

# Data Privacy Policy

## LDP Leads – Privacy Policy

*Effective as of January 1, 2019*

### **Overview**

At Live Design Productions, we're committed to protecting and respecting your privacy. This Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure. We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website or engaging with any of our mobile applications, you're agreeing to be bound by this Policy. Any questions regarding this Policy and our privacy practices should be sent by email to [Support@ldp.us](mailto:Support@ldp.us) or by writing us at:

Live Design Productions, Inc.  
Attn: Privacy Dept  
1926 Shawnee Rd.  
Eagan, MN 55122

Alternatively, you can telephone +1.888.334.8480

### **Who Are We?**

We're Live Design Productions is the company that offers LDP Leads™ a lead retrieval software application that allows companies all over the world to quickly and easily capture new marketing and sales leads at conference and tradeshows. We are based in the USA but work with customers globally.

### **Scope of this policy**

This Privacy Statement only covers our privacy practices with respect to the collection, use, and disclosure of information obtained: (i) through the Live Design Productions and the LDP Leads websites at [LDP.us](http://LDP.us); (ii) in connection with the use of applications downloaded to a User's mobile device ("Mobile Applications"); and (iii) in connection with the use of our hosted software applications (the "Subscription Service") and related support services ("Support Services"), as well as expert services, including professional services ("Expert Services") that we provide to Customers. In this Privacy Statement,

the Subscription Service, Support Services and the Expert Services are collectively referred to as the “Service.” For the purposes of this Privacy Statement:

“Customer” means any entity that purchases the Service. “Customer Data” means the electronic data uploaded into the Service by or for Customer or its Users. “User” means an individual authorized by Customer to access and use the Subscription Service.

## **Website**

### How We Obtain Information

As further described below, we collect several types of information from and about our Visitors.

- Information you provide to us.
- When filling out forms on our Website we collect personal information, including without limitation, name, mailing address, email address and telephone numbers.
- When using our “Mobile Applications” we collect personal information, including without limitation, name, mailing address, email address and telephone numbers.
- When you report a problem with our Website.
- When you report an issue with our Mobile Applications.
- When you contact us.

### Information we collect as you navigate through the Website

As you navigate through the Website, we may also collect details about your visits to our Website including, but not limited to, your IP address, usage patterns, traffic data, location data, logs and other communication data and the resources that you access, as well as information about your computer and internet connection, including your operating system and browser type.

### Cookies and Other Forms of Automated Collection

We use “cookies” to help us improve our Website. A cookie is a small file stored on the hard drive of your computer. We may use cookies to obtain information about your general Internet usage and to:

- Authenticate your access to various areas of our Website.
- Recognize you when you return to our Website.
- For information regarding our use of cookies, please see our Cookie Policy.

## **How We Use Information Collected**

We may use information that we collect about Visitors for the following purposes:

- To present our Website and their contents in a suitable and effective manner for you and for your computer.
- To diagnose and resolve technical problems with our Website.
- To improve our Website.
- To provide you with information, products or services that you request from us.
- To carry out our obligations and enforce our rights arising from any contracts between you and us, including without limitation, our Website Terms of Use.
- To notify you about changes to our Website or obtain any required consent.
- If you ask us to contact you about goods and services that may be of interest to you, we may use your personal information to provide you with such services. Visitors may withdraw consent at a later time by clicking on the “unsubscribe” link located in the emails sent by LDP. For more information, see Communication Preferences and Choices below.

We do not sell, rent or trade information collected through the Website with third parties for any purposes.

## **International Transfer of Data**

LDP may store and process any information collected in connection with the Website in any country where we have facilities or in which we engage service providers. By using our Website, you consent to the collection, storage, transfer and processing of information outside of your country of residence, including in the United States.

## **Data Retention Policy**

We review our retention periods for personal information on a regular basis. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us, or until you ask us to delete it by specifically requesting deletion in writing by emailing [support@LDP.us](mailto:support@LDP.us)

## **Communication Preferences and Choices**

If you do not wish to have your e-mail address used for promotional purposes by LDP, you may withdraw consent at a later time by clicking on the “unsubscribe” link located in the emails sent by LDP.

## **Cookies**

Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website. You may refuse to accept cookies by activating the appropriate setting on your browser. You may also set your browser to alert you when cookies are being sent. However, if you do so, please note that some parts of our Website may then be inaccessible or function improperly.

## **Do Not Track**

While LDP attempts to honor do not track (“DNT”) instructions we receive from a Visitor’s browser, we cannot guarantee that LDP will always respond to such signals, in part, because of the lack of common industry standard for DNT technology. We continue to monitor developments in DNT technology and stay apprised of DNT industry standards as they evolve.

## **It’s Your Choice**

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us, then you can select your choices by checking the relevant boxes situated on any form on which we collect your information.

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. You can change your marketing preferences at any time by contacting us by email at [support@LDP.us](mailto:support@LDP.us) .

## **Accessing and Correcting Your Personal Information**

You may send us an e-mail at [support@LDP.us](mailto:support@LDP.us) to request access to, correct or delete any personal information that you have provided to us in connection with the Website. We will use reasonable efforts to respond to such requests for correction or updates to personal information.

## **How We Obtain Information**

As described below, we collect several types of information from about our Customers, including:

- General information, including a Customer’s company name and address.

- Server logs in support of the Subscription Service.
- In the event of merger, acquisition, or any form of sale or transfer of some or all of our assets (including in the event of a reorganization, dissolution or liquidation), in which case personal information held by us about our Customers will be among the assets transferred to the buyer or acquirer.

## **Customer Data**

We may use Customer Data to provide the Service. Notwithstanding anything else to the contrary in this Privacy Statement, we will not use, disclose, review, share, distribute, transfer or reference any Customer Data except as directly requested in writing by the Customer, as permitted in the Customer Agreement or as required by law.

## **Communication Preferences and Choices and Accessing and Correcting Your Personal Information**

Since each Customer is in control of what information, including any personal information, it collects from its Users, how that information is used and disclosed, and how that information can be changed, Users of the Subscription Service must contact the applicable Customer administrator with any inquiries about how the Customer uses and discloses personal information and how to access or correct personal information contained in Customer Data. To access or correct any personal information Customer has provided as part of the General Information, the Customer should contact their account representative.

## **Mobile Applications**

Without limiting the generality of this Policy, in addition to the information collected through the Website and the Service, LDP may obtain additional information through Mobile Applications that Customer or their Users download to their mobile devices (“Devices”). Mobile Applications provided by LDP may obtain or collect information from Users’ Devices in connection with the Service and are designed to interoperate with the Subscription Service; for instance, to provide a User with access to information within the Subscription Service or to provide information from a User’s Device to the Subscription Service.

Mobile Applications may also provide LDP with information related to Users’ use of the Mobile Applications, including information regarding Users’ Devices and OS identification, login credentials, language and time zone. Mobile Applications may also collect information regarding Users’ interaction with Mobile Applications, which LDP may use to provide and improve the Mobile Application services. Information accessed or obtained by the Mobile Application on a User’s Device may be accessible to the

Customer and its organization, depending on the intended functionality of the Mobile Application. Customer and its Users may configure Mobile Applications affecting the information collected or accessed on a User's Device.

In addition to Mobile Applications provided by LDP, third party Mobile Applications may be made available for download to Users' Devices. The collection and use of information through third-party Mobile Applications (if any) is governed by the applicable privacy notices of such third parties.

### **Transfers of Personal Data**

LDP, Inc. complies with the EU-U.S. Privacy Shield Framework and the Swiss – U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use and retention of personal information transferred from the European Economic Area and Switzerland to the United States.

### **Security Statement**

LDP maintains reasonable and appropriate measures to protect the personal information obtained through the Website and in connection with the Service and Mobile Applications from loss, misuse and unauthorized access, disclosure, alteration and destruction.

### **Third Party Websites and Applications**

The Website may link to websites that are not owned or controlled by LDP. As such, this Privacy Statement does not apply to information collected on any third-party site or by any third-party application that may link to or be accessible from the Website. In addition, Customers and other third parties, including our business partners and consultants, may develop applications (including Mobile Applications) or provide services to you or other third parties using our Service. This Privacy Statement does not apply to information collected by Customers, our business partners and other third parties or third-party applications (including Mobile Applications) or services, even if this information is collected using our Website or Service.

### **Changes to Our Privacy Statement**

LDP reserves the right to update or change this Privacy Statement from time to time. If we make material changes to this Privacy Statement, we will notify you through an appropriate online notice (and obtain your consent where required by applicable law).

Your continued use of the Website or Service is deemed to be acceptance of any updates or changes we make to this Privacy Statement and as such, we ask that you review the Privacy Statement periodically for any updates or changes that we may have made.

## **Contact Information**

To ask questions or comment about this Privacy Statement and our privacy practices or if you need to update, change or remove your information, contact us at:  
privacy@ldp.us

*This website is operated by LDP Inc., an Minnesota corporation located at 1926 Shawnee Rd, Eagan MN 55122*