

National LINC Conference App Privacy Policy

The National LINC Conference App was developed by EventBase (“EventBase”) for TD Ameritrade Institutional, a division of TD Ameritrade, Inc. (“TD Ameritrade Institutional”). TD Ameritrade Institutional and EventBase are separate and unaffiliated entities, and are not responsible for each other’s products or services. TD Ameritrade Institutional are referred to herein as the “Conference Organizers”.

The National LINC Conference App (the “App”) was developed by EventBase for the Conference Organizer for use in connection with the TD Ameritrade Institutional 2019 National LINC Conference, to be held January 29 – January 31, in Orlando, FL. The App was designed to provide a useful resource for organizing your time at the National LINC Conference and allowing you to communicate with other attendees. You must be a registered attendee of the conference to download, access and use the App.

This Privacy Policy is meant to help you understand how Conference Organizers and their affiliates collect, secure, use, and disclose your personal information, and how you limit that sharing, in connection with your use of the App. By using the App you are accepting the practices and policies in the Privacy Policy. If you object to any practices in this Privacy Policy, please do not use this App.

1. Information About You - The Person Using An EventBase App At An Event

You control how much information you provide when you attend the National LINC Conference and use the App. You can create profiles that display your job title, company, links to profiles on public social networking sites (Facebook, Twitter, LinkedIn), and attendees list. You can log in and have LinkedIn populate your conference profile. In addition, you can fill out a free form, "Profile Description" text box that provides additional personal information you choose to share. If you give permission to any third party to access your profile, the policies of those third parties will govern the collection, use, disclosure and security of your information.

At the National LINC Conference, the information you share is displayed on a profile page within the App, accessible to other users of the App. These profiles are ONLY accessible to users of the App. Do not post information you do not want to be available to all users.

Additionally, you are able to "Check In" to or rate, ask a question about, and vote on various objects within the App, including without limitation agenda sessions. You can also bookmark exhibitors, speakers, and sessions.

You are also able to self-select tags that will then generate suggestions for sessions you may want to attend and other conference attendees that have opted in that you may want to network with. If opted in, you will be able to send emails to suggested conference attendees in order to set up time to meet up at the event and vice versa. You cannot use this information in a way that violates the National LINC Conference App End User License Agreement.

All of the information you choose to provide in the App will be shared with and available to the EventBase and the Conference Organizer, who will use the information to help improve their services to you, including improving future versions of the Elite LINC Conference and app. Each EventBase app is kept separate from other EventBase apps used for different events. If you attend another event where you use a new EventBase app, you get to decide again how much information you want to share.

2. Conference Information

The Event Organizer have pre-populated the App with conference agendas, exhibitor lists, and more. The information provided is only shared with users of the App. EventBase NEVER shares event-specific information provided by our customers with any third party, and we do not make event-specific information available to end users of other EventBase apps used at a different event

3. EventBase Use Of Data

In addition to the information you choose to provide as part of using the App, EventBase collects data related to usage of our apps. From time to time, EventBase might use this data to improve our services, develop new products, and launch services for other purposes.

EventBase will NEVER use any individual information you provide us or event-specific information that our clients choose to pre-populate into an app with any third party, nor will it collect, disclose, sell, or use that information for purposes other than as directed by you, in connection with providing the App or as legally required. We will NOT give advertisers or anyone else personal information about you.

Of course, notwithstanding anything in this policy to the contrary, we will provide personal information if we are or believe that we are legally required to do so pursuant to a subpoena, warrant, other legal requirement or applicable law.

4. Geolocation

The App may request permission to receive information from your phone or mobile device, including geo-location and wireless connection information. If you grant the App permission to access such information, the App will use it to provide location based services and information to you. Additionally, the App may report back to EventBase or the Conference Organizer anonymous usage data to improve the app and your conference experience.

5. Polls

Certain events at the conference may involve polling of participants through the App, and the App may present you with additional polls or surveys during the conference. If you choose to participate in a poll or survey, your responses will be recorded and may be shared anonymously with EventBase, the Conference Organizer, and/or participating third-party conference sponsors, exhibitors, and speakers.

6. Conference Agenda & Schedule

The Agenda & Schedule function of the App permits you to store information regarding conference sessions you wish to attend. This information is stored locally on your device, but may be shared anonymously with EventBase or the Conference Organizer for event planning purposes.

Any sessions that you selected on the conference registration will be added to the favorite sections of the app.

7. Security of Personal Information

EventBase has administrative and technical safeguards in place, and no data is transmitted without encryption. While there is no such thing as perfect security while connected to the Internet, EventBase will take reasonable and appropriate steps to ensure the safety of your personal information.

8. Changes to this Privacy Policy

For questions about your personal information, including access and deletion, please email privacy@eventbase.com.

This Privacy Policy may be updated from time to time. A current revision date will be noted at the bottom of the page at all times. By continuing to use the App as of and after that date, you will have deemed to accept the updated Privacy Policy.

Last updated (12/26/2019)