

# Layer 1

## Privacy Policy

Effective date: July 17, 2023

This is the privacy policy (“**Privacy Policy**”) of Layer 1, LLC, a Massachusetts limited liability company (for purposes of this policy, “**Layer 1**”, “**our**”, “**we**”, or “**us**”). At Layer 1, we take your privacy seriously. Please read this Privacy Policy to learn how we treat your personal data. **By using or accessing our Services (as defined in our *Terms of Use*) in any manner, you acknowledge that you accept the practices and policies outlined below, and you hereby consent that we will collect, use and share your information as described in this Privacy Policy.**

Remember that your use of Layer 1's Services is at all times subject to our ***Terms of Use***, which incorporates this Privacy Policy. Any terms we use in this Policy without defining them have the definitions given to them in the ***Terms of Use***.

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### What this Privacy Policy Covers

This Privacy Policy covers how we treat Personal Data that we gather when you access or use our Services. “Personal Data” means any information that identifies or relates to a particular individual and also includes information referred to as “personally identifiable information” or “personal information” under applicable data privacy laws, rules or regulations. This Privacy Policy does not cover the practices of companies we do not own or control or people we do not manage.

### Personal Data

#### CATEGORIES OF PERSONAL DATA WE COLLECT

This chart details the categories of Personal Data that we collect:

<b>Category of Personal Data</b>	<b>Examples of Personal Data We Collect</b>	<b>Categories of Third Parties With Whom We Share This Personal Data:</b>
<b>Profile Data</b>	<ul style="list-style-type: none"><li>• Username on linked social networks (e.g., LinkedIn)</li><li>• Profile URLs on linked social networks (e.g., LinkedIn)</li><li>• Email</li><li>• Phone number</li><li>• Mailing address</li></ul>	<ul style="list-style-type: none"><li>• Service Providers</li><li>• Analytics Partners</li><li>• Parties You Authorize, Access or Authenticate</li></ul>

	<ul style="list-style-type: none"> <li>• Encrypted password hashes</li> </ul>	
<b>Identity Data</b>	<ul style="list-style-type: none"> <li>• First and last name</li> <li>• Gender</li> </ul>	<ul style="list-style-type: none"> <li>• Service Providers</li> <li>• Analytics Partners</li> <li>• Business Partners</li> <li>• Parties You Authorize, Access or Authenticate</li> </ul>
<b>Payment Data</b>	<ul style="list-style-type: none"> <li>• Payment card type</li> <li>• Last 4 digits of payment card</li> <li>• Expiration month and year of payment card</li> <li>• Billing address, phone number, and email</li> </ul>	<ul style="list-style-type: none"> <li>• Service Providers (including our payment processing partners)</li> </ul>
<b>Device/IP Data</b>	<ul style="list-style-type: none"> <li>• IP address</li> <li>• Type of device/operating system/browser used to access the Services</li> </ul>	<ul style="list-style-type: none"> <li>• Service Providers</li> <li>• Analytics Partners</li> <li>• Parties You Authorize, Access or Authenticate</li> </ul>
<b>Web Analytics</b>	<ul style="list-style-type: none"> <li>• Browsing and search history within our websites</li> <li>• Web page interactions within our websites</li> <li>• Referring web page/source through which you accessed the Services</li> <li>• Statistics associated with the interaction between device or browser and the Services</li> </ul>	<ul style="list-style-type: none"> <li>• Service Providers</li> <li>• Analytics Partners</li> <li>• Parties You Authorize, Access or Authenticate</li> </ul>
<b>Professional or Employment-Related Data</b>	<ul style="list-style-type: none"> <li>• Job title</li> <li>• Job history</li> <li>• Education history</li> <li>• Professional qualifications and licenses</li> </ul>	<ul style="list-style-type: none"> <li>• Service Providers</li> <li>• Analytics Partners</li> <li>• Business Partners</li> <li>• Parties You Authorize, Access or Authenticate</li> </ul>
<b>Geolocation Data</b>	<ul style="list-style-type: none"> <li>• IP-address-based location information</li> </ul>	<ul style="list-style-type: none"> <li>• Service Providers</li> <li>• Analytics Partners</li> <li>• Parties You Authorize, Access or Authenticate</li> </ul>
<b>Inferences Drawn From Other Personal Data Collected</b>	<ul style="list-style-type: none"> <li>• Profiles reflecting user attributes (Business Partners receive aggregated and anonymized profile information only)</li> <li>• Profiles reflecting user behavior (Business Partners receive aggregated and anonymized profile information only)</li> </ul>	<ul style="list-style-type: none"> <li>• Service Providers</li> <li>• Analytics Partners</li> <li>• Parties You Authorize, Access or Authenticate</li> </ul>
<b>Other Identifying Information that You Voluntarily Choose to Provide</b>	<ul style="list-style-type: none"> <li>• Identifying information in posts, emails or content you send us or upload to the platform</li> <li>• Profile photos</li> <li>• Personal biographies</li> </ul>	<ul style="list-style-type: none"> <li>• Service Providers</li> <li>• Parties You Authorize, Access or Authenticate</li> </ul>

CATEGORIES OF SOURCES OF PERSONAL DATA

We collect Personal Data about you from the following categories of sources:

- **You**
  - When you provide such information directly to us.
    - When you create an account or use our interactive tools and Services.
    - When you voluntarily provide information in free-form text boxes through the Services or through responses to surveys or questionnaires.
    - When you send us an email or otherwise contact us.
  - When you use the Services and such information is collected automatically.
    - Through Cookies (defined in the “Tracking Tools, Advertising and Opt-Out” section below).
    - If you use a location-enabled browser, we may receive information about your location.

- If you download and install certain applications and software we make available, we may receive and collect information transmitted from your computing device for the purpose of providing you the relevant Services, such as information regarding when you are logged on and available to receive updates or alert notices.
- **Public Records**
  - From public social media profiles and posts.
- **Third Parties**
  - Vendors
    - We may use analytics providers to analyze how you interact and engage with the Services, or third parties may help us provide you with customer support.
    - We may use vendors to obtain information to generate leads and create user profiles.
  - Social Networks
    - If you provide your social network account credentials to us or otherwise sign in to the Services through a third-party site or service, some content and/or information in those accounts may be transmitted into your account with us.

#### OUR COMMERCIAL OR BUSINESS PURPOSES FOR COLLECTING PERSONAL DATA

- **Providing, Customizing and Improving the Services**
  - Creating and managing your account or other user profiles.
  - Processing orders or other transactions; billing.
  - Providing you with the products, services or information you request.
  - Meeting or fulfilling the reason you provided the information to us.
  - Providing support and assistance for the Services.
  - Improving the Services, including testing, research, internal analytics and product development.
  - Personalizing the Services, website content and communications based on your preferences.
  - Doing fraud protection, security and debugging.
  - Carrying out other business purposes stated when collecting your Personal Data or as otherwise set forth in applicable data privacy laws, such as the California Consumer Privacy Act (the “CCPA”).
- **Marketing the Services**
  - Marketing and selling the Services.
  - Showing you advertisements, including interest-based or online behavioral advertising.
  - Contacting you to gather feedback on our events and speakers.
- **Corresponding with You**
  - Responding to correspondence that we receive from you, contacting you when necessary or requested, and sending you information about Layer 1 or the Services.
  - Sending emails and other communications according to your preferences or that display content that we think will interest you.
- **Meeting Legal Requirements and Enforcing Legal Terms**
  - Fulfilling our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities.
  - Protecting the rights, property or safety of you, Layer 1 or another party.
  - Enforcing any agreements with you.
  - Responding to claims that any posting or other content violates third-party rights.
  - Resolving disputes.

We will not collect additional categories of Personal Data or use the Personal Data we collected for materially different, unrelated or incompatible purposes without providing you notice.

#### **How We Share Your Personal Data**

We disclose your Personal Data to the categories of service providers and other parties listed in this section. Depending on state laws that may be applicable to you, some of these disclosures may constitute a “sale” of your Personal Data. For more information, please refer to the state-specific sections below.

- **Service Providers. These parties help us provide the Services or perform business functions on our behalf. They include:**
  - Hosting, technology and communication providers.
  - Support and customer service vendors.
  - Payment processors.
    - Our payment processing partners collect your voluntarily-provided payment card information necessary to process your payment.
    - Please see the applicable payment processing partner’s terms of service and privacy policy for information on its use and storage of your Personal Data.
- **Analytics Partners.** These parties provide analytics on web traffic or usage of the Services. They include:
  - Companies that track how users found or were referred to the Services.
  - Companies that track how users interact with the Services.
- **Business Partners.** These parties partner with us in offering various services. They include businesses that you have a relationship with, companies that we may partner with to offer joint promotional offers or opportunities, and our sponsors (such as law firms, accounting firms, vendors, and similar).
  - Note that, in order to provide event attendees with context as to who is coming to each event, we circulate an event attendee list (including attendee names, titles and organizations, but explicitly not including email addresses or other contact information) to all attendees prior to each event (including any Business Partners that are sponsoring such event). Any such sponsoring Business Partners are contractually prohibited from using this attendee list to market to, or solicit business from, attendees (unless an attendee specifically opts-in to connect with any such Business Partner).
  - **For the avoidance of doubt, we do not share any of your contact information with Business Partners unless you have provided your specific affirmative consent to connect with a Business Partner.**
  - Moreover, we do not share individual member contributions with attribution (i.e., forum posts, recommendations, forms, etc.) or data points (i.e., from surveys) with our Business Partners, though we may share anonymous contributions and/or aggregated data derived from the foregoing.
  - **We contractually prohibit our Business Partners from sending any unsolicited emails, messages, or phone calls to you or to individuals in our community based on their Layer 1 relationship.** If you do receive any such unsolicited correspondence from our Business Partners referencing Layer 1 or that you suspect resulted from their involvement with Layer 1, that would constitute an explicit breach of our contractual arrangements with them and may result in us taking punitive action against them. Therefore, please alert us at [info@joinlayer1.com](mailto:info@joinlayer1.com) if you suspect any violations of this policy as we take it very seriously.
- **Parties You Authorize, Access or Authenticate**
  - Business Partners, in accordance with the above.
  - Third parties you access through the services.
  - Social media services.
  - Other users.

#### LEGAL OBLIGATIONS

We may share any Personal Data that we collect with third parties in conjunction with any of the activities set forth under “Meeting Legal Requirements and Enforcing Legal Terms” in the “Our Commercial or Business Purposes for Collecting Personal Data” section above.

#### BUSINESS TRANSFERS

All of your Personal Data that we collect may be transferred to a third party if we undergo a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business (in whole or in part). Should one of these events occur, we will make reasonable efforts to notify you before your information becomes subject to different privacy and security policies and practices.

#### DATA THAT IS NOT PERSONAL DATA

We may create aggregated, de-identified or anonymized data from the Personal Data we collect, including by removing information that makes the data personally identifiable to a particular user. We may use such aggregated, de-identified or anonymized data and share it with third parties for our lawful business purposes, including to analyze,

build and improve the Services and promote our business, provided that we will not share such data in a manner that could identify you.

### Tracking Tools, Advertising and Opt-Out

The Services use cookies and similar technologies such as pixel tags, web beacons, clear GIFs and/or JavaScript (collectively, “**Cookies**”) to enable our servers to recognize your web browser, tell us how and when you visit and use our Services, analyze trends, learn about our user base and operate and improve our Services. Cookies are small pieces of data— usually text files – placed on your computer, tablet, phone or similar device when you use that device to access our Services. We may also supplement the information we collect from you with information received from third parties, including third parties that have placed their own Cookies on your device(s). Please note that because of our use of Cookies, the Services do not support “Do Not Track” requests sent from a browser at this time.

We use the following types of Cookies:

- Essential Cookies. Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Services. Disabling these Cookies may make certain features and services unavailable.
- Functional Cookies. Functional Cookies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our Services. These Cookies help us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- Performance/Analytical Cookies. Performance/Analytical Cookies allow us to understand how visitors use our Services. They do this by collecting information about the number of visitors to the Services, what pages visitors view on our Services and how long visitors are viewing pages on the Services. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services’ content for those who engage with our advertising. For example, Google LLC (“Google”) uses cookies in connection with its Google Analytics services. Google’s ability to use and share information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt-out of Google’s use of Cookies by visiting the Google advertising opt-out page at [www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html) or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.

You can decide whether or not to accept Cookies through your internet browser’s settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You can also delete all Cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit our website and some of the Services and functionalities may not work.

To explore what Cookie settings are available to you, look in the “preferences” or “options” section of your browser’s menu. To find out more information about Cookies, including information about how to manage and delete Cookies, please visit <http://www.allaboutcookies.org/>.

### INFORMATION ABOUT INTEREST-BASED ADVERTISEMENTS:

We may serve advertisements through the Services. These advertisements may be targeted to users who fit certain general profile categories or display certain preferences or behaviors (“**Interest-Based Ads**”). Information for Interest-Based Ads (including Personal Data) may be provided to us by you, or derived from the usage patterns of particular users on the Services.

### Data Security and Retention

We seek to protect your Personal Data from unauthorized access, use and disclosure using appropriate physical, technical, organizational and administrative security measures based on the type of Personal Data and how we are processing that data. You should also help protect your data by appropriately selecting and protecting your password and/or other sign-on mechanism; limiting access to your computer or device and browser; and signing off after you have finished accessing your account. Although we work to protect the security of your account and other data that

we hold in our records, please be aware that no method of transmitting data over the internet or storing data is completely secure.

We retain Personal Data about you for as long as you have an open account with us or as otherwise necessary to provide you with our Services. In some cases we retain Personal Data for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

#### Personal Data of Children

As noted in the *Terms of Use*, we do not knowingly collect or solicit Personal Data about children under 16 years of age; if you are a child under the age of 16, please do not attempt to register for or otherwise use the Services or send us any Personal Data. If we learn we have collected Personal Data from a child under 16 years of age, we will delete that information as quickly as possible. If you believe that a child under 16 years of age may have provided Personal Data to us, please contact us at [info@joinlayer1.com](mailto:info@joinlayer1.com).

#### California Resident Rights

If you are a California resident, you have the rights set forth in this section. Please see the “Exercising Your Rights” section below for instructions regarding how to exercise these rights. Please note that we may process Personal Data of our customers’ end users or employees in connection with our provision of certain services to our customers. If we are processing your Personal Data as a service provider, you should contact the entity that collected your Personal Data in the first instance to address your rights with respect to such data.

If there are any conflicts between this section and any other provision of this Privacy Policy and you are a California resident, the portion that is more protective of Personal Data shall control to the extent of such conflict. If you have any questions about this section or whether any of the following rights apply to you, please contact us at [info@joinlayer1.com](mailto:info@joinlayer1.com).

#### ACCESS

You have the right to request certain information about our collection and use of your Personal Data over the past 12 months. In response, we will provide you with the following information:

- The categories of Personal Data that we have collected about you.
- The categories of sources from which that Personal Data was collected.
- The business or commercial purpose for collecting or selling your Personal Data.
- The categories of third parties with whom we have shared your Personal Data.
- The specific pieces of Personal Data that we have collected about you.

If we have disclosed your Personal Data to any third parties for a business purpose over the past 12 months, we will identify the categories of Personal Data shared with each category of third party recipient. If we have sold your Personal Data over the past 12 months, we will identify the categories of Personal Data sold to each category of third party recipient.

#### DELETION

You have the right to request that we delete the Personal Data that we have collected about you. Under the CCPA, this right is subject to certain exceptions: for example, we may need to retain your Personal Data to provide you with the Services or complete a transaction or other action you have requested. If your deletion request is subject to one of these exceptions, we may deny your deletion request.

#### EXERCISING YOUR RIGHTS

To exercise the rights described above, you or your Authorized Agent (defined below) must send us a request that (1) provides sufficient information to allow us to verify that you are the person about whom we have collected Personal Data (i.e., your Layer 1 Username and password), and (2) describes your request in sufficient detail to allow us to understand, evaluate and respond to it. Each request that meets both of these criteria will be considered a “Valid Request.” We may not respond to requests that do not meet these criteria. We will only use Personal Data provided in

a Valid Request to verify your identity and complete your request. You do not need an account to submit a Valid Request.

We will work to respond to your Valid Request within 45 days of receipt. We will not charge you a fee for making a Valid Request unless your Valid Request(s) is excessive, repetitive or manifestly unfounded. If we determine that your Valid Request warrants a fee, we will notify you of the fee and explain that decision before completing your request.

You may submit a Valid Request using the following method:

- Email us at: [info@joinlayer1.com](mailto:info@joinlayer1.com)

You may also authorize an agent (an “**Authorized Agent**”) to exercise your rights on your behalf. To do this, you must provide your Authorized Agent with written permission to exercise your rights on your behalf, and we may request a copy of this written permission from your Authorized Agent when they make a request on your behalf.

#### PERSONAL DATA SALES OPT-OUT AND OPT-IN

In this section, we use the term ‘sell’ as it is defined in the CCPA. To be clear, we do not sell your Personal Data, but we may share your Personal Data for the purposes set forth in this Privacy Policy and subject to the terms and conditions herein (including your right to opt out of sharing).

We may share your Personal Data with the following categories of third parties:

- Business Partners, in accordance with the strict limitations stated above (including, with regards to contact information, only upon your specific request to connect with each specific Business Partner).

You have the right to opt-out of the sale and/or sharing of your Personal Data. You can opt-out using the following method:

- Email us at [info@joinlayer1.com](mailto:info@joinlayer1.com)

Once you have submitted an opt-out request, we will not ask you to reauthorize the sale and/or sharing of your Personal Data for at least 12 months.

To our knowledge, we do not sell the Personal Data of minors under 16 years of age.

*We will not discriminate against you for exercising your rights under the CCPA. We will not deny you our goods or services, charge you different prices or rates, or provide you a lower quality of goods and services if you exercise your rights under the CCPA. However, we may offer different tiers of our Services as allowed by applicable data privacy laws (including the CCPA) with varying prices, rates or levels of quality of the goods or services you receive related to the value of Personal Data that we receive from you.*

#### **Other State Law Privacy Rights**

##### CALIFORNIA RESIDENT RIGHTS

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to contact us to prevent disclosure of Personal Data to third parties for such third parties’ direct marketing purposes; in order to submit such a request, please contact us at [info@joinlayer1.com](mailto:info@joinlayer1.com).

##### NEVADA RESIDENT RIGHTS

If you are a resident of Nevada, you have the right to opt-out of the sale of certain Personal Data to third parties who intend to license or sell that Personal Data. You can exercise this right by contacting us at [info@joinlayer1.com](mailto:info@joinlayer1.com) with the subject line “Nevada Do Not Sell Request” and providing us with your name and the email address associated with your account. Please note that we do not currently sell your Personal Data as sales are defined in Nevada Revised Statutes Chapter 603A.

### International Data Transfers

Our Services are controlled and operated from facilities within the United States. Nonetheless, where required and possible, we take steps to treat your information using the same privacy principles that apply pursuant to the law of the country in which we first received your data.

If you are located in the European Union (“EU”) or your data is otherwise governed by EU privacy laws, we may transfer your personal information to countries outside of the European Economic Area (“EEA”) for processing in accordance with this Privacy Policy and as permitted by applicable laws. Where this is the case, we will ensure that any transfer is necessary for the performance of a contract between us or a contract in your interest, or any entity receiving your information is subject to laws ensuring an adequate level of data protection as determined by the relevant EEA regulatory authority or will ensure that an adequate level of data protection will be available on the basis of standard contractual clauses that will allow you to directly enforce your rights as a third-party beneficiary.

### Changes to this Privacy Policy

We are constantly trying to improve our Services, so we may need to change this Privacy Policy from time to time, but we will alert you to any such changes by placing a notice on the Layer 1 website, by sending you an email and/or by some other means. Please note that if you’ve opted not to receive legal notice emails from us (or you haven’t provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all of the changes. Use of information we collect is subject to the Privacy Policy in effect at the time such information is collected.

### Contact Information

If you have any questions or comments about this Privacy Policy, the ways in which we collect and use your Personal Data or your choices and rights regarding such collection and use, please do not hesitate to contact us at:

- <https://www.joinlayer1.com>
- [info@joinlayer1.com](mailto:info@joinlayer1.com)
- 100 Pier 4 Blvd., Unit 613, Boston, MA 02210