



“A New Vision for Cyber Security”

# Assurance to Insurance

## Xero Day Cyber Privacy Policy



This Privacy Policy outlines how Xero Day Cyber uses and protects any information you give when using our website (the Site). Xero Day Cyber is committed to the proper management of the personal information of clients and others, and of all visitors to the Site that we collect, use and disclose in the course of business.

The practices set out in this Privacy Policy seek to balance the individual’s right to the privacy of his or her personal information and Xero Day Cyber’s need to collect, use or disclose personal information for legitimate business purposes. Controlling the collection, use and disclosure of personal information is an ongoing process. We will continue to review our personal information management practices and improve them as necessary to better protect the privacy of individuals.

## Information We Collect

We collect the following information:

- Name
- Job Title
- Contact information including email address
- Demographic information such as zip code, preferences, and interests
- Information relevant to customer surveys and/or offers
- Cookies
  - We may collect information about your computer, including where available: your IP address, visitor domain origin, anonymous demographic information, operating system, and browser type. This is statistical data about our users’ browsing actions and patterns and does not identify you as an individual unless you actively submit personal information.

Personal information is provided when:

- We receive your email
- You register for any of our events or workshops
- Apply for cyber insurance coverage

## Security of Your Personal Information

Any personal information collected by Xero Day Cyber through the Site is kept on a secure database. Xero Day Cyber uses reasonable administrative, technical, personnel, and physical measures to protect your personal information on the secure database.

How is your Personal Data Used?

We utilize your personal information in the following ways:

- Improve the Site as well as our products and services;
- Testimonials posted on the Site;
  - May contain personally identifiable information such as customer name
  - We obtain consent prior to posting the testimonial
- Send promotional emails about new products, special offers, and other information we think you may find interesting;
- Market research;

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- Customize the Site according to your interests; and
- Provide trusted third party partners’ information for marketing or promotional purposes

## Who has Access to Your Personal Information?

- We will never sell, rent, or lease your information
- We may provide your information to our trusted third party partners for marketing or promotional purposes
- We will not disclose any Personal Information except as necessary to service the account, to enforce the terms of use, to meet our obligations to content and technology providers, or as required by law.

## How May I Correct, Amend, or Delete my Personal Information?

To access, review, rectify, or delete personal information collected about you through the Service, please contact us at [info@xcdcyber.com](mailto:info@xcdcyber.com). Please include the following information: first name, last name, and e-mail address. While Xero Day Cyber will make reasonable efforts to accommodate your request, we also reserve the right to impose certain restrictions and requirements on such access requests, if allowed or required by applicable laws.

If you wish to access, review, rectify, or delete personal information about you contained in public records information, you will need to contact the third-party supplier of the information directly. If you have any questions regarding public records information on the Service, please contact us at [info@xcdcyber.com](mailto:info@xcdcyber.com).

## Links to Other Websites

This Site may contain links to other websites. While we try to link only to websites that share our standards and respect for privacy, we are not responsible for the content or privacy practices of other websites. We strongly encourage all Site visitors to review the privacy statements and policies of all external websites.

## Children’s Privacy

We encourage parents and guardians to take an active role in their children's online activities. We do not knowingly collect personal information from children without proper parental or guardian consent. If you believe that we may have collected personal information from someone under the applicable age of consent in your country without parental or guardian consent, please let us know using the methods described in the Contact Us section and we will take appropriate measures to investigate and address the issue promptly.

## Your Consent

By using the Site, you consent to the collection, use and disclosure of the collected information as described in this Policy.

## Your California Privacy Rights

If you are a California resident, California Civil Code §1798.83 permits you to request information regarding the disclosure of your personal information by Xero Day Cyber to its affiliates and/or third parties for their direct marketing purposes. To make such a request, please send an email with your first name, last name, mailing address, email address and telephone number to [info@xcdcyber.com](mailto:info@xcdcyber.com). Please include “California Privacy Rights” in the Subject line of your email.

## Updates to Privacy Policy

We may update this Privacy Policy from time to time. If we modify our Privacy Policy, we will post the revised version here, with an updated revision date. Such revisions are effective upon posting. If we make material changes to our Privacy Policy, we may also notify you by other means prior to the changes taking effect, such as by posting a notice on our website or sending you a notification.

*Last Updated: April 30, 2017*