

## **Mother, LLC Privacy Policy**

Last Updated: June 1, 2019.

This Privacy Policy governs the manner in which Mother, LLC (Mother) collects, uses, maintains and discloses information collected from users (each, a "User") of the [beingoodcompany.co](http://beingoodcompany.co) website ("Site") and all products and services offered by Mother including the General Admission, VIP and Scholarship tickets for the main In Good Company branded event and all related events surrounding it ("Events").

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, in some cases, we may provide you with additional notice (such as adding a statement to our homepage or sending you an email notification). We encourage you to review the Privacy Policy whenever you access the Services to stay informed about our information practices and the ways you can help protect your privacy.

### **Personal identification information**

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our Site, register on the Site, place an order, fill out a form, respond to a survey, and in connection with other activities, services, features or resources we make available on our Site and at our Events. Users may be asked for, as appropriate, name, company, email address, mailing address and phone number. Users may, however, visit our Site anonymously, and beyond registration, attendees are not required to provide additional information at our Events. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain Site-related activities or to register for the Events.

### **Non-personal identification information**

When you access or use our Services, we automatically collect information about you, including:

- **Log Information:** We log information about your use of the Services, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our Services.
- **Device Information:** We collect information about the computer or mobile device you use to access our Services, including the hardware model, operating system and version, unique device identifiers and mobile network information.
- **Information Collected by Cookies and Other Tracking Technologies:** We use various technologies to collect information, and this may include sending cookies to your computer or mobile device. Cookies are small data files stored on your hard drive or in device memory that help us to improve our Services and your experience, see which areas and features of our Services are popular and count visits. We may also collect information using web beacons (also known as “tracking pixels”). Web beacons are electronic images that may be used in our Services or emails and help deliver cookies, count visits, understand usage and campaign effectiveness and determine whether an email has been opened and acted upon. For more information about cookies, and how to disable them, please see “Your Choices” below.

### **Information We Collect From Other Sources**

We may also obtain information from other sources and combine that with information we collect through our Services. For example, we may collect information about you from third parties, including but not limited to identity verification services, credit bureaus, mailing list providers and publicly available sources, and if you create or log into your account through a social media site, we will have access to certain information from that site, such as your name, account information and friends lists, in accordance with the authorization procedures determined by such social media site.

### **How we use collected information**

Mother may collect and use Users personal information for the following purposes:

- To run, operate and improve our Site and Events

- We may need your information to display content on the Site correctly.
- To improve and personalize your user experience.
- To help us respond to your support needs more efficiently.
- In the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- To improve our products and services.
- To process payments.
- We use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.
- To run a promotion, contest, survey or other Site feature.
- To send Users information they agreed to receive about topics we think will be of interest to them.
- To send periodic emails.
- We may use the email address to send User information and updates pertaining to their order. It may also be used to respond to their inquiries, questions, and/or other requests.
- We may use information provided at Events and via the Site for business development purposes.

Mother is based in the United States and the information we collect is governed by U.S. law. By accessing or using the Services or otherwise providing information to us, you consent to the processing and transfer of information in and to the U.S. and other countries.

### **Your choices and opting-out**

We recognize how important your online privacy is to you, so we offer the following options for controlling the targeted ads you receive and how we use your data:

- You can opt-out of receiving targeted ads served by us: You can opt out of receiving targeted ads served by us or on our behalf by clicking on the blue icon in the corner of the ads we serve or by clicking [here](#). Please note that, if you delete your cookies or upgrade your browser after having opted out, you will need to opt out again. Further, if you use multiple browsers or devices you will need to execute this opt out on each browser or device. If you opt-out we may collect some data about your online activity for operational purposes (such as fraud prevention) but it won't be used by us for the purpose of targeting ads to you.
- You can opt-out of receiving targeted ads served by us or other advertising companies: AdRoll is also a member of the Network Advertising Initiative (NAI) and adheres to the NAI Code of Conduct. You may use the NAI opt out tool [here](#), which will allow you to opt out of seeing targeted ads from us and from other NAI approved member companies.
- Please note that when using the ad industry opt-out tools described above:
- If you opt-out we may still collect some data about your online activity for operational purposes (such as fraud prevention) but it won't be used by us for the purpose of targeting ads to you.
- If you use multiple browsers or devices you may need to execute this opt out on each browser or device.

- Other ad companies' opt-outs may function differently than our opt-out.
- You can opt-out of our tracking your online activity for targeted advertising purposes (Do Not Track): We respond to "do not track" or "DNT" signals sent from your browser. If the website of one of our Advertisers receives a DNT signal, during that visit, we will not link data we collect to your browser identifier so that new data collected about you will not be used by us for targeted advertising purposes, but older data collected about you may still be used.
- The only exception to these choices for both sensitive and non-sensitive Personal Information would be where we are required to disclose your Personal Information pursuant to government or judicial order, law or regulation to meet national security or law enforcement requirements.
- Our organization is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC).
- Under certain conditions, there is the possibility for the individual to invoke binding arbitration.

### **How we protect your information**

We adopt appropriate data collection, storage and processing practices and security measures designed to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

### **Sharing your personal information**

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

We may also share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- If we believe your actions are inconsistent with the spirit or language of our user agreements or policies, or to protect the rights, property and safety of Socials or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company;
- With your consent or at your direction, including if we notify you through our Services that the information you provide will be shared in a particular manner and you provide such information.
- We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

Before June 1st, 2019, in accordance with privacy laws at the time (and prevailing business conventions), Mother and the In Good Company website may have shared some of your data with a few of our partners and sponsors including but not limited to:

1. Google (Google Analytics, Tag Manager, Search Console)
2. MailChimp
3. Stripe
4. Wordpress (including WooCommerce)
5. Facebook (Pixel related usage)

## **Your Choices**

## **Account Information**

You may update, correct or delete information about you at any time by logging into your online account or emailing us at [info@mothermag.com](mailto:info@mothermag.com). If you wish to delete or deactivate your account, please email us at [info@mothermag.com](mailto:info@mothermag.com), but note that we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period of time.

## **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Removing or rejecting browser cookies does not necessarily affect third party flash cookies used in connection with our Services. To delete or disable flash cookies please visit [www.adobe.com/products/flashplayer/security](http://www.adobe.com/products/flashplayer/security) for more information. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Services.

## **Promotional Communications**

You may opt out of receiving promotional emails or text messages from Mother or 'In Good Company' email addresses by following the instructions in those emails or text messages. If you opt out, we may still send you non-promotional communications, such as those about your account or our ongoing business relations.

## **Your California Privacy Rights**

California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. If you are a California resident and would like to make such a request, please contact us at [info@mothermag.com](mailto:info@mothermag.com). However, please note that under the law, Services such as ours that permit California residents to opt in to, or opt out of, this type of sharing are not required to provide such information upon receiving a request, but rather may respond by notifying the user of his or her right to prevent the disclosure. To opt out of

having information about you shared with third parties for direct marketing purposes, please send us an email at [info@mothermag.com](mailto:info@mothermag.com).

### **Electronic newsletters**

If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or User may contact us via our Site. We may use third party service providers to send these emails. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

### **Third party websites**

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

### **Changes to this privacy policy**

Mother has the discretion to update this privacy policy at any time. When we do, we will post a notification on the main page of our Site. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

### **Your acceptance of these terms**

By using this Site and/or attending our Events, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site or attend our Events. Your continued use of the Site and attendance at our Events following the posting of changes to this policy will be deemed your acceptance of those changes.

### **Contacting us**

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us via this email [info@mothermag.com](mailto:info@mothermag.com) or via postal mail at: 3849 26<sup>th</sup> Street, San Francisco, CA 94131.