

## **Privacy Policy**

Effective date: September 28, 2022

At Otto Awards, we take your privacy seriously. Please read this Privacy Policy to learn how we treat your personal data. **By using or accessing our website in any manner, or by participating in any awards, contests or other programming we may run or sponsor, you acknowledge that you accept the practices and policies outlined below, and you hereby consent that we will collect, use and share your information as described in this Privacy Policy.**

Remember that your use of Otto Awards' website is at all times subject to our Terms of Use at [www.ottoawards.com/termsfuse](http://www.ottoawards.com/termsfuse), which incorporates this Privacy Policy. Any terms we use in this Policy without defining them have the definitions given to them in the Terms of Use.

You may print a copy of this Privacy Policy by clicking [here](#). If you have a disability, you may access this Privacy Policy in an alternative format by contacting [info@ottoawards.com](mailto:info@ottoawards.com).

### **Privacy Policy Table of Contents**

- **What this Privacy Policy Covers**
- **Personal Data**
  - *Categories of Personal Data We Collect*
  - *Categories of Sources of Personal Data*
  - *Our Commercial or Business Purposes for Collecting Personal Data*
- **How We Share Your Personal Data**
- **Tracking Tools and Opt-Out**
- **Data Security and Retention**
- **Personal Data of Children**
- **State Law Privacy Rights**
- **Changes to this Privacy Policy**
- **Contact Information**

### **What this Privacy Policy Covers**

This Privacy Policy covers how we treat Personal Data that we gather when you access or use our website or participate in awards, contests, or other programming we may run or sponsor. “Personal Data” means any information that identifies or relates to a particular individual and also includes information referred to as “personally identifiable information” or “personal information” under applicable data privacy laws, rules or regulations. This Privacy Policy does not cover the practices of companies we don’t own or control or people we don’t manage.

### **Personal Data**

#### *Categories of Personal Data We Collect*

This chart details the categories of Personal Data that we collect and have collected over the past 12 months:

<u>Category of Personal Data</u>	<u>Examples of Personal Data We Collect</u>	<u>Categories of Third Parties With Whom We Share this Personal Data:</u>
<b>Profile or Contact Data</b>	<ul style="list-style-type: none"> <li>• First and last name</li> <li>• Email</li> <li>• Phone number</li> <li>• Address</li> <li>• Employer</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsors</li> </ul>
<b>Device/IP Data</b>	<ul style="list-style-type: none"> <li>• Device ID</li> <li>• Type of device/operating system/browser used to access our website</li> </ul>	<ul style="list-style-type: none"> <li>• Analytics Partners</li> </ul>
<b>Web Analytics</b>	<ul style="list-style-type: none"> <li>• Web page interactions</li> <li>• Referring webpage/source through which you accessed our website</li> <li>• Non-identifiable request IDs</li> <li>• Statistics associated with the interaction between device or browser and our website</li> </ul>	<ul style="list-style-type: none"> <li>• Analytics Partners</li> </ul>
<b>Geolocation Data</b>	<ul style="list-style-type: none"> <li>• IP-address-based location information</li> </ul>	<ul style="list-style-type: none"> <li>• Analytics Partners</li> </ul>
<b>Other Identifying Information that You Voluntarily Choose to Provide</b>	<ul style="list-style-type: none"> <li>• Identifying information in free-form text boxes, emails or letters you send us, or links you provide</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsors</li> </ul>

Categories of Sources of Personal Data

We collect Personal Data about you from the following categories of sources:

- **You**
  - When you provide such information directly to us.
    - When you use our interactive tools, website, or apply for an award.
    - When you voluntarily provide information in free-form text boxes through our website or through responses to surveys or questionnaires.
    - When you send us an email or otherwise contact us.
    - When you participate in any awards, contests, or other programming we run or sponsor.
  - When you use our website and such information is collected automatically.
    - Through Cookies (defined in the “Tracking Tools and Opt-Out” section below).
    - If you use a location-enabled browser, we may receive information about your location.
- **Third Parties**
  - Vendors

- We may use analytics providers to analyze how you interact and engage with our website, or third parties may help us provide you with customer support.
- We may use vendors to obtain information to generate leads and create user profiles.

*Our Commercial or Business Purposes for Collecting Personal Data*

- **Providing, Customizing and Improving our website**
  - Providing you with the products, services or information you request.
  - Meeting or fulfilling the reason you provided the information to us.
  - Providing support and assistance for our website.
  - Improving our website, including testing, research, internal analytics and product development.
  - Personalizing website content and communications based on your preferences.
  - Doing fraud protection, security and debugging.
  - Carrying out other business purposes stated when collecting your Personal Data or as otherwise set forth in applicable data privacy laws.
- **Marketing our website**
  - Marketing and selling our website.
- **Corresponding with You**
  - Responding to correspondence that we receive from you, contacting you when necessary or requested, and sending you information about Otto Awards or our website.
  - Sending emails and other communications according to your preferences or that display content that we think will interest you.
- **Meeting Legal Requirements and Enforcing Legal Terms**
  - Fulfilling our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities.
  - Protecting the rights, property or safety of you, Otto Awards or another party.
  - Enforcing any agreements with you.
  - Responding to claims that any posting or other content violates third-party rights.
  - Resolving disputes.

We will not collect additional categories of Personal Data or use the Personal Data we collected for materially different, unrelated or incompatible purposes without providing you notice.

**How We Share Your Personal Data**

We disclose your Personal Data to the categories of service providers and other parties listed in this section.

- **Service Providers.** These parties help us provide our website or perform business functions on our behalf. They include:
  - Hosting, technology and communication providers.
  - Support and customer service vendors.

- **Sponsors.** These parties help us market our services and provide you with other offers that may be of interest to you.
- **Analytics Partners.** These parties provide analytics on web traffic or usage of our website. They include:
  - Companies that track how users found or were referred to our website.
  - Companies that track how users interact with our website.

Legal Obligations

We may share any Personal Data that we collect with third parties in conjunction with any of the activities set forth under “Meeting Legal Requirements and Enforcing Legal Terms” in the “Our Commercial or Business Purposes for Collecting Personal Data” section above.

Business Transfers

All of your Personal Data that we collect may be transferred to a third party if we undergo a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business (in whole or in part). Should one of these events occur, we will make reasonable efforts to notify you before your information becomes subject to different privacy and security policies and practices.

Data that is Not Personal Data

We may create aggregated, de-identified or anonymized data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user. We may use such aggregated, de-identified or anonymized data and share it with third parties for our lawful business purposes, including to analyze, build and improve our website and promote our business, provided that we will not share such data in a manner that could identify you.

**Tracking Tools and Opt-Out**

Our website uses cookies and similar technologies such as pixel tags, web beacons, clear GIFs and JavaScript (collectively, “Cookies”) to enable our servers to recognize your web browser, tell us how and when you visit and use our website, analyze trends, learn about our user base and operate and improve our website. Cookies are small pieces of data – usually text files – placed on your computer, tablet, phone or similar device when you use that device to access our website. We may also supplement the information we collect from you with information received from third parties, including third parties that have placed their own Cookies on your device(s). Please note that because of our use of Cookies, our website does not support “Do Not Track” requests sent from a browser at this time.

We use the following types of Cookies:

- **Essential Cookies.** Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our website. Disabling these Cookies may make certain features and services unavailable.
- **Functional Cookies.** Functional Cookies are used to record your choices and settings regarding our website, maintain your preferences over time and recognize you when you return to our website. These Cookies help us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Performance/Analytical Cookies.** Performance/Analytical Cookies allow us to understand how visitors use our website. They do this by collecting information about the number of visitors to our website, what pages visitors view on our website and how long visitors are viewing pages on our website. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the website’s content for those who engage with our advertising. For example, Google LLC (“Google”) uses cookies in connection with its Google Analytics services. Google’s ability to use and share information collected by Google Analytics about your visits to our website is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt-out of Google’s use of Cookies by visiting the Google advertising opt-out page at [www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html) or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.

You can decide whether or not to accept Cookies through your internet browser’s settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You can also delete all Cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit our website and some of our website and functionalities may not work.

To explore what Cookie settings are available to you, look in the “preferences” or “options” section of your browser’s menu. To find out more information about Cookies, including information about how to manage and delete Cookies, please visit <http://www.allaboutcookies.org/> or <https://ico.org.uk/for-the-public/online/cookies/> if you are located in the European Union.

### **Data Security and Retention**

We seek to protect your Personal Data from unauthorized access, use and disclosure using appropriate physical, technical, organizational and administrative security measures based on the type of Personal Data and how we are processing that data. Although we work to protect the security of your data that we hold in our records, please be aware that no method of transmitting data over the internet or storing data is completely secure.

We retain Personal Data about you for as long as necessary to provide you with our website. In some cases we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

### **Personal Data of Children**

As noted in the Terms of Use, we do not knowingly collect or solicit Personal Data about children under 16 years of age; if you are a child under the age of 16, please do not attempt to register for or otherwise use our website or send us any Personal Data. If we learn we have collected Personal Data from a child under 16 years of age, we will delete that information as quickly as possible. If you believe that a child under 16 years of age may have provided Personal Data to us, please contact us at [info@ottoawards.com](mailto:info@ottoawards.com).

### **State Law Privacy Rights**

### California Resident Rights

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to contact us to prevent disclosure of Personal Data to third parties for such third parties' direct marketing purposes; in order to submit such a request, please contact us at [info@ottoawards.com](mailto:info@ottoawards.com).

### Nevada Resident Rights

If you are a resident of Nevada, you have the right to opt-out of the sale of certain Personal Data to third parties who intend to license or sell that Personal Data. You can exercise this right by contacting us at [info@ottoawards.com](mailto:info@ottoawards.com) with the subject line "Nevada Do Not Sell Request" and providing us with your name.

### **Changes to this Privacy Policy**

We're constantly trying to improve our website, so we may need to change this Privacy Policy from time to time, but we will alert you to any such changes by placing a notice on the Otto Awards website, by sending you an email and/or by some other means. Please note that if you've opted not to receive legal notice emails from us (or you haven't provided us with your email address), those legal notices will still govern your use of our website, and you are still responsible for reading and understanding them. If you use our website after any changes to the Privacy Policy have been posted, that means you agree to all of the changes. Use of information we collect is subject to the Privacy Policy in effect at the time such information is collected.

### **Contact Information:**

If you have any questions or comments about this Privacy Policy, the ways in which we collect and use your Personal Data or your choices and rights regarding such collection and use (including, without limitation, opt-out rights), please do not hesitate to contact us at:

- <https://www.ottoawards.com/>
- [info@ottoawards.com](mailto:info@ottoawards.com)