

# Privacy Policy

---

Effective Date: January 1st, 2023

## Introduction

Welcome to Catalyst25 (the “Site”), located at <https://ccatalyst.co>. Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your information when you visit our site or interact with us online.

## 1. Information We Collect

We collect two types of information:

### a. Personal Information

This includes information that identifies you personally, such as:

- Name
- Email address
- Company name
- Job title
- Phone number (if submitted)
- Event registration details

### b. Non-Personal Information

We may also collect anonymous data such as:

- Browser type and version
- Device type
- Pages visited
- Referring website
- Time and date of visits

This information helps us understand how visitors use our site and improve the user experience.

## 2. How We Use Your Information

We use your information to:

- Send email updates and event announcements
- Respond to inquiries and provide customer support
- Process event registrations
- Improve our website and services
- Analyze site traffic and performance

We do not sell your personal information.

### **3. How We Share Your Information**

We do not share your personal information with third parties, except:

- With trusted service providers who help operate our website or manage communications (e.g. email platforms)
- When required by law or to protect our rights
  - Sponsors at our annual conference receive event attendee registration details

These service providers are contractually obligated to keep your data secure and confidential.

### **4. Cookies and Tracking Technologies**

We use cookies and similar technologies (like Google Analytics) to:

- Understand user behavior
- Improve our content and website performance
- Save preferences for future visits

You can disable cookies through your browser settings, though it may affect how the site functions.

### **5. Email Communications**

If you subscribe to our newsletter or register for an event, we may send you occasional emails. You can unsubscribe at any time by clicking the “Unsubscribe” link in the email footer.

### **6. Data Security**

We implement appropriate technical and organizational measures to protect your personal data. However, no method of transmission over the Internet is 100% secure.

### **7. Your Rights**

Depending on your location, you may have the right to:

- Access or update your personal data
- Request deletion of your data
- Withdraw consent to processing
- Lodge a complaint with a data protection authority

To make a request, please contact us at [matt@ccatalyst.co](mailto:matt@ccatalyst.co).

## **8. Third-Party Links**

Our site may link to third-party websites (e.g., sponsors or ticketing platforms). We are not responsible for the privacy practices of these sites.

## **9. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

## **10. Contact Us**

For any questions or concerns about this Privacy Policy, please contact:

✉ [matt@ccatalyst.co](mailto:matt@ccatalyst.co)

✉ Catalyst25, 4463 W Wharton Drive, Herriman UT 84096