

IMS SYSTEMS, INC.

Privacy Policy

1. Introduction

IMS SYSTEMS, INC. ("we," "us," or "our") respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit our website, contact us, subscribe to communications, request information, or use our services.

This Policy is intended to describe our actual data practices. If our website technology or service providers change, this Policy will be reviewed and updated to ensure it continues to align with how the site operates.

2. Personal Information We Collect

We may collect the following categories of personal information, depending on how you interact with us:

- Contact information, such as your name, business email address, phone number, company name, job title, and information submitted through website forms.
- Business inquiry information, such as the subject of your request, your company needs, event or workshop interests, and communications with our team.
- Website and device information, such as IP address, browser type, device type, operating system, pages visited, referring URLs, session activity, and general interaction data, when collected through permitted website technologies.
- Marketing and communication information, such as email preferences, newsletter subscriptions, event registrations, and engagement with our communications.
- Information from service providers, including analytics, customer relationship management, marketing automation, scheduling, email, hosting, and security tools used to operate our business.

3. Website Cookies, Analytics, and Tracking Technologies

Our website may use cookies, pixels, tags, scripts, local storage, analytics tools, marketing automation tools, and similar technologies. These technologies help the site function, protect the site, remember preferences, understand website performance, and support communications with people who choose to engage with us.

We classify website technologies into two general categories:

- Essential technologies: These are required for the website to operate, maintain security, process user choices, or remember privacy preferences.
- Non-essential technologies: These include analytics, marketing automation, advertising, retargeting, behavioral measurement, and similar technologies that are not strictly necessary for the website to function.

For California visitors, we configure non-essential analytics and marketing technologies so they do not activate before the visitor has made a consent choice where consent is required or where we have chosen to use consent as a risk-control measure. This includes, as applicable, Google Analytics, HubSpot tracking, advertising pixels, and similar third-party tools.

If a visitor does not accept non-essential tracking, we will not intentionally use Google Analytics, HubSpot tracking, or similar non-essential tools to collect that visitor's website activity for analytics, marketing

automation, or advertising purposes. Essential technologies may still operate to provide the website, protect security, and record privacy choices.

Our current website and related business systems may include service providers such as Google Analytics and HubSpot. If these tools are enabled, they should be configured to respect the cookie banner, regional settings, opt-out signals, and any visitor preferences we offer.

4. Cookie Banner and Privacy Choices

When required or where we choose to provide additional transparency, our website may display a cookie banner or preference center. The banner may allow visitors to accept all cookies, reject non-essential cookies, or manage cookie preferences by category.

Visitors may change or withdraw their cookie choices by using the cookie settings link made available on our website or by contacting us at the email address listed below. Where technically feasible, a withdrawal of consent will stop future non-essential tracking for that browser and device.

We also seek to respect legally required opt-out preference signals, such as Global Privacy Control, where applicable to our business and the technologies we use.

5. How We Use Personal Information

We may use personal information for the following purposes:

- To respond to inquiries, schedule calls, provide requested information, and deliver services.
- To operate, maintain, protect, and improve our website and business systems.
- To understand website performance and improve site content, navigation, and user experience, subject to applicable consent and preference controls.
- To manage customer and prospect relationships through CRM and marketing automation systems.
- To send business communications, newsletters, event invitations, or service updates where permitted by law or where consent has been provided.
- To comply with legal obligations, enforce agreements, prevent fraud, and protect our rights and the rights of others.

6. How We Share Personal Information

We may share personal information with service providers and vendors that help us operate our website, manage business relationships, deliver communications, host systems, process forms, schedule meetings, analyze website performance, maintain security, or provide professional services.

These service providers may include, depending on our current systems, website hosting providers, CRM providers, marketing automation providers such as HubSpot, analytics providers such as Google Analytics, email service providers, scheduling tools, IT providers, and professional advisers.

We do not sell personal information for money. We do not intentionally share personal information for cross-context behavioral advertising unless we provide required notice and choice, and unless the relevant technology is permitted by the visitor's preference settings.

We may also disclose personal information if required by law, legal process, government request, or when we believe disclosure is necessary to protect our rights, safety, property, users, customers, or others.

7. California Privacy Notice

This section applies to California residents where California privacy laws apply to our business. California residents may have rights to know, access, correct, delete, or receive information about certain personal information we collect, use, disclose, sell, or share. California residents may also have the right to opt out of the sale or sharing of personal information and the right not to be discriminated against for exercising privacy rights.

The categories of personal information we may collect are described in Section 2. The sources of personal information include information you provide directly, website technologies, service providers, and business systems used to operate our services. The purposes for collection and use are described in Section 5. The categories of third parties or service providers with whom information may be disclosed are described in Section 6.

We do not knowingly sell personal information for money. If any website technology is considered a sale or sharing of personal information under California law, visitors may opt out through the cookie banner, preference center, "Do Not Sell or Share My Personal Information" link where applicable, Global Privacy Control signal where applicable, or by contacting us.

We do not knowingly collect sensitive personal information for the purpose of inferring characteristics about California residents. If sensitive personal information is collected in the future, we will update this Policy and provide any required rights or notices.

To exercise California privacy rights, simply contact us. We may need to verify your request before responding. Authorized agents may submit requests on behalf of California residents where permitted by law and with appropriate verification.

8. Legal Bases and Consent

Where consent is required, we will rely on consent before using non-essential tracking technologies or sending certain communications. Where permitted by law, we may also process personal information based on our legitimate business interests, contractual necessity, compliance with law, or protection of our rights and systems.

When we rely on consent, you may withdraw consent at any time. Withdrawal of consent will not affect processing that occurred before the withdrawal.

9. Retention of Personal Information

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Policy, provide services, maintain business records, comply with legal obligations, resolve disputes, enforce agreements, and maintain security. When personal information is no longer needed, we will delete, de-identify, aggregate, or securely store it in accordance with our retention practices.

10. Security

We use reasonable technical, administrative, and organizational measures designed to protect personal information from unauthorized access, loss, misuse, alteration, or disclosure. No website, transmission, or storage system can be guaranteed to be completely secure. If you have concerns about the security of information you provided to us, please contact us.

11. Email and Marketing Communications

If you subscribe to or receive marketing communications from us, you may unsubscribe or manage your preferences using the instructions in the communication or by contacting us. We may still send non-marketing communications, such as service-related or administrative messages, where permitted by law.

12. Third-Party Websites

Our website may link to third-party websites or services. We are not responsible for the privacy practices, content, or security of third-party websites. We encourage visitors to review the privacy policies of any third-party sites they visit.

13. Children

Our website and services are intended for business and professional audiences. We do not knowingly collect personal information from children under 13. If we learn that we have collected personal information from a child under 13, we will take reasonable steps to delete it.

14. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or services. The updated version will be posted on our website with a revised "Last updated" date. Material changes may be communicated through additional notice where appropriate.

15. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at the address or by phone, as shown at the bottom of the website page, and/or by completing the contact us form on our website.