



## **Privacy Notice**

*Last updated on January 22, 2024*

This is the Privacy Notice for Transom Consulting Group, LLC (dba Actionist Consulting). Actionist Consulting ("we", "us", or "our") understands that your privacy is important and we are committed to protecting your personal information in accordance with this Privacy Notice.

This Privacy Notice explains how we collect, use, share, and safeguard personal information when you interact with us through our websites, services, events, and other business activities.

Actionist Consulting may, in its discretion, amend this Privacy Statement from time to time. To ensure you are able to remain informed about the information we collect and how we use it, material changes to our statement will be reflected here.

This Notice pertains to any individual (“you”, “your”) who visits our website, receives our communications, attends our events, or otherwise receives our services.

### **Personal Information We Collect**

We may collect personal information directly from you such as your name, contact details, payment information, job title, company, areas of interest, demographic details, and other information you provide. Where permitted under applicable local laws, we may also collect personal information from third party sources, such as:

- Publicly available sources (websites, directories, databases)
- Our business partners, vendors, and suppliers
- Your employer (if you are our client's employee)
- Social media platforms
- Data enrichment services

Categories of personal information we collect include:

- Identifiers (name, email, phone, online identifiers)
- Professional/employment details (job title, employer, work history)
- Online activity data (website interactions, IP address)

- Location (region, country)
- Other information you provide (communications, inquiries)
- Demographic information
- Background/application information for job applicants

We do not knowingly collect personal information from children under 16 and request that no such information be submitted to us.

### **Use of Personal Information**

The purposes and uses of your information will depend on the information provided. We may use your personal information for business purposes such as:

- Managing client/business relationships and delivering services
- Conducting research, analysis, and data analytics
- Processing orders, transactions, and payments
- Marketing and promoting our services, events, and publications
- Personalizing and improving your experience
- Complying with legal obligations
- Preventing fraud and maintaining security
- Recruiting and evaluating job applicants
- Any other purpose disclosed at the time of collection

We process personal information only where we have an appropriate legal basis. This may include your consent, fulfilling contractual obligations, legitimate business interests, or legal requirements. You may withdraw your consent at any time.

### **Sharing Personal Information**

We may share your personal information within our company affiliates/subsidiaries and with vendors, service providers, and business partners who assist with our operations as reasonably necessary. We may also share personal information:

- To comply with laws, regulation, and legal processes
- To detect/prevent fraud or illegal activities
- With your consent or as otherwise disclosed

We may also disclose your personal information to a third party in the event of any reorganization, financing transaction, merger, sale, joint venture, partnership, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceeding).

We implement appropriate safeguards for cross-border transfers of personal information.

We do not sell personal information.

### **Data Retention**

We retain personal information only as long as necessary for the stated purposes and in accordance with legal requirements and our data retention policies.

### **Your Privacy Rights and Choices**

Depending on your jurisdiction, you may have rights regarding your personal information, such as rights to access, correction, deletion, objection, restriction, and data portability. To exercise your rights or update marketing preferences, please contact us. We may require verification of your identity before fulfilling requests.

### **Data Security**

We implement generally accepted technical, administrative, and physical safeguards to protect your personal information from unauthorized access or use.

### **Other Important Information**

**Third-Party Links:** Our websites may contain links to third-party sites/services not governed by this notice.

**Job Applicants:** If you apply for a job, we use your application details to evaluate your candidacy, communicate with you, analyze recruiting processes and for compliance purposes.

We may share applicant data with affiliates and third-party service providers involved in recruiting and background checks.