

PRIVACY POLICY

Effective Date: January 1, 2020

Last Updated: May 13, 2020

The Big Think, Inc. ("Big Think" or "we" or "us") knows that you care about how your personal information is used and shared, and takes your privacy seriously. Please read the following to learn more about our Privacy Policy. By accessing Big Think Edge website at <http://edge.bigthink.com> ("edge.bigthink.com") or accessing or using any of our services (collectively with edge.bigthink.com, "Edge Services"), you acknowledge that you agree to the practices and policies outlined in this Privacy Policy.

What Does This Privacy Policy Cover?

This Privacy Policy covers Big Think's treatment of personal information that Big Think gathers when you are accessing or using our Edge Services. A "data controller" refers to the person or organization that decides the purposes for which and the way in which any collected personal information is processed. This Privacy Policy applies when Big Think is the data controller with regard to the collected personal information referenced in this Privacy Policy. Big Think's address is: Big Think, 18 E. 17th St., 5th Floor, New York, NY 10003.

This policy does not apply to the practices of companies that Big Think does not own or control, or to individuals that Big Think does not employ or manage. Edge.bigthink.com may contain links to other sites. Big Think is not responsible for the privacy policies and/or practices on other sites. When linking to another site a user should read the privacy policy stated on that site.

Please note that <https://bigthink.com> has a separate Privacy Policy that is available at <https://bigthink.com/privacy>

What Personal Information Does Big Think Collect?

We collect the following types of information from our users:

Personal Information You Provide to Us. We receive and store personal information you enter on edge.bigthink.com, or provide to us via our other Edge Services, or in any other way. The types of personal information collected by Big Think may include your name, e-mail address, phone number, demographic information, job title, company/employer, location information, login information, billing information, and other information that you or your organization - often your employer or company, but possibly a different third party ("Organization") -

provide to us. You may choose not to provide us with certain personal information, but then you may not be able to take advantage of some or all of the Edge Services. The personal information you provide is used for such purposes as responding to your requests for certain information, products and services, customizing the advertising and content you see, and communicating with you about specials and new features.

By providing the Edge Services your email address, you consent to our using the email address to send you Edge Services-related notices, including any notices required by law, in lieu of communication by postal mail. We may also use your email address to send you other messages, such as newsletters, changes to features of the Edge Services, or special offers. If you do not want to receive such messages, you may withdraw consent by opting out, which you may do by emailing us at privacy@bigthink.com. You will also have the opportunity to unsubscribe at the bottom of every email that is received. Opting out may prevent you from receiving messages regarding updates, improvements, or offers. Please note that if you do not want to receive legal notices and policies from us via email, those legal notices and policies will still govern your access to and use of edge.bigthink.com and the other Edge Services, and you are responsible for reviewing such legal notices and policies for changes.

Personal Information Collected Automatically. We receive and store certain types of information whenever you interact with our Edge Services. Big Think automatically receives and records information on our server logs from your browser, including your IP address, cookie information, and the page you requested. We also record the details of your transactions on edge.bigthink.com.

Generally, Big Think automatically collects usage information, such as the numbers and frequency of visitors to our site and its components. This type of aggregate data enables us to figure out how often users use parts of edge.bigthink.com or other Edge Services so that we can make our Edge Services appealing to users and improve those Edge Services. As part of this use of information, we may provide aggregate information to our partners about how our users, collectively, use our site.

E-mail Communications. We often receive a confirmation when you open an e-mail from Big Think if your computer supports this type of program. Big Think uses this confirmation to help us make e-mails more interesting and helpful. We also compare our user list to lists received from other companies in an effort to avoid sending unnecessary messages to our users.

Legal Bases for Processing Personal Information

The legal bases for the processing of your personal information are our legitimate interests, namely the management of our client/user relationships and the administration of our Edge Services and business, and in some circumstances, your consent, which you may withdraw at any time by emailing us at privacy@bigthink.com.

How Does Big Think Use Your Information?

We use information that we collect about you or that you provide to us, including any personal information:

- To present our Edge Services and their contents to you.
- To provide you with information, products or services that you request from us.
- To fulfill any other purpose for which you provide your information.
- To provide you with notices about your Big Think Edge account.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- To notify you about changes to our Edge Services or any products or services we offer or provide through it.
- For the purpose of aggregated statistical analysis of how you and others use our website and our Edge Services.
- For developing and marketing other services.
- For the management of our relationships and the administration of our Edge Services and business.
- In any other way we may describe when you provide the information.
- For any other legal purpose with your consent.

We may also use your personal information to contact you about our own and third parties' goods and services that we believe may be of interest to you. If you do not want us to use your information in this way, please send us an email at privacy@bigthink.com.

Automatic Data Collection Technologies

As you navigate through and interact with our Edge Services, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions and usage patterns. We also may use these technologies to collect information about your online activities over time and across third-party websites or other online services (behavioral tracking). This data helps us to improve our Edge Services and to deliver better and more personalized features to you.

What About Cookies?

Cookies are data that we transfer to your computer's hard drive through your browser to enable our systems to recognize your browser and tell us how and when pages in our site are visited and by how many people. Big Think cookies do not collect personal information, and we do not combine the general information collected through cookies with other personal information to tell us who you are or your screen name or email address. By using our Edge Services, you consent to our use of cookies.

Most browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies and may allow you to decide on acceptance of each new cookie in a variety of ways. We recommend that you leave the cookies activated because cookies enable you to take advantage of certain Edge Services, including some of our most attractive features.

Ads appearing on edge.bigthink.com may be delivered to users by our advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This Privacy Policy does not cover the use of cookies by any advertisers.

Will Big Think Share the Personal Information It Receives?

We share your personal information only as described below.

Organization. Personal information will be shared with the designated agents of the Organization with whom the user is affiliated. Except as otherwise set forth in this Privacy Policy, no personal information will be shared with an Organization unaffiliated with the user.

Third Parties. We are affiliated with a variety of businesses and work closely with them. These businesses may operate stores at edge.bigthink.com or sell items to you through edge.bigthink.com. Big Think may provide services, or sell products jointly with affiliated businesses. We may share information with third parties that provide products and services related to our business. We may also share your information with third parties for marketing purposes. This may include third parties whose products or services we think may interest you. These third parties may use your information for their own marketing purposes or the marketing purposes of others, and this may include the delivery of interest-based advertising. These third parties may also share your information with other parties.

Data Processors and Agents. In some cases, we use third-party service providers as agents and/or data processors to process personal information. Examples include sending email, analyzing data, and providing user services. Personal information is collected and/or shared to the extent necessary to enable such processing. These data processors include GetResponse, Google Analytics, Mailgun, Stripe, and JW Player, and may also include other service providers that facilitate processing of information to enable the Edge Services to function. Unless we tell you differently, Big Think's data processors and agents do not have any right to use personal information we share with them beyond what is necessary to assist us.

Business Transfers. In some cases, we may choose to buy or sell assets. In these types of transactions, personal information is typically one of the business assets that is transferred. Moreover, if Big Think, or substantially all of its assets were acquired, or in the unlikely event that Big Think goes out of business or enters bankruptcy, personal information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of Big Think may continue to use your personal information as set forth in this Privacy Policy.

Protection of Big Think and Others. We may release personal information when we believe in good faith that release is necessary to comply with that law; enforce or apply our Terms of Use and other agreements; or protect the rights, property, safety, or security of Big Think, our employees, our users, or others. This includes, without limitation, exchanging information with other companies and organizations for fraud protection.

With Your Consent. Except as set forth above, you will be notified when your personal information may be shared with third parties, and will be given the option to prevent the sharing of this information.

Do Not Track Disclosure

Do Not Track is a privacy preference that users can set in their web browsers. When a user turns on the Do Not Track signal, the browser sends a message to websites requesting them not to track the user. At this time, we do not respond to Do Not Track browser settings or signals. For information about Do Not Track, please visit: www.allaboutdnt.org.

Is My Personal Information Secure?

For certain users, your Big Think Edge account and personal information is protected by a password for your privacy and security. Alternatively, your account and personal information may be protected via your Organization's IT

system or an account management technology. If your account requires a user password, you need to ensure that there is no unauthorized access to your account and personal information by selecting and protecting your password appropriately, and limiting access to your computer and browser by signing off after you have finished accessing your account.

Big Think endeavors to protect personal information. We have implemented reasonable measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure. Unfortunately, the transmission of information via the internet is not completely secure, and Big Think cannot guarantee the security of personal information. Unauthorized entry or use, hardware or software failure, and other factors may compromise the security of personal information at any time. For additional information about the security measures Big Think uses in connection with our Edge Services, please contact us at privacy@bigthink.com.

Transfer of Information

Your information may be transferred, stored, or processed on servers outside of your home country. Where this is the case, we transfer information on the basis of mechanisms approved under applicable laws, and will take steps to make sure the right security measures are taken so that your privacy rights continue to be protected as outlined in this Privacy Policy. By submitting your personal information, you're agreeing to this transfer, storing, and/or processing.

How Long Do We Retain Your Information?

Collected personal information will be retained for no longer than is necessary to fulfill the purposes for which it was collected, or as required by applicable laws or regulations. Server log information and email communications are generally retained for no longer than a period of one year.

Children's Privacy

Our site and our Edge Services are not directed to individuals under 16. We do not knowingly collect personal information from children under 16. If we become aware that a child under 16 has provided us with personal information, we will take steps to delete such information. If you become aware that a child has provided us with personal information, please contact us at privacy@bigthink.com

What Other Rights and Choices Do I Have?

As stated previously, if collection of personal information is based on your consent, you may withdraw your consent at any time by emailing us at privacy@bigthink.com. Please be aware that this may prevent you from taking advantage of certain features and functionality of Big Think's Edge Services. In addition, your Organization may choose to remove certain personal information collection fields on edge.bigthink.com.

You may update or correct certain personal information at any time by contacting us at privacy@bigthink.com or, in some cases, updating the information from your account page. When you update information, however, we may maintain a copy of the unrevised information in our records.

You can also email us at privacy@bigthink.com if you would like to ask us to remove certain information you think is inaccurate.

Please be aware that you have the following additional rights with regards to your personal information:

Access to personal information. Big Think allows you to access certain information about you via edge.bigthink.com for the purpose of viewing, and in certain situations, updating that information. This list may change as edge.bigthink.com changes. You may currently access some or all of the following information:

1. Your account information;
2. Your user profile;
3. Aggregate statistics from your associated Organization; and
4. Video and image content in your account.

You may request a copy of the personal information that we hold about you. If you would like a copy of some or all of your personal information, please email us at privacy@bigthink.com or write to us at the following address: Big Think, 18 E. 17th St., 5th Floor, New York, NY 10003.

Deletion of personal information. Should you wish for Big Think to delete your personal information, please email us at privacy@bigthink.com or write to us at the above mailing address. Please be aware that information may be retained despite a request for deletion in certain situations, including where processing is required for Big Think's compliance with a legal obligation or Big Think's establishment, exercise, or defense of legal claims.

Restrict/suspend/object to processing of personal information. In certain circumstances, you have the right to restrict or suspend processing of your personal information, as well as the right to object to the processing of your

personal information. You also have the right to object to the processing of your personal information for direct marketing purposes.

Complaining to an authority. If you feel that your personal information has been processed in a way that does not meet the requirements of the law, you may lodge a complaint with a relevant supervisory or regulatory authority.

Data portability. When processing of personal information is based on consent or contract, and carried out by automated means, you have the right to receive the personal information which you have provided to Big Think in a structured, commonly used, and machine-readable format, and have the right to transmit that information to another data controller without delay.

Changes to this Privacy Policy

Big Think may make changes to this Privacy Policy from time to time for any reason. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used or collected. If we make changes in the way we use personal information, we will notify you via e-mail or by posting an announcement on edge.bigthink.com. Users are bound by any changes to the Privacy Policy when the user accesses or uses our Edge Services after such changes have been first posted.

Alternative Access to Privacy Policy

If you are a user with a disability, or an individual assisting a user with a disability, and need alternative access to this Privacy Policy, please contact us at privacy@bigthink.com.

Contact Information

Please contact us with any questions or comments about this Privacy Policy, your personal information, our use and disclosure practices, or your consent choices by email at privacy@bigthink.com or mail at:

Big Think
18 E. 17th St., 5th Floor
New York, NY 10003

Nevada Residents

Big Think does not currently sell Nevada residents' personal information (as sales are defined in Nevada Revised Statutes Chapter 603A). Should we do so, we will update this section of the Privacy Policy.

Residents of Nevada have the right to opt out of the sale of certain personal information to persons who license or sell your personal information. To exercise this right, contact us at privacy@bigthink.com with the subject line "Nevada Do Not Sell Request" and include your name and the email address associated with your account.

California Residents – CCPA Notice and Other California Privacy Rights

This section applies only to California residents. It describes how we collect, use and share personal information of California residents when we act as a “business” as defined under the California Consumer Privacy Act of 2018 (“CCPA”), as well as California residents’ rights with respect to their personal information. Any terms defined in the CCPA have the same meaning when used in this notice.

Personal Information We Collect

The chart below describes the personal information we collect by reference to the categories specified in the CCPA, and describes our practices during the 12 months preceding the effective date of this Privacy Policy. Information you voluntarily provide to us, such as in free-form webforms, may contain other categories of personal information not described below. Each category is used for the business/commercial purposes described in the How Does Big Think Use Your Information? section above and disclosed to the categories of third parties described in the Will Big Think Share the Personal Information It Receives? section above.

Category of Personal Information	Examples	Collected in the Past 12 Months
Identifiers	Real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.	Yes
Personal information categories listed in the California	Name, signature, Social Security number, physical characteristics or description, address, telephone number, passport	Yes

Customer Records statute (Cal. Civ. Code § 1798.80(e))	number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.	
Protected classification characteristics under California or federal law	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	Yes
Commercial information	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	Yes
Biometric information	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	No
Internet or other electronic network activity	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	Yes
Geolocation data	Physical location or movements.	Yes

Sensory data	Audio, electronic, visual, thermal, olfactory, or similar information.	No
Professional or employment-related information	Current or past job history or performance evaluations.	No
Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99))	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	No
Inferences drawn from other personal information	Profile reflecting a consumer's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	No

How We Obtain Personal Information

- Directly from consumers or their agents.
- Indirectly from consumers or their agents.
- Directly and indirectly from activity on edge.bigthink.com and via your use of the Edge Services.
- From data providers, such as information services and data licensors that provide demographic and other information.
- Via public sources, such as social media platforms.

Disclosures of Personal Information for a Business Purpose

Big Think has disclosed personal information for the following business purposes:

- Auditing: advertising analytics and auditing legal and regulatory compliance
- Debugging: identifying and fixing technical errors
- Performing services: account maintenance, customer service, processing transactions, and marketing

In the preceding 12 months, the personal information disclosed by Big Think for a business purpose includes the following categories:

- Identifiers
- Personal information
- Protected classification characteristics
- Commercial information
- Internet or other electronic network activity
- Geolocation data

We disclose your personal information for a business purpose to the following categories of third parties:

- Service providers

Categories of Personal Information Sold by Big Think

Based on our understanding of the term “sell” under the CCPA, in the 12 months preceding the effective date of this Privacy Policy, Big Think has sold personal information for the purpose of furthering our commercial relationships with our advertising partners. Big Think has sold personal information from the following categories:

- Identifiers

We have sold personal information to the following categories of third parties:

- Third-party advertising partners

Please note that you may opt out of the sale of personal information via the link in the next section below.

Your California Rights

Right to Opt Out of the Sale of Personal Information. Big Think may share personal information in certain circumstances for valuable consideration. You have a right to opt-out of the sale of your personal information.

To exercise your right to opt out, please visit <https://www.bigthinkedge.com> and click on the link titled “CA: Do Not Sell My Personal Information”.

You may use an authorized agent to submit a request to opt-out on your behalf. The agent must have your written authorization to do so and Big Think may deny a request from an agent that does not submit proof of authorization.

If we have a good-faith, reasonable, and documented belief that a request to opt-out of sale is fraudulent, we may deny the request. In that case, we will inform the requesting party that we will not comply with the request and provide an explanation of our reasons.

Right to Access Specific Information/Data Portability. You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories of personal information Big Think has collected about you.
- The categories of sources from which the personal information is collected.
- The business or commercial purpose for collecting or selling your personal information.
- The categories of third parties with whom we have shared your personal information.
- The specific pieces of personal information we have collected about you.
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
 - sales, identifying the personal information categories that each category of recipient purchased; and
 - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

Right to Deletion of Information. You have the right to request that we, and our service providers, delete the personal information we have collected from you. However, exceptions to this right to deletion include, but are not limited to, when the information is necessary for us or a third party to do any of the following:

- Complete your transaction.
- Provide you a good or service.
- Perform a contract with you.
- Detect or resolve security or functionality-related issues.
- Safeguard the right to free speech.
- Comply with the law or a legal obligation.
- Conduct research in the public interest.
- Carry out any actions for internal purposes that you might reasonably expect.
- Make other internal and lawful uses of the information that are compatible with the context in which you provided it.

Right to Non-Discrimination. You have the right not to be discriminated against for exercising your CCPA rights. Unless permitted by law, we will not:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

Exercising Your California Access, Data Portability, and Privacy Rights

To exercise the access, data portability, and deletion rights described above, please submit a verifiable consumer request to us by either:

- Visiting <https://www.bigthinkedge.com> and clicking on the link titled “CA: Do Not Sell My Personal Information”
- Emailing us at privacy@bigthink.com

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. Only you, or a person registered with the California Secretary of State authorized to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or the authority to make the request and confirm that the personal information relates to you. We will only use personal information provided in a verifiable consumer request to verify the requestor’s identity or authority to make the request.

Making a verifiable consumer request does not require you to create an account with us. However, we do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account.

Response Timing and Format

We aim to respond to a consumer request for access, portability, or deletion within 45 days of receiving that request. If we require more time, we will inform you of the reason and extension period in writing. Any disclosures we provide will only cover the 12-month period preceding receipt of the verifiable consumer request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that a request is manifestly unfounded or excessive we may either:

- Charge a reasonable fee reflecting administrative costs involved; or
- Refuse to respond to the request and notify you of the reason.

California “Shine the Light” Law

California Civil Code sections 1798.83-1798.84 permits users of Big Think’s Edge Services that are California residents to request a notice containing certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. That notice will identify the categories of information shared and will include a list of the third parties and affiliates with which it was shared, along with their names and addresses. To make such a request, please send an email to privacy@bigthink.com or write us at: Big Think 18 E. 17th St., 5th Floor, New York, NY 10003