

# PRIVACY POLICY

Welcome to [www.carolinasmallbizexpo.com](http://www.carolinasmallbizexpo.com) (the “Website”), operated by PrimeTime Consulting Group, INC. d/b/a Carolina Small BIZ Expo (“CSBE”, “we”, “our”, or “us”). This privacy policy (this “Privacy Policy”) is intended to inform you about how CSBE collects and uses your personally identifiable information (“PII”) and other information in operating the Website and the Carolina Small BIZ Expo events (each, an “Event” and collectively the “Events”).

## HOW DOES THE WEBSITE WORK?

The Website enables anonymous visitors to the Website (“Visitors”) to learn more about us and the Events, and Visitors who are at least eighteen (18) years of age and not a minor in their state of residence, and who affirmatively indicate their agreement to abide by the Website’s Terms of Use (the “Terms of Use”) by means of a click-through consent, where such an option is available, to register for an Event either as a attendee or in some other capacity which involves submitting PII to us (collectively, “Attendees”) or as an exhibitor (collectively, “Exhibitors”, and together with Attendees, “Registrants”), in each case either through the Website, a third party website, or by some other means. The terms “you”, “your” and “yours”, when used herein refer to either Registrants and Visitors or to both Registrants and Visitors collectively, as applicable.

NOTE: By enrolling to receive automated communications from CSBE and its advertisers on the registration page, each Attendee so enrolling acknowledges and agrees that such Attendee will receive solicitations from CSBE, Exhibitors, Event sponsors, and other third party licensors of ours, including without limitation by means of telephone calls or text messages using any automatic telephone dialing system(s), artificial voice(s), pre-recorded call(s), and/or pre-recorded voice(s) (in each case to your mobile, home and/or office phone numbers), email blasts, robocalls and otherwise by postal mail. You are advised that our Event registration list may be sold to third parties for marketing purposes, however, these third parties have contracted to follow all applicable laws when contacting you. If a third

party violates the law in contacting you, then you agree that this third party, and not CSBE, is the responsible party. You agree and understand that purchase is not a condition of your consent.

Your use of the Website is subject to the Terms of Use, which can be found at <https://www.carolinasmallbizexpo.com/terms-condition/>

You can make general use of the Website without providing any PII to CSBE. However, you will need to provide us with certain PII in order to use certain of the Website's functionality, such as to register with us as a Attendee or Exhibitor.

By using the Website, you consent to the collection and use of your PII and other information by CSBE as described in this Privacy Policy.

## **HOW CAN THE TERMS OF THIS PRIVACY POLICY BE MODIFIED?**

We reserve the right to change how we handle and use the information that we collect through the Website and at the Events, and to modify this Privacy Policy at any time in our sole discretion. You agree to review this Privacy Policy periodically to be aware of all such modifications. You further agree that your continued use of the Website after a modified version of this Privacy Policy has been posted shall be deemed to be your conclusive acceptance of any modified version of this Privacy Policy. We will indicate that changes to this Privacy Policy have been made by updating the date indicated after the "Last Updated" or "Last Modified" indicator at the beginning of this Privacy Policy. If you do not agree to abide by the initial version and each modified version of this Privacy Policy, as applicable, then you are not authorized to use the Website. A current version of this Privacy Policy is accessible via the footer of the Website's homepage.

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## **WHAT TYPE OF PII DOES CSBE COLLECT FROM YOU AND HOW DO WE USE IT?**

Attendees must provide certain PII to CSBE in order to register for an Event or Events, including without limitation an Attendee's name, address, email, phone number and payment information (where applicable). We may also ask Attendees for general statistical, non-PII about themselves and their interests.

Exhibitors must complete either our Exhibitor Prospectus or another form of contract that we sometimes provide to Exhibitors that our sales team will deliver electronically, and which gets executed using Zoho Sign. Also, Attendees, Exhibitors, speakers, and any prospects may complete any one of our forms located on the Website to download or otherwise request more information from us or for us to contact you. As part of any such process, you may need to provide us with certain of your PII, including without limitation your name, address, email, phone number and payment

information (if applicable). We intend to use all such information collected through the Website or otherwise from you for multiple purposes, including without limitation to keep you informed about Events by sending you email blasts, text messages, sms messages and reaching you by phone. We may also ask you for general statistical, non-PII about themselves and their interests.

You acknowledge that we, or third parties to whom we have transferred your PII or whom have collected your PII at an Event or otherwise, may contact you for advertising, marketing, reminders and other commercial purposes, including without limitation by means of telephone calls or text messages using any automatic telephone dialing system(s), artificial voice(s), pre-recorded call(s), and/or pre-recorded voice(s) (in each case to your mobile, home and/or office phone numbers), email blasts and otherwise by postal mail. You further acknowledge that (a) we sell or otherwise transfer our contact list (including your PII) to certain third parties, and such third parties may contact you to solicit your business or for other purposes and in various manners, including without limitation by means of telephone calls or text messages using any automatic telephone dialing system(s), artificial voice(s), pre-recorded call(s), and/or pre-recorded voice(s), email blasts, postal mailings, and by other means, and (b) once any such transfer has been made by us to any such third party, we shall have no control over such information and if you wish for such third parties to stop contacting you then you shall be required to contact each such third party directly in order to request that your PII be removed by them from any or their third party lists. If you have provided prior express written consent to receive automated text messages and calls, then you agree that we may use your PII to make calls and text messages using automatic telephone dialing system(s), artificial voice(s), pre-recorded call(s), and/or pre-recorded voice(s), regardless of whether your telephone number is on any state or national do not call list. You may opt out at any time by email to [client.services@carolinasmallbizexpo.com](mailto:client.services@carolinasmallbizexpo.com), or by writing us at the address indicated in the last paragraph of this Privacy Policy. Please note that any opt out request must include your telephone number(s).

Each Attendee agrees that by providing us with your information at registration, we and other Registrants are free to use your information

(other than your credit card number) in such a manner and otherwise as determined by us in our sole discretion. For instance, certain of the PII and other information provided by Attendees at registration or thereafter will be available to Exhibitors during an Event and thereafter. Specifically, currently, we offer the option for Registrants to rent our Lead Scanner App (the "App") to collect valuable contact information from each person you meet at an Event, and certain of PII and other information provided by Attendees at registration will be available to other Attendees and Exhibitors during the Events and thereafter. Exhibitors who rent bar code scanners during an Event will be able to scan a bar code contained on each Attendee's name tag and obtain certain PII and other information about such Attendee. Attendees agree that by providing us with their information at registration, we and Exhibitors and other third parties with whom we contract are free to use such information as we and/or they determine.

For clarity, we regularly sell our contact list of Registrants to our Exhibitors, sponsors and other persons. You expressly consent to receiving calls and SMS and/or MMS messages (including text messages) from us, our affiliates, marketing partners, agents and others calling at their request or on their behalf, at any telephone numbers that you have provided or may provide in the future (including any cellular telephone numbers). Your cellular or mobile telephone provider will charge you according to the type of plan you carry.

Attendees may register to participate in various activities at an Event which are conducted by third parties, including without limitation panel discussions, classes, workshops, and job interviews. Attendees understand that CSBE at any such Event merely provides a forum for such activities to be conducted, and that we have no control over the parties conducting such activities. Therefore, please keep in mind that any PII or other information that you provide such third parties in the course of your participation in such activities or otherwise will not be subject to the terms of this Privacy Policy but rather to the terms of whatever privacy policy or other governing conditions such third party may provide, if any.

We will be videotaping and otherwise recording each Event and using the resulting footage for promotional purposes, and your likeness and image may very well appear and be used in connection with such videotape or

otherwise if you attend such Event. By attending any Event, you consent to all such uses by us.

We also may, from time to time in our sole discretion, offer Registrants the opportunity to participate in certain programs, such as a Refer-A-Friend or like program. We may use all information collected by us in connection with each such program, including without limitation certain PII, as described in this Privacy Policy.

You agree that by submitting your PII to us, you authorize us and third parties to whom we have transferred your PII or who collected your PII at an Event to contact you for advertising, marketing and other commercial purposes, including without limitation by means of including without limitation by means of telephone calls or text messages using any automatic telephone dialing system(s), artificial voice(s), pre-recorded call(s), and/or pre-recorded voice(s) (in each case to your mobile, home and/or office phone numbers), email blasts, robocalls and otherwise by postal mail. Without limiting the foregoing, you acknowledge and agree that once any such transfer has been made by us to any such third party, you shall contact each such third party directly in order to request that your PII be removed from any of such third-party lists.

While we do not currently offer Registrants a printed or online directory of Attendees, we may determine in the future to provide such information to you. Further, some Attendees who have selected such an option shall have the ability to submit their logos and business descriptions that we will include in a post-Event email blast.

## **HOW ELSE DO WE USE YOUR PII?**

CSBE or entities working on our behalf may use your PII to help fulfill your requests in connection with your use of the Website and/or your participation in an Event or to help us or third parties communicate with you about different resources offered as part of the Website an Event, or otherwise. For example, we may transfer information collected at registration, including your PII, to service providers and other third parties who assist us in running the Website and/or in processing your

registration for an Event. As described above, we will also share your PII with Exhibitors, sponsors, and other third-party licensees.

Without limiting any of the foregoing, CSBE also may share your PII with third parties for direct marketing and other purposes, and you acknowledge that the handling of your PII by such third parties will not be governed by the terms of this Privacy Policy, but rather by the terms of whatever privacy policy or other terms each of such third parties may offer, if any. If you would rather us not share your PII with any third party for direct marketing purposes, please either (1) do not submit PII to CSBE, or (2) indicate your affirmative desire for us not to share your PII with third parties for direct marketing purposes by submitting such a request in writing (an "Opt-Out Request") to us at: Carolina Small BIZ Expo, 100 Hay Street, Suite 709 | Fayetteville, NC 28301, or by email at [client.services@carolinasmallbizexpo.com](mailto:client.services@carolinasmallbizexpo.com).

Please note that it may take several weeks for us to comply with your Opt-Out Request, and until we are able to comply with such a request we may continue to use your PII as described in this Privacy Policy. Please note that after receiving your Opt-Out Request, we may continue to maintain your name and other PII to help us ensure that we can honor such request, to communicate to you about your registration account, and for other purposes not related to direct marketing.

Please note that if we receive your Opt-Out Request after having shared your PII with a third party or parties for direct marketing purposes or having otherwise transferred or disposed of your PII, we will not have the ability to control the use of such PII by any third party, and in such an event you agree that CSBE shall not be responsible or liable, directly or indirectly, for any damages or losses caused or alleged to be caused by or in connection with or related to the use of such PII by any third party or resulting from any such transfer or disposition. If you are concerned about us sharing your PII with third parties or otherwise transferring or disposing of your PII, you should not provide your PII to us.

## **UNDER WHAT OTHER CIRCUMSTANCES MAY WE RELEASE PII?**

In addition to sharing your PII with third parties as described above, we may also release your PII to other third parties if we believe that such release is necessary to comply with the law (e.g., a legal process or a statutory authorization or requirement), or a court order, (a) in order to apply or enforce the Terms of Use or otherwise protect our interests, (b) in order to protect you, other Visitors or Registrants, or us from fraudulent, abusive, or unlawful use of the Website or from other harm, or (c) if we reasonably believe that a danger to any person or property requires the disclosure of such PII.

Our rights under this Privacy Policy may be automatically assigned by CSBE, in our sole discretion, to a third party or parties, and such an assignment will inure to the benefit of our successors, assigns and/or licensees. Without limitation of the foregoing, we may sell, transfer or otherwise share some or all of our assets, including without limitation your PII, with any parent company, subsidiary, joint venture, and/or any company under our common control, as well as to a potential acquirer and/or an acquirer, including without limitation in connection with a merger, reorganization, or sale of assets or stock, or in the event of a bankruptcy. In each such an event, the PII we have collected from you may be one of the assets transferred in connection with any such a transaction or event.

## **WHAT OTHER INFORMATION DOES CSBE COLLECT?**

We may also collect anonymous and aggregate information from you about your preferences in navigating the Website by using cookies, action tags and other methods. Cookies are small text files that identify your computer. We may use cookies to, among other things, monitor usage of the Website, customize features of the Website, identify your computer's or other device's operating system and browser, and complete transactions. An action tag is a small, graphic image on a webpage that is designed to allow the website owner or a third party to monitor who is visiting a website by collecting the IP address of the computer to which the tag is sent, the URL of the webpage that the tag comes from and the time at which such

webpage was viewed. Action tags may be associated with cookie information. We may also use such anonymous and aggregate information for promotional and other business purposes.

## **DO I HAVE THE ABILITY NOT TO BE IDENTIFIED BY CSBE?**

Yes. If you do not want to be identified by us, you can set your browser to warn you before accepting cookies and refuse cookies when your browser alerts you to their presence. You can also adjust the settings in your browser to refuse all cookies. If you do not want us to have any of your PII, do not submit any of your PII to us. Please keep in mind that if you refuse cookies you may not be able to use certain Website functionality, including without limitation using the registration functionality which enables Visitors to become a Registrant.

## **HOW DO WE STORE INFORMATION?**

CSBE takes steps consistent with commercially reasonable industry standards to secure PII collected from you from loss, misuse, unauthorized access and destruction while under our control. However, please note that despite our efforts to protect information provided to us, we cannot guarantee that such information will not be lost, disclosed or accessed by accidental circumstances or by the unauthorized acts of others.

## **DOES CSBE PROVIDE LINKS TO OTHER WEBSITES?**

CSBE may provide links to other websites or resources of possible interest to you, including without limitation links to Exhibitor and other third-party websites. The collection and use of your PII and other information by such websites shall be subject to the policies and procedures of such websites and not those contained in this Privacy Policy. The information collected by our service providers or other third parties working on our behalf, including without limitation credit card settlement companies, in executing

transactions you have requested through the Website or otherwise in the course of assisting us, is subject to the privacy policies of such third parties and is not subject to this Privacy Policy.

## **WHAT ARE OUR POLICIES REGARDING CHILDREN?**

The Website is intended for general use by persons who have reached the age of consent in their state of residence, and it is not targeted to anyone under thirteen (13) years of age. CSBE does not knowingly collect PII from anyone under thirteen (13) years of age. If we learn that we have unintentionally collected PII from anyone under thirteen (13) years of age, we will promptly delete such information.

## **WHAT ARE YOUR CALIFORNIA PRIVACY RIGHTS?**

If you are a California resident, you may ask us to refrain from sharing your PII with certain third parties for marketing purposes. Please express your preference to us by contacting us at:

[client.services@carolinasmallbizexpo.com](mailto:client.services@carolinasmallbizexpo.com) or at the following address:  
Carolina Small BIZ Expo, 100 Hay Street, Suite 709 | Fayetteville, NC 28301.

## **DO WE RESPOND TO DO NOT TRACK SIGNALS?**

The Website does not have the capability to respond to “Do Not Track” signals received from various web browsers.

## **DO WE HAVE A MECHANISM TO ADDRESS THE REMOVAL OF PII AND COMPLAINTS ABOUT THE HANDLING OF INFORMATION THAT WE COLLECT?**

If you wish to remove PII that you have submitted to CSBE, please send us an email requesting such removal (with the word “Removal” in the email subject line) to [client.services@carolinasmallbizexpo.com](mailto:client.services@carolinasmallbizexpo.com). If you have questions or concerns about any of our information collection or handling

practices, please contact us at [client.services@carolinasmallbizexpo.com](mailto:client.services@carolinasmallbizexpo.com) or write to us at Carolina Small BIZ Expo, 100 Hay Street, Suite 709 | Fayetteville, NC 28301.