

Effective Date: January 2020

PRIVACY COMMITMENT

Protecting your privacy is very important to Prosci and this privacy policy is our way of providing you with details about the types of information we collect from you, why we collect your information, and how we use and share your information. Furthermore, we strive to make sure you are fully informed of your data subject rights. If you have any questions or concerns about this policy or about your rights regarding your information, please feel welcome to contact us as provided below.

As used throughout this policy, we will refer to Prosci as either "Prosci", "we", or "us" and we will refer to our website, www.prosci.com, and our online portal, www.portal.prosci.com, collectively as the "Websites." Also, we will refer to any services offered through our Websites, emails, or Prosci trainings collectively as the "Services." Last, we will refer to the following types of information collectively as "Marketing" information: our blog posts, thought leadership articles, webinars, public training events, opportunities to participate in our research, customized information based on your experiences and interactions with our Websites and emails, and additional product information.

Information We Collect and How We Use It

We may collect and store information from you, including information that directly or indirectly identifies you, in connection with your use of our Services, including any information you transmit to or through the Services ("Personal Data"). For the purposes of our Services, Personal Data also includes personal data, as defined by the [General Data Protection Regulation](#), personal information, as defined by the [EU/US Privacy Shield](#), and personal information, as defined by the [California Consumer Privacy Act](#). We use Personal Data we collect to provide the Service's functionality, fulfill your requests, improve the Service's quality, engage in research and analysis relating to the Service, personalize your experience, track usage of the Service, provide feedback to third party businesses that are listed on the Service, display relevant advertising, market the Service, provide customer support, message you, back up our systems, allow for disaster recovery, enhance the security of the Service, and comply with legal obligations.

Please also note:

- a. **Account Information:** If you create a Prosci account, we store and use the information you provide during that process, such as your full name, email address, zip code, physical address, job title, place of work and other information you may provide to assist in facilitating our Services. Information that you give us via your Prosci account is processed on a third-party server.
- b. **Communications:** When you use certain Prosci Services, you have the choice to explicitly opt-in to receive marketing communications from Prosci. You can manage some of your messaging preferences through your account settings. We may track your actions in response to the messages you receive from us or through the Service, such as whether you deleted, opened, or forwarded such messages. We may also store information that you provide through communications to us, including from phone calls, letters, emails and other electronic messages, or in person in order to better assist you with our Services. Information we gather from your engagement with our marketing communications is used to analyze and improve future marketing efforts. Data that we gather on you via our communications is processed on our third-party inbound marketing and customer relationship management cloud software(s).
- c. **Transactions:** If you initiate a transaction through our Websites, such as a material order or payment for a Prosci training program, we may collect and store information about you, such as your name, phone number, address, email, and payment information (such as a credit card number and expiration date), as well as any other information you provide to us, in order to process your transaction, send communications about them to you, and populate forms for future transactions. This information may be shared with our third-party payment processors, and third parties may share such information with us, for the same purposes. When you submit credit card numbers, we encrypt that information using industry standard technology.
- d. **Activity:** We may store information about your use of our Websites or Services, such as your search activity, the pages you view, and the date and time of your visit. We also may store information that your computer or mobile device may provide to us in connection with your use of the Service, such as your browser type, type of computer or mobile device, browser language, IP address, and requested and referring URLs. Information we gather from your engagement with our Websites or Services is used to analyze and improve our offerings. Data that we gather on you via our Websites or Services is processed our third-party inbound marketing and customer relationship management cloud software(s).
- e. **Research Surveys:** If you participate in any of the Prosci research surveys, usually by invitation, we may collect unique identifies such as first name, last name, email address, age, organization of employment, IP address, and other location data. Some pieces of Personal

Data aid in helping our survey tool to function (IP Address), while other pieces of Personal Data (first name, last name, email address) are used to communicate to you about the status of a particular research study. Also, some pieces of Personal Data might be inherent to the topic of the given survey (age, organization of employment). All Personal Data collected via our research studies is stored in our third-party survey tool and can be deleted at any-time. Prosci stores extremely limited amounts of Personal Data collected in our research surveys on Prosci's servers and cloud software.

- f. **Training Programs:** If you attend any of Prosci's in-person training programs, Prosci personnel may take notes about the execution of the program. These notes may contain anecdotes about participants concerning their preferences on the logistical facets of the program (food, location, learning atmosphere, etc.). These anecdotal notes are made about the training class, in general, and not about specific individuals. Notes about our training programs are only used to advance the quality of future programs, are stored on our third-party customer relationship management software, and only accessed by Prosci's training and logistics personnel.

Cookies

We, and third parties with whom we partner, may use cookies and similar technologies ("Cookies") in connection with your use of our Services and Websites. A "cookie" is a text file that websites send to a visitor's computer or other Internet-connected device to uniquely identify the visitor's browser or to store information or settings in the browser. Cookies may reside, among other places, on your computer or mobile device, in emails we send to you, and on our web pages. Cookies may transmit information about you and your use of our Services and Websites. Cookies may be persistent or stored only during an individual session.

Purpose	Explanation
Performance and Functionality	Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "essential" or "strictly necessary" cookies.

Analytics and Customization	Some cookies enable us to track and target the interests of our users to enhance their experience and to track how visitors use our Websites.
Notifications	Intended to allow or prevent notices of information or options that we think could improve your use of the Service.
Social Networking	These cookies are used to enable you to share pages and content that you find interesting on our Websites.

Disclosures

- a. **Service Providers:** We rely on entities that process information for a business purpose on our behalf ("Service Providers") to perform certain services for us in connection with your use of our Services. We may share information from or about you with these third-party providers so that they can perform their services or complete your requests. These third-party providers may share information with us that they obtain from or about you in connection with providing their services or completing your requests. Third party providers may also share this information with their subsidiaries, joint ventures, or other companies under common control. Prosci discloses the following categories of data for the following business or commercial purposes to our Service Providers:

Category	Business or Commercial Purpose
Identifiers , including a real name, alias, postal address, Internet Protocol address, and email address	Performing services on behalf of Prosci, including maintaining or servicing accounts, processing orders and transactions, processing payments, providing advertising or marketing services, providing analytic services

	• Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity
Commercial Information , including records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies	• Performing services on behalf of Prosci, including maintaining or servicing accounts, processing orders and transactions, processing payments • Detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity
Internet Activity associated with a consumer's interaction with Prosci's Services	• Performing services on behalf of Prosci, including maintaining or servicing accounts, providing advertising or marketing services, providing analytic services
Professional/Employment Information , limited to a user's place of work	• Helping enable Prosci to provide commercial Services to users

- b. **Transfers to Prosci's Family of Businesses:** We may share information from or about you with other Prosci, Inc. entities (Prosci Canada, Prosci Australia), as well as companies that market and deliver Prosci open-enrollment training programs, training programs, and consulting services (Prosci "Affiliates"), and companies that offer training programs and consulting services onsite at client locations (Prosci "Authorized Training Providers"). We require that any entity that transfers Personal Data to or from Prosci honors this Privacy Policy.

Some of the third parties described in this privacy policy, which provide services to us under contract, are based in other countries that may not have equivalent privacy and data protection laws to the country in which you reside. When we share information of customers in the European Economic Area, we make use of the EU-U.S. Privacy Shield Frameworks, European Commission-approved standard contractual data protection clauses, binding

corporate rules for transfers to data processors, or other appropriate legal mechanisms to safeguard the transfer.

- c. **Compelled Disclosure:** We reserve the right to disclose your Personal Data in order to comply with any valid law, court order, or legal process, including in response to any government or regulatory request. If we receive any such request, we will seek to provide only the information that is specifically requested and nothing more.

We also reserve the right to disclose your information to a buyer or other party in the event of a merger, sale, or other transfer of some or all of our assets. Should such a merger, sale, or transfer occur, we will use reasonable efforts, including providing you with reasonable notices, to inform you of such action and any changes in this privacy policy.

Your Data Subject Rights

You have the following data protection rights:

- You can request access, correction, updates or deletion of your Personal Data.
- You can object to processing of your Personal Data, ask us to restrict processing of your Personal Data or request portability of your Personal Data.
- If we have collected and process your Personal Data with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your Personal Data conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about our collection and use of your Personal Data.

You can exercise any of your data subject rights by submitting [this form](#) on prosci.com, calling our toll-free phone number (1-800-700-2831), or emailing privacy@prosci.com. After submitting your request to exercise your data privacy rights, Prosci will first verify your identity using one of the following methods:

1. Whenever feasible, Prosci will match the identifying information provided by the data subject via their request (most likely name and email) to the personal data already maintained by Prosci.
2. If Prosci is not able to verify the data subject from information already maintained by Prosci, we may request additional information, which will only be used for the purpose of identifying the data subject.

Prosci will use appropriate verification methods based on the type and sensitivity of the personal data requested to be disclosed. After verifying the identity of the data subject, Prosci will notify the data subject of receipt of the request within 10 days and respond to the request between 30 and 45 calendar days, depending of the governing jurisdiction of the data subject.

Data Retention

How long we keep information we collect about you depends on the type of information processed, as described in further detail below. After such time described below, we will either delete or anonymize your information or, if this is not possible, then we will securely store your information and isolate it from any further use until deletion is possible.

- a. **Legitimate Interest:** We retain Personal Data that you provide to us where we have an ongoing legitimate business need to do so (for example, as long as is required to confirm your certification in our methodology, in order to contact you about our Services, or as needed to comply with our legal obligations, resolve disputes and enforce our agreements).
- b. **No Legitimate Interest:** When we have no ongoing legitimate business need to process your Personal Data, we securely delete the information or anonymize it or, if this is not possible, then we will securely store your Personal Data and isolate it from any further processing until deletion is possible. We will delete this information from our databases at an earlier date if you so requested.
- c. **Marketing Communications/Cookies:** If you have elected to receive Marketing communications from us, we retain information about your Marketing preferences for a reasonable period of time from the date you last expressed interest in our content, products, or services, such as when you last opened an email from us or ceased using your Prosci account, or otherwise withdraw your consent to such processing activities. We retain information derived from cookies and other tracking technologies for a reasonable period of time from the date such information was created.

EU/US Privacy Shield

Prosci complies with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of Personal Data transferred from the European Union to the United States. If there is any conflict between the terms in this privacy policy

and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/>.

Prosci is responsible for the processing of Personal Data it receives under the Privacy Shield Framework and subsequently transfers to a third party acting as an agent on its behalf. Prosci complies with the Privacy Shield Principles for all onward transfers of Personal Data from the EU, including liability for the onward transfer of Personal Data.

If you have any questions or concerns, please contact us via the contact information listed below. We will investigate and attempt to resolve complaints and disputes regarding use and disclosure of Personal Data in accordance with the EU-U.S. Privacy Shield Principles.

In the event we are unable to resolve your complaints or disputes, you may contact JAMS (<https://www.jamsadr.com/eu-us-privacy-shield>), an alternative dispute resolution provider located in the United States, for more information or to file a complaint. JAMS will investigate and assist you free of charge in resolving your complaint.

As further explained in the EU-U.S. Privacy Shield Principles, a binding arbitration option will also be made available to you in order to address residual complaints not resolved by any other means. Prosci is subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission.

California Consumer Privacy Act

Prosci complies with the California Consumer Privacy Act ("CCPA") and is committed to protecting information that identifies, relates to, describes, is capable of being associated with, or could be reasonably linked, directly or indirectly, with a particular California consumer or household. Under the CCPA, California consumers have the following rights:

- (1) To know what Personal Data is being collected about them.
- (2) To know whether their Personal Data is sold or disclosed and to whom.
- (3) To say no to the sale of Personal Data.
- (4) To access their Personal Data.
- (5) To equal service and price, even if they exercise their privacy rights.

If a California consumer wishes to exercise any of the above privacy rights, they may submit their request via a [form](#) on prosci.com, our toll-free phone number (1-800-700-2831), or email

(privacy@prosci.com). If the data user is not able to make the request themselves, they may appoint an authorized agent to make the request on their behalf. If using an authorized agent, Prosci will require the agent to submit written permission from the consumer, with the exception when the agent has documented power of attorney. After verifying the identity of the agent, Prosci will process the data user request.

Prosci does not sell consumer's Personal Data. Prosci does disclose Personal Data to entities that process information for a business or commercial purpose on our behalf ("Service Providers"). Prosci discloses Personal Data to its Service Providers for the business purposes listed under the "Third Parties" section on this document.

Children

Prosci does not knowingly collect, solicit, or sell Personal Data from children under the age of 13. If we learn we have collected or received Personal Data from a child under the age of 13, we will delete that information. If you believe we might have any information from or about a child under the age of 13, please contact us as indicated below.

Security

The privacy of your information is important to us and we have taken steps aligned with industry best practices to ensure that your information is secure from unauthorized access, use, alteration, and disclosure. Please note that no electronic transmission of information can be entirely secure. We cannot guarantee that the security measures we have in place will never be defeated or fail, or that such measures will always be sufficient or effective, so please keep this in mind as you provide your information to us.

Modifications To This Privacy Policy

Any information that we collect is subject to the version of this privacy policy that was in effect at the time we collected such information. However, we may revise this privacy policy from time to time. If we make any meaningful changes to this privacy policy, we will inform you of those changes by

sending you an email or other notification if we have your contact information, or by posting an updated version of this privacy policy on our website. We will also indicate when such changes will become effective.

Contact US

If you have any questions about this privacy policy or our privacy practices, you may call us at +1-970-203-9332 or toll-free at 1-800-700-2831. You can also email us at privacy@prosci.com, or write to us at:

Prosci, Inc.
Attn: Legal Department
2950 E. Harmony Road, Suite 130
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United States