations;
- to improve our Website to ensure that content is presented in the most effective manner for you and for your computer or device;
- as described in "Information about Location Tracking" in the Terms;
- to allow you to participate in interactive features of our service, when you choose to do so, which may include communications with sponsors and advertisers;
- as part of our efforts to keep our Website safe and secure.

Information we receive from other sources

We will combine this information with information you give to us and information we collect about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive and from what source).

Disclosure of your information

You agree that we have the right to share your personal data with:

any member of Context's corporate group, our affiliated businesses, funds and investment management and other affiliated and related entities (collectively, "Affiliates") which Affiliates may use such information for the purposes permitted under this Privacy Policy;

selected third parties in the normal course of our business, including: (1) companies (including accountants and attorneys) that provide products and services necessary to enable us to provide products and services to you, to effect a transaction that you request or to otherwise service you and/or your account; (2) sponsors of Events and Context 365 and CFN platform sponsors and advertisers, as described above; and (3) government agencies, courts, parties to lawsuits, regulators or other

competent bodies having jurisdiction over Context, in response to inquiries, subpoenas or otherwise, including to meet any legal requirements applicable to Context. In such cases, Context will share only the information that it is required or requested to share.

When we provide personal information to a service provider/vendor we expect these providers to safeguard your information, use the information only for the intended purposes and abide by applicable law.

Information you provide to third parties (including, but not limited to, any Event attendees) in connection with your registration for, or participation in, any Event or Context event shall be subject to any applicable agreement or privacy policy that governs your relationship with such party.

We may also disclose your personal information to third parties:

in the event of a merger, joint venture, business combination or similar transaction, purchase or sale of any business or assets, in which case we may disclose your personal data to the prospective participant, seller or buyer;

if Context365 LLC, Context Family Network LLC, or Context Capital Partners LP or all or substantially all of its respective assets are acquired by a third party, in which case personal data held by it about its customers, users or registrants may be one of the transferred assets and we may disclose such data to the prospective acquirer.

Furthermore, you agree that your name and/or participant Company registered for, sponsoring, attending, or otherwise associated with a Event may also be disseminated to other attendees, participants, event and platform sponsors and/or advertisers, and third parties and posted on the Website.

When we are provided with updated information, we will endeavor to update our records as soon as possible. We do not, however, have a duty to inquire as to changes in the information you provide to us.

Anonymized Data

Notwithstanding anything in this Policy or the Terms to the contrary, we reserve the right to include your personal data as part of an anonymized aggregation of data and such aggregated data may be shared with third parties for any purpose.

Opting Out

You can ask us or third parties to stop sending you marketing messages at any time by (i) logging into the Website and checking or unchecking relevant boxes to adjust your marketing preferences; (ii) by following the opt-out links on any marketing message sent to you; or (iii) by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service experience or other transactions.

Keeping your Personal Data secure

Context takes appropriate technical and organizational security measures to prevent unauthorized or unlawful processing, accidental loss of or destruction or damage to your personal data. Unfortunately, the transmission of information via the Internet is not completely secure. Although Context does its best to protect your personal data, we cannot guarantee the security of your data including information transmitted to our Website; any transmission is at your own risk. For that reason, please do not use email to communicate information to us that you consider to be highly confidential. If you wish, you may contact us instead via telephone. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access or unlawful use.

Changes to our Privacy Policy

Any changes we make to this Policy in the future will be posted on this page and, in our discretion notified to you by email. Please check back frequently to see any updates or changes to our Policy.

Notice (1) to Persons located in the European Economic Area: Data Controller

For the purposes of EU data protection law, the data controller regarding Context365 and Context Summits is Context365 LLC of 597 5th Ave, 6th Floor, New York, NY 10017, USA. Questions, comments and requests regarding this Privacy Policy (the "Policy") should be addressed to GDPR@context365.com. For the purposes of EU data protection law, the data controller regarding Context Family Network is Context Family Network LLC of One Belmont Avenue, Suite 600, Bala Cynwyd, PA 19004. Questions, comments and requests regarding this Privacy Policy (the "Policy") should be addressed to GDPR@contextfn.com.

Notice (2) to Persons located in the European Economic Area: Personal Data Transfers

The personal data we collect from you will be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It will also be processed by staff operating outside the EEA who work for us. This includes staff engaged in administering your registration for, sponsorship of, or attendance at, our Events and other events or services, dealing with your enquiries when you contact us, and supplying our services to you. By submitting your personal data, you agree to this transfer, storing and processing.

Notice (3) to Persons located in the European Economic Area: Rights and Data Retention

Lawful Basis of Processing

We collect and process your personal information in conformance with applicable law. This includes but is not limited to the following lawful bases for collection and processing:

- (i) With your consent as provided hereunder;
- (ii) In connection with the performance of contractual obligations;
- (iii) As necessary to comply with a legal obligation; and
- (iv) To fulfill our legitimate interest in conducting our business, where your interests and fundamental rights do not override those interests including, but not limited to:
 - a. providing the services for which you have enrolled;
 - b. to keep our records updated;
 - c. to study how customers use our products/services, to develop them and grow our business and inform our marketing strategy;
 - d. for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganization or group restructuring exercises;
 - e. contacting you about our products, or responding to your requests.

Under certain circumstances, you have rights under data protection laws in relation to your personal data, which may include rights to the following:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Withdraw consent.

If you wish to exercise any of the rights set out above, please contact us at GDPR@context365.com.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Your California Privacy Rights

Under the California Consumer Privacy Act (“**CCPA**”), California Residents are afforded certain rights over their personal information or personal data, which are detailed below. Any terms defined in the CCPA have the same meaning defined therein when used in this Policy. Please note that certain information we collect may be exempt from the CCPA because it is considered public information (i.e., it is made available by a government entity) or covered by a federal privacy law.

(i) Types of CCPA Personal Information We Collect:

Personal data that we collect, use and share within the meaning of the CCPA is set forth in the table below.

Category	Examples	Collected by Context365	Disclosed by Context365 for business purpose
A. Identifiers	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name	Yes	No
	Audio and Video Recordings or Photos with your likeness (e.g. as collected in video interviews or digital diaries)	Yes	No
	Social Security number, driver's license number, passport number, or other similar identifiers.	No	No
B. Personal Information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))	A name, signature, address, telephone number, education	Yes	No
	Social Security number, physical characteristics or description, passport number, driver's license or state identification card number, insurance policy number, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical	No	No

Category	Examples	Collected by Context365	Disclosed by Context365 for business purpose
	information, or health insurance information.		
C. Protected classification characteristics under California or federal law	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	No	No
D. Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	No	No
E. Biometric information	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	No	No

(ii) Your Rights And Choices under the CCPA

1. Access to Specific Information and Data Portability Rights

You have the right to request that we disclose certain information to you about our collection and use of your personal data over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories of personal data we collected about you.
- The categories of sources for the personal data we collected about you.
- Our business or commercial purpose for collecting or selling that personal data.
- The categories of third parties with whom we share that personal data.
- The specific pieces of personal data we collected about you (also called a data portability request).
- The categories of third parties to whom the consumer's personal data has been sold and the specific categories of personal data sold to each category of third party

2. Deletion Request Rights

You have the right to request that we delete any of your personal data that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal data from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service providers to:

1. Complete the transaction for which we collected the personal data, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
3. Debug products to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.).
6. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
7. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
8. Comply with a legal obligation.

9. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Exercising Access, Data Portability, and Deletion Rights

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Sending an email to data@context365.com.
- Submit a request through your community.

Only you or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal data. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal data or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

When you submit your request, we will take steps to attempt to verify your identity. We will seek to match the information in your request to the personal data we maintain about you. As part of our verification process, we may ask you to submit additional information, use identity verification services to assist us, or if you are registered customer, we may ask you to sign in to your account as part of our identity verification process. Please understand that, depending on the type of request you submit, to protect the privacy and security of your personal data, we will only complete your request where we are satisfied that we have verified your identity to a reasonably degree of certainty.

3. Response Timing and Format

We endeavor to respond to a verifiable consumer request within 45 days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal data that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

4. Non-Discrimination

We will not discriminate against you for exercising any of your applicable CCPA rights. Unless permitted by the CCPA, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

5. Opt Out of the 'Sale' of Your Personal Data

The CCPA defines the terms “sell” and “sale” very broadly, such that some of our research-related activities might fall within the definition of “sale” under certain circumstances. To exercise the opt out of the sale right, please submit a request to data@context365.com.

Change of Purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

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