

Privacy Policy

Last Updated: May 27, 2024

This Privacy Policy ("Policy") is provided by A.P. Gilfoyle Research, LLC ("A.P. Gilfoyle Research," "we," "us," or "our") to describe the personal information we collect, how we use it, with whom we share it, and the choices available regarding our use of the information. We also describe the measures we take to protect the security of the information and how to contact us about our privacy practices. This Policy applies to our website, <https://www.apgilfoyleresearch.com>, and any other website under our control that link to this Policy (the "Site"). By accessing, browsing, or using the Site, you expressly consent to the collection, use, storage, processing, and disclosure of your information, including Personal Information, as described in this Policy. IF YOU DO NOT AGREE WITH THIS POLICY, DO NOT ACCESS OR USE THE SITE. This Policy is part of and incorporated into the Terms of Use governing your use of the Site. Parts of the Terms of Use affect this Policy, so please be sure to review the Terms of Use prior to using the Site. Capitalized terms used but not defined herein have the definitions set forth in the Terms of Use.

PLEASE BE AWARE THAT THIS SITE AND ALL ASSOCIATED SERVICES AND SYSTEMS ARE HOUSED ON SERVERS IN THE UNITED STATES. IF YOU ARE LOCATED OUTSIDE OF THE UNITED STATES, INFORMATION WE COLLECT (INCLUDING COOKIES) ARE PROCESSED AND STORED IN THE UNITED STATES, WHICH MAY NOT OFFER THE SAME LEVEL OF PRIVACY PROTECTION AS THE COUNTRY WHERE YOU RESIDE OR ARE A CITIZEN. BY USING THE SERVICES AND PROVIDING INFORMATION TO US, YOU CONSENT TO THE TRANSFER TO AND PROCESSING OF THE INFORMATION IN THE UNITED STATES.

1. Changes to this Policy

We reserve the right to change this Policy at any time, in our sole discretion. We will post changes to the Policy on this page and encourage you to review it each time you visit the Site to stay informed. If we make changes that materially alter your privacy rights, we will take appropriate measures to inform you, consistent with the significance of the changes we make. The updated Policy will govern your use of the Site as of the Effective Date indicated at the top of this Policy. If you do not agree to the updated Policy, you should stop using the Site. Your use of the Site after the Effective Date of the updated version of this Policy will constitute your acceptance of the updated Policy.

2. Information Collection.

A. Personal Information We May Collect.

Based on your use of the Site, we may collect information from you directly or indirectly. For example, in order to sign up for our newsletter, register an account with us, or participate in certain functionalities or promotions, you may be asked to provide Personal Information. Personal Information is information that can identify you. It will always be your choice, or the choice of anyone

acting for you, to provide Personal Information. We may collect your first and last name, email address, postal address and zip code, date of birth, telephone number, and any other Personal Information that you may provide when interacting with us.

B. Information We May Automatically Collect.

We may collect some information automatically and store it in log files. This collection may include, but is not limited to: your domain name and host for Internet access, the Internet address of the site from which you came, the date and time of your access, your computer's IP address and information about its operating system, browser, and host, the date and time you access the Site and the pages you visit. We collect this information in order to help diagnose problems with our server and to administer the Site. We also use it to help identify you and to gather broad demographic information. We may automatically collect information using the following mechanisms:

Cookies. A cookie is a small text file that is stored on a computer for record-keeping purposes. Our third-party analytics providers use cookies to record information about your activities on the Site and to "remember" you when you return to the Site. Some cookies remain on your computer until you delete them. Others, like session ID cookies, expire when you close your browser. You may set your browser setting to attempt to reject cookies and you may still use the Site, however certain features of the Site may not be available if your browser does not accept cookies. See the "*Do-Not Track Settings*" Section below for more information on how the Services may respond to your browser settings. We do not control the use of cookies by third parties. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

Pixels (aka web beacons/web bugs/java script). Pixels are tiny graphics with a unique identifier that are used to track the online movements of web users. Unlike cookies, which are stored on a computer's hard drive, pixels are small graphics that are about the size of the period at the end of the sentence that are embedded invisibly on web pages or in HTML-based emails. Our third-party analytics providers may place pixels on the Site that track what other websites you visit (both before and after visiting the Site). Our third-party analytics providers use information obtained from pixels to help us improve our business and the Site. We do not control the use of pixels by third parties. See the "*Third Party Analytics Providers*" Section below.

C. Third Party Analytics Providers.

We use third parties to help us operate and improve the Site. We may provide these third parties with information we collect and they may collect information from you about your use of the Site. If we provide information to third parties, it will, unless specifically noted otherwise in this Policy, be governed by this Policy and may only be used by those third parties to help us operate or improve our business or the Site and to provide services to us. We do not control information collected by third parties and are not responsible for their use of that information.

3. Use of Personal Information.

We use the Personal Information we collect for the following purposes:

- To provide our content, services, and to fulfill a contract with you, including to provide user support and related communications;
- **To manage our relationship with you**, including responding to your comments and questions;
- **To personalize and improve our content and your overall experience**, including to send you communications tailored to your interests; improving our existing technologies and developing new content;
- **To operate our business**, including account verification, audits, security, and compliance with applicable laws and regulations;
- **To conduct business analytics**, including research to assess the effectiveness of our services, marketing, and advertising, and to analyze market trends and (future) user interests;
- **To ensure the security of our services**, including the detection, prevention, and investigation of attacks and to protect against, identify and prevent fraud and other crime, claims and other liabilities; and
- **To comply with legal obligations and our internal policies**, including to defend or protect us, you, our customers, or third parties, from harm or in legal proceedings; enforce our Terms of Service; and respond to court orders, lawsuits, subpoenas, and government requests; address legal and regulatory compliance.

We may use the information we collect about you in other ways, which we will tell you about at the time we collect it or before we begin using it for those other purposes.

We may use aggregated or anonymized information for any lawful purpose, including, but not limited to analyzing trends, administering the Site, tracking users' movements on the Site, and for management and improvement of the Site. We may also use this information to store information about your device so that you will not have to re-enter it the next time you visit the Site; to monitor aggregate metrics such as total number of visitors or pages viewed; or to track submissions in any interactive portion of the Site. We may also combine anonymized information with Personal Information collected from other sources.

4. Information Retention.

We will retain your information indefinitely, or as long as legally required or allowed. We may dispose of any information in our discretion without notice, subject to applicable law. We do not undertake any retention obligations through this statement.

5. How we Share Personal Information.

A. Affiliated Entities or Service Providers.

We will not sell or rent any of your personal information to third parties. However, we may disclose your information to any affiliated entities, agents, promotion partners, and service providers. These third parties may include various business service providers or providers that supply support for the Site or otherwise are working directly with us. Use of information by affiliated entities and service providers will be subject to this Policy or an agreement that is at least as restrictive as this Policy. For information on the use of information by agents and service providers, also see the “*Third Party Analytics Providers*” Section above.

B. Campaign Partners.

We may share your personal information with third party campaign partners (“**Campaign Partners**”). These third parties may include various non-profit organizations or other organizations whose goals and missions align with those of A.P. Gilfoyle Research. Campaign Partners may collect information such as your name, address, zip code, email address, or phone number. In some cases, the personal information you share with Campaign Partners may be publicly disclosed. Please review the notices, disclosures, and privacy policies of all third-party Campaign Partners prior to sharing any information with them. We have no control over and are not liable or responsible for the privacy practices, terms of use, or content of Campaign Partner sites. For more information on the use of information by third party Campaign Partners, also see the “*Linked Sites*” Section below.

C. Legal Requirements.

In some cases, we may share your information (1) as required by any applicable law or legal regulation; (2) if we believe disclosure is needed to protect our rights, property, or safety; (3) to government regulators or law enforcement authorities in connection with any judicial proceeding, court order, subpoena, or legal process served on us or the Site; and (4) to respond to a physical threat to you or another person.

D. Insolvency and Business Transitions.

If we should ever file for bankruptcy or engage in a business transition such as a merger with another company, or if we purchase, sell, or reorganize all or part of our business or assets, we may disclose your information, including personal information, to prospective or actual purchasers in connection with one of these transactions.

6. Information Security Measures.

We value the privacy and security of your information. We maintain reasonable physical, technical, and administrative safeguards for our Site designed to protect against loss, misuse, unauthorized access, disclosure, alteration or destruction of the information we collect. Despite these efforts, no method of transmission over the internet or method of electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security.

You are responsible for maintaining the security of your account credentials for the Site. A.P. Gilfoyle Research will treat access to the Site through your account credentials as authorized by you. Unauthorized access to password-protected or secure areas is prohibited and may lead to criminal prosecution. We may suspend your use of all or part of the Site without notice if we suspect or detect any breach of security. If you believe that information you provided to us is no longer secure, please notify us immediately using the contact information provided in this Policy.

7. “Do not Track” Settings.

Some browsers offer a “Do Not Track” privacy preference. Generally, when a user turns on the “Do Not Track” signal, their browser sends a message to websites requesting that the user not be tracked. Our Site currently does not respond to “Do Not Track” signals. Cookies can be controlled, blocked, or restricted through your web browser settings. Information on how to do this can be found within the Help section of your browser. All Cookies are browser specific. Therefore, if you use multiple browsers or devices to access websites, you will need to manage your Cookie preferences across these environments.

Find out how to manage Cookies on popular browsers:

- Google Chrome, available at <https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en>
- Microsoft Edge, available at <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
- Mozilla Firefox, available at <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Apple Safari, available at <https://support.apple.com/guide/safari/manage-cookies-sfri11471/mac>

Please note: If you restrict, disable, or block any or all Cookies from your web browser or mobile or other device, the Site may not operate properly, and you may not have access to our content available through the Site. We shall not be liable for any impossibility to use the Site or degraded functioning thereof, where such are caused by your settings and choices regarding Cookies.

8. Children’s Privacy.

A. This Site is not for or Directed To Children.

Our primary audience is adults and young adults. We do not intend to and will not knowingly collect any personal information from children under the age of 13; children under the age of 13 are prohibited from using the Site without parent/guardian supervision. If we learn that we have collected information from a child under the age of 13, we will remove that information immediately and delete it from our servers (subject to applicable law and this Policy). If you believe User Content from a child under the age of 13 has been posted to the Site, please notify us by going to the "Contact" link at the bottom of our home page and using the inquiry form located there. We also recommend that children over the age of 13 ask their parents for permission before sending any information about themselves to anyone over the internet.

B. California Minors.

If you are a California resident who is under age 18 and you are unable to remove publicly-available User Content that you have submitted to us, you may request removal by contacting us at the address listed below. When requesting removal, you must be specific about the information you want removed and provide us with specific information, such as the URL for each page where the information is located, so that we can find it. We are not required to remove any content or information that: (1) federal or state law requires us or a third party to maintain; (2) was not posted by you; (3) is anonymized so that you cannot be identified; (4) you don't follow our instructions for removing or requesting removal; or (5) you received compensation or other consideration for providing the Content or information. REMOVAL OF YOUR CONTENT OR INFORMATION FROM THE SITE DOES NOT ENSURE COMPLETE OR COMPREHENSIVE REMOVAL OF THAT CONTENT OR INFORMATION FROM OUR SYSTEMS OR THE SYSTEMS OF OUR SERVICE PROVIDERS. We are not required to delete the Content or information posted by you; our obligations under California law are satisfied so long as we anonymize the Content or information or render it invisible to other users and the public.

9. California Shine the Light Law.

California Civil Code Section 1798.83 permits California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed personal information (as defined under that statute) of that California resident, for direct marketing purposes in the preceding calendar year and the categories of that kind of personal information that was disclosed to them. If you are a California resident and you wish to make such a request, you may do so by contacting us as specified in the "*Contact Information and Privacy Questions*" Section below.

10. Linked Sites.

The Site contains links to other sites ("**Linked Sites**"). We have no control over, and are not liable or responsible for the privacy practices, terms of use, or content of Linked Sites. The Linked Sites may collect Personal Information from you that is not subject to our control. The data collection practices

of Linked Sites will be governed by that site's privacy policy. Please review the privacy policies of any Linked Sites you may access.

11. Accessing, Updating, or Deleting your Personal Information.

If personal information that you have submitted to us changes or if you would like to remove your personal information, please contact us as specified in the "*Contact Information and Privacy Questions*" Section below. We will make good faith efforts to resolve requests to remove information or correct inaccurate information except where the request is unreasonable, requires disproportionate technical effort or expense, jeopardizes the privacy of others, or would be impractical.

12. Contact Information and Privacy Questions.

If you have questions about this Policy or other matters that relate to it, you may contact us by the following:

Email: privacy@world.apgilfoyle.com

Phone: +1-212-529-3801

Fax: +1-212-529-3801

Mailing Address:

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