

TEAMCULTURE YOUR WAY, LLC

PRIVACY POLICY

Last Updated: 05/09/2025

1. INTRODUCTION

TeamCulture YOUR Way, LLC ("Company," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or interact with us in any way.

Please read this Privacy Policy carefully. By accessing or using our website or services, you acknowledge that you have read, understood, and agree to be bound by all the terms outlined in this Privacy Policy. If you do not agree with our policies and practices, please do not use our website or services.

2. INFORMATION COLLECTION AND USE

2.1 Personal Information

We may collect personal information that you voluntarily provide to us when you:

- Register on our website
- Place an order for our services
- Subscribe to our newsletters
- Participate in surveys or promotions
- Contact us for customer support
- Submit user-generated content

The personal information we collect may include:

- Name
- Email address
- Phone number
- Company name and position
- Mailing address
- Payment information
- Professional background and preferences
- Event requirements and specifications
- Any other information you choose to provide

2.2 Information We Collect Automatically

In addition to information you provide directly, we automatically collect certain information when you visit, use or navigate our website. This information does not reveal your specific identity but may include:

- Device and usage information: We collect technical data about your computer and internet connection, including your IP address, browser type, operating system, referral URLs, device information, pages viewed, and links clicked.
- Location data: We collect information about your approximate location as determined by your IP address.
- Analytics data: We collect data through cookies, pixel tags, and other tracking technologies about how you engage with our website and services, including metrics like pages visited, interactions, time spent, and other usage patterns.
- Aggregated data: We may also collect, use, and share aggregated data such as statistical or demographic data for various purposes. Aggregated data may be derived from your personal information but is not considered personal information as this data does not directly or indirectly reveal your identity.

We use various technologies to collect and store this information, including cookies, web beacons, embedded scripts, and browser web storage.

2.3 How We Use Your Information

We may use the information we collect for various purposes, including to:

- Provide, maintain, and improve our services
- Process and complete transactions
- Send administrative information, such as updates, security alerts, and support messages
- Respond to your comments, questions, and requests
- Communicate with you about products, services, offers, promotions, and events
- Develop new products and services
- Generate and analyze statistics about your use of our services
- Customize your experience on our website
- Protect, investigate, and deter against fraudulent, unauthorized, or illegal activity
- Comply with our legal obligations

2.4 Legal Basis for Processing

We process your personal information based on one or more of the following legal grounds:

- Performance of a contract when we provide you with services
- Our legitimate interests in promoting and improving our services
- Your consent where you have specifically agreed to our use of your data
- Compliance with legal obligations

3. LOG DATA

When you visit our website, our servers may automatically log standard data provided by your web browser. This data is considered "non-identifying information," as it does not personally identify you on its own. Log data may include:

- Your computer's Internet Protocol (IP) address
- Your browser type and version
- The pages you visit and the time spent on those pages
- The time and date of your visit
- Referring website addresses
- Device information (such as operating system, device type)
- Geographic location data
- Other statistics

We use this information to analyze trends, administer the site, track users' movements around the site, and gather demographic information. This helps us improve our website and services.

4. COOKIES AND SIMILAR TECHNOLOGIES

4.1 What Are Cookies

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners to make their websites work, or to work more efficiently, as well as to provide reporting information.

4.2 Types of Cookies We Use

We use the following types of cookies:

- **Essential Cookies:** Necessary for the operation of our website. They enable basic functions like page navigation and access to secure areas of the website.
- **Analytical/Performance Cookies:** Allow us to recognize and count the number of visitors and see how visitors move around our website. This helps us improve the way our website works.
- **Functionality Cookies:** Used to recognize you when you return to our website. This enables us to personalize our content for you and remember your preferences.
- **Targeting Cookies:** Record your visit to our website, the pages you have visited, and the links you have followed. We may use this information to make our website and advertising more relevant to your interests.

4.3 Managing Cookies

Most web browsers allow some control of most cookies through browser settings. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly.

To manage cookies in your browser:

- **Chrome:** Settings > Privacy and security > Cookies and other site data
- **Firefox:** Options > Privacy & Security > Cookies and Site Data
- **Safari:** Preferences > Privacy > Cookies and website data

- **Edge:** Settings > Cookies and site permissions > Cookies

4.4 Third-Party Cookies

Some cookies are placed by third parties on our website. These third parties may include analytics providers, advertising networks, and social media platforms. The privacy practices of these third parties are governed by their own privacy policies.

5. CACHE

5.1 Browser Cache

When you use our website, your browser may store copies of web pages, images, and other data in a cache to improve performance. This cached data is stored locally on your device.

5.2 Cache Control

We implement various cache control mechanisms to ensure that you receive the most up-to-date content when using our website. However, in some cases, you may need to clear your browser's cache to view the most recent updates to our website.

5.3 Server-Side Caching

We also employ server-side caching techniques to improve the performance of our website. This involves temporarily storing data on our servers to reduce load times and enhance user experience.

6. SERVICE PROVIDERS

We may employ third-party companies and individuals due to the following reasons:

- To facilitate our services
- To provide services on our behalf
- To perform service-related tasks
- To assist us in analyzing how our services are used

These third-party service providers have access to your personal information only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose. Our service providers may include:

6.1 Payment Processors

We use third-party payment processors to handle financial transactions. These processors may collect payment information directly from you. Your payment information is governed by their respective privacy policies.

6.2 Cloud Service Providers

We may store your information on cloud-based servers operated by third parties. These providers have implemented security measures to protect your information.

6.3 Analytics Providers

We use analytics services to help us understand how users engage with our website. These services may collect information about your online activities over time and across different websites.

6.4 Marketing and Communication Providers

We may use third-party email service providers and marketing automation platforms to send communications and manage our relationships with clients.

6.5 Event Management Software

For organizing and managing events, we may use specialized software that processes participant information.

7. USER DATA AND RETENTION

7.1 User Account Data

If you create an account on our website, we store and use the information you provide during that process, such as your name, email address, and other information you may provide with your account settings.

7.2 User-Generated Content

Any content that you voluntarily disclose for posting to the website, including comments, reviews, or forum posts, becomes available to the public. If you remove information that you posted, copies may remain viewable in cached and archived pages or if other users have copied or saved that information.

7.3 Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. Our specific retention periods are based on the following criteria:

- **Account information:** Retained for the duration of your active account and for a period of 36 months after account closure or inactivity
- **Transaction records:** Retained for 3 years to comply with tax, accounting, and legal requirements
- **Marketing preferences:** Retained until you opt-out or request deletion
- **Website usage data:** Aggregated after 12 months and anonymized after 3 years
- **Support communications:** Retained for 3 years after resolution of your inquiry

When we no longer need to use your information, we will take steps to remove it from our systems or de-identify it.

7.4 User Rights

Depending on your location, you may have certain rights regarding your personal information, including:

- The right to access personal information we hold about you
- The right to request correction of inaccurate information
- The right to request deletion of your information
- The right to restrict or object to processing of your information
- The right to data portability
- The right to withdraw consent where processing is based on consent

To exercise these rights, please contact us using the information provided in the "Contact Us" section below.

8. DATA SECURITY

We value your trust in providing us with your personal information, thus we strive to use commercially acceptable means of protecting it. However, no method of transmission over the internet or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

8.1 Security Measures

We implement a variety of security measures to maintain the safety of your personal information, including:

- Encryption of sensitive information using industry-standard SSL/TLS protocols
- Implementation of secure socket layer (SSL) technology for all data transmissions
- Regular security assessments and vulnerability testing
- Access controls and authentication procedures, including multi-factor authentication for our staff
- Data minimization and purpose limitation practices
- Secure data storage with encryption at rest
- Regular security awareness training for employees
- Physical security measures for our facilities, including access controls and monitoring
- Incident response planning and regular testing
- Secure backup systems with encryption

8.2 Employee Access Controls

We restrict access to personal information to those employees, contractors, and agents who need to know that information in order to process it on our behalf. These individuals are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

8.3 Third-Party Security

We carefully vet all third-party service providers to ensure they maintain adequate security measures to protect your personal information. We require all third parties to agree to contractual terms that include confidentiality and data security provisions.

8.4 Data Breach Procedures

In the event of a data breach that affects your personal information, we will:

- Promptly investigate the incident to determine its scope and cause
- Implement measures to contain and mitigate the breach
- Notify affected individuals without undue delay as required by applicable law
- Notify relevant authorities as required by applicable law
- Provide affected individuals with information about steps they can take to protect themselves
- Review and update our security procedures to prevent similar incidents

8.5 Your Role in Information Security

While we take steps to protect your information, the security of your information also depends on you. We urge you to take steps to keep your personal information secure, such as:

- Choosing a strong, unique password for your account
- Not sharing your account credentials with others
- Logging out of your account after using a shared computer
- Being cautious about clicking links or opening attachments in emails
- Keeping your devices and software updated with the latest security patches

9. INFORMATION SHARING AND DISCLOSURE

9.1 How We Share Personal Information

We may share your personal information in the following situations:

- **Service Providers:** We share information with vendors, consultants, and other service providers who need access to such information to carry out work on our behalf. These third parties have access to your personal information only to perform specific tasks on our behalf and are obligated not to disclose or use your information for any other purpose.
- **Business Partners:** We may share your information with our business partners to offer you certain products, services, or promotions that may be of interest to you.
- **Corporate Transactions:** If TeamCulture YOUR Way, LLC is involved in a merger, acquisition, financing, reorganization, bankruptcy, receivership, dissolution, sale of all or a portion of our assets, or transition of service to another provider, your personal information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on our website of any change in ownership or uses of your personal information.
- **Legal Requirements:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena.

- **Protection of Rights:** We may disclose your information when we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person, illegal activities, or as evidence in litigation in which we are involved.
- **Vital Interests and Legal Rights:** We may disclose information where we believe it is necessary to protect the vital interests of you or a third party, or to establish, exercise, or defend our legal rights.
- **With Your Consent:** We may share your personal information with third parties when we have your consent to do so.

9.2 Aggregated and De-identified Information

We may share aggregated or de-identified information about our users with third parties for marketing, advertising, research, or similar purposes. This information does not identify individual users and is used to analyze trends, administer the site, track users' movements around the site, and gather demographic information.

9.3 Business Transfers

If TeamCulture YOUR Way, LLC is involved in a merger, acquisition, or sale of all or a portion of its assets, your personal information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice on our website of any change in ownership or uses of your personal information.

9.4 Legal Requirements

We may disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

9.5 Protection of Rights

We may disclose your personal information when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.

9.6 With Your Consent

We may share your personal information with third parties when we have your consent to do so.

10. INTERNATIONAL DATA TRANSFERS

Your personal information may be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.

If you are located outside the United States and choose to provide information to us, please note that we transfer the information, including personal information, to the United States and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

11. CHILDREN'S PRIVACY

Our services are not intended for use by children under the age of 13, and we do not knowingly collect personal information from children under 13. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information.

12. LINKS TO OTHER WEBSITES

Our website may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

13. CHANGES TO THIS PRIVACY POLICY

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top of this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

13.1 Notification of Changes

For material changes to this Privacy Policy, we will notify you either through the email address you have provided us or by placing a prominent notice on our website.

13.2 Acceptance of Changes

Your continued use of our website or services after we post any modifications to the Privacy Policy will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

14. YOUR CHOICES

14.1 Marketing Communications

You can opt out of receiving marketing emails from us by following the unsubscribe instructions included in each email or by contacting us directly. Please note that even if you opt out of marketing communications, we may still send you service-related communications.

14.2 Cookies and Tracking Technologies

Most web browsers are set to accept cookies by default. You can usually choose to set your browser to remove or reject cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our website.

14.3 Do Not Track Signals

Some browsers have a "Do Not Track" feature that signals to websites that you visit that you do not want to have your online activity tracked. Our website does not currently respond to "Do Not Track" signals.

15. CALIFORNIA PRIVACY RIGHTS

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit [CCPA Privacy Notice for California Residents].

15.1 California Shine the Light Law

California Civil Code Section 1798.83 permits users who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please contact us using the information provided below.

16. CONTACT US

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at:

TeamCulture YOUR Way, LLC

6800 Wisconsin Ave #1173, Chevy Chase, MD 20815

hello@teamcultureyourway.com

301-367-3404

We will respond to your inquiry within a reasonable timeframe, typically within 30 days.