

## Spark Career Catalysts, a DIAZ&CO. Company Privacy Policy

Revised: July 8, 2018

DIAZ & CO. Hispanic Experts, Inc. (“DIAZ&CO.”) respects the privacy of Spark Career Catalysts Users and Members. This Privacy Policy (“Privacy Policy”) describes how we collect, use, manipulate, store, destroy, and disclose information in connection with Spark Career Catalysts Services (“Services”) and with the Spark Career Catalysts Website (“Website”). By accessing our Website and/or using our Services, you agree to the provisions of this Privacy Policy and to the Spark Career Catalysts Terms of Use (“Terms”). Unless otherwise defined herein, capitalized terms have the meanings defined in the Terms.

Please note that except as otherwise described below, this Privacy Policy does not apply to the processing of any information by third parties. For example, when Users or Members seek to apply to a job in a link shared in our Website, our Website may redirect the user to an Employer’s career site to submit a resume or application. Information collected through such a third-party site is not subject to this Privacy Policy, but is instead subject to the third party’s privacy policy.

### Who Uses Our Services

- **User:** an individual who visits the Spark Career Catalysts Website ([www.sparkcareercatalysts.com](http://www.sparkcareercatalysts.com)).
- **Member:** an individual who uses the Spark Career Catalysts Services.
- **Spark Career Catalysts Services include, but are not limited to:** online-only coaching, online + group coaching, online + individual coaching, resume, cover letter and LinkedIn profile writing and coaching, networking coaching, interview coaching, job offer negotiation coaching, job search skills coaching, and career coaching.
- **Services are:** offered by DIAZ&CO. in the Spark Career Catalysts Website or provided by Sandra Diaz, Spark Career Catalysts Coach and DIAZ&CO. President, to a Member via phone, video conferencing, or email.

### Information We Collect

We collect certain information about Users and Members, including Personal Information, in order to fulfill our lawful business interests, including in connection with the Services. “Personal Information” is any information related to an identified or identifiable person, especially by reference to an identifier such as a name, location data, email address or phone number, or other factors specific to a person’s identity. We collect only the information necessary to fulfill our lawful business interests, and keep your information only as long as is necessary to fulfill those interests. We may combine Personal Information with other information, in which case we will treat the combined information as Personal Information. We also may combine information that we collect about you through the Services with additional information that we or third parties collect in other contexts—such as our communications with you via email, phone or video call, or your customer service records. In those circumstances, we will treat the combined information in accordance with this Privacy Policy.

You can visit our Website and use some of the Services without providing any information, including Personal Information. However, if you choose not to provide Personal Information, we may not be able to provide you with access to, or use of, some of the Services. As described below, we do automatically collect certain information when you use the Services. The Services also require you to provide Personal Information when you register as a Member. If you connect to our Website through Facebook, LinkedIn or another third-party social media, please also see the Social Media Information below.

**Information about Members.** We collect various types of Personal Information about Members in connection with the Services, including:

- Name
- Address
- Email address
- Username and password
- Work and educational history
- Company and job title or details
- Other information contained on Member resumes and Service intake questionnaires
- Information about which jobs Members apply to
- Photograph
- Content posted by Members
- Payment information
- Audio and video recordings, and emails related to delivery of the Services
- Rating and review information provided about the Services

**Social Media Information.** You may choose to log in to the Website or other Services using a third-party social media service, such as Facebook or Google+. If you do so, we may collect Personal Information from the social media provider, including, for example, your username, email address, and available profile information, such as your public profile URL, profile photo, connections, and location, as well as other information associated with your social media account. We will ask for your consent prior to your logging in to the Website using your social media account or connecting your social media account to the Website. If you provide such consent, you represent and warrant that you satisfy the terms regarding such accounts and have the authority to provide us with information about your social media connections.

**Surveys.** From time to time, we may ask Users or Members to participate in surveys, contests, promotions, and sweepstakes which may be used to collect Personal Information. Participation is completely voluntary and declining to participate will not impact your use of the Services.

**Payment Information.** We collect certain payment and billing information when you purchase paid Services. You might also provide payment information, such as payment card details, which we collect via secure payment processing services we use to manage credit card processing and we do not store it on our servers.

**Other information collected automatically through the Services.** We also collect information automatically through the Services. This may include information such as your IP address and domain name, your location as inferred from your IP address, your internet service provider, the date and time of your visit to the Website, your use of the Services during your current session and over time (including the pages you view and the files you download), the URLs from the websites you visit before and after navigating to the Website, your computer's or mobile device's operating system and browser type, and your software and hardware attributes (including device IDs). We collect such information using a variety of mechanisms, including the following:

- **Server Logs.** When you visit the Website, we automatically receive and record certain information from your computer (or other device) and your browser. This may include data such as your IP address, the pages you visit, or features you use on the Website, and your general geographic location as inferred from your IP address. To obtain such information, we may use server logs or similar applications that recognize your computer or other devices and gather information about their online activity.

- **Cookies.** We use cookies in providing the Services. Cookies are small files that are stored on your computer or other device by your web browser. A cookie allows the Services to recognize whether you have visited before and may store user preferences and other information. For example, cookies can be used to collect information about your use of the Services during your current session and over time (including the pages you view and the files you download), your computer or device’s operating system and browser type, your Internet service provider, your domain name and IP address, your general geographic location, the website you visited prior to accessing Services, and the link you use to leave the Services. We use the following types of cookies to collect information:
  - **Essential Cookies:** These cookies are essential to the functioning of the Services and allow you to interact with and use the features of the Services. If these cookies are not permitted by your browser, we will not be able to provide certain features of the Services to you.
  - **Preference Cookies:** These cookies are used to collect information about your choices and preferences, such as your preferred language or the country from which you visit the Services. We use this information to customize the Services to your preferences.
  - **Analytics Cookies:** Our third-party service providers may use cookies to collect information about you and the use of the Services for analytics purposes. For more information and to opt out, please read the section below titled “Third-Party Analytics and Targeted Advertising.”
  - **Advertising Cookies:** The Services may use cookies to make advertising messages more relevant to you. For more information and to opt out, please read the section below titled “Third-Party Analytics and Targeted Advertising.”
- If you are concerned about having cookies on your computer, you can set your browser to refuse all cookies or to indicate when a cookie is being set, allowing you to decide whether to accept it. You can also delete cookies from your computer. However, if you choose to block or delete cookies, certain features of the Website may not operate correctly.
- **Pixel tags.** The Services that you receive from us may use an application known as a “pixel tag” (also known as a “clear gif” or “web beacon”). A pixel tag is an electronic file that usually consists of a single-pixel image. It can be embedded in a web page or in an email to transmit information, which could include Personal Information. For example, it allows an email sender to determine whether a user has opened a particular email. Deleting or blocking cookies will not stop the collection of information through pixel tags and similar tracking mechanisms. However, as discussed in the section below titled “Third-Party Analytics and Targeted Advertising,” you can take steps to limit how such information is used for advertising purposes. Even in that event, we may continue to use the information for other purposes, including analytics.
- **Local storage.** We also may use HTML5 local storage to collect and retain certain information about you. Data in local storage is not deleted when you clear your cookies, but it can be deleted by following the instructions provided by your browser developer.
- We may partner with certain third parties to collect, analyze, and use some of the Personal Information described above. For example, we may allow third parties to set cookies or use pixel tags on the Services or in email communications from DIAZ&CO. This information may be used for a variety of purposes, including analytics and targeted advertising, as described below.

- **Information collected on third-party sites.** In some cases, we use the mechanisms described above to track users when they navigate to and on third-party sites. For example, we may use cookies, pixels, scripts, or other tracking mechanisms to identify when a user of the Services goes to the website of an employer and applies for a job. This information enables us, among other things, to analyze how many applicants for a specific position learned about it on DIAZ&CO. Although we do not disclose Personal Information combined with such tracking data to our business partners, we may provide de-identified information and analytics as discussed in the section below titled “How We Share Information with Third Parties.”

### **How We Use Information**

We may use information, including Personal Information, for a variety of purposes, as described below.

**Personal Information.** We use the Personal Information that we collect about Users and Members to:

- Provide the Services to you, and other Users and Members;
- Fulfill the terms of any agreement you have with us, respond to your requests, or otherwise complete a transaction that you initiate, including payment processing;
- Send administrative communications related to the Services;
- Communicate with Users and Members through email notices, newsletters, and updates, including promotional communications about topics, products, jobs, and services that we believe will be of interest to Users and Members;
- Administer surveys, contests, or promotions;
- Engage in analysis and research concerning the Services, improve Users’ and Members’ experiences with the Services, and otherwise enhance the quality of our products and services;
- Create a custom experience for Members and tailor our Services to Users’ and Members’ individual interests and preferences;
- Comply with legal and/or regulatory requirements, or to protect our rights and interests, as described below in the “Legal Purposes” subsection of this Policy;
- Compile and share aggregated information;
- Count and recognize Users and Members, and analyze how Users and Members use the Services;
- Engage in analytics or targeted advertising as described in the “Third-Party Analytics and Targeted Advertising” section below; and
- For any other business purpose permitted by law.

### **How We Share Information with Third Parties**

We may share information with third parties, including Personal Information, for a variety of purposes, as described below.

**Affiliates.** We may share information, including Personal Information, with our corporate affiliates for the purposes described in this Privacy Policy.

**Third-party service providers.** We use third-party service providers to help us manage and improve the Services. We provide these parties with only the information they need to perform their services and work closely with them to ensure that your privacy is respected and protected. These service providers may collect and/or use your information, including Personal Information, to assist us in achieving the purposes discussed in this Privacy Policy. For example, we use third parties to help us manage our information systems, deliver marketing and administrative communications, and manage our relationships with the people and companies that use our Services. We also may share your information to enable us to reach you with our advertising on a third-party platform (such as Facebook’s “Custom Audiences” tool). For more information about our practices with respect

to interest-based advertising and how to opt out, please see the section below titled “Third-Party Analytics and Targeted Advertising.”

**Other Users or Members.** We may share information, including Personal Information, with other Users and Members of the Services where appropriate. For example, if you share information with us during a recorded group coaching call, we may share that information with other Users or Members who view the recording or other content created from the recording. Similarly, we may share a Member’s contact information with another Member to enable them to communicate directly.

**Business partners.** We also may share your information, including Personal Information, with our business partners to fulfill your requests for the Services; complete a transaction that you initiate; or meet the terms of any agreement that you have with us or our business partners. For example, at a Member’s direction, we may share the Member’s contact information and resume directly with a third-party employer.

**Your direct sharing of Personal Information through the Services and third-party websites and services.** The Services may enable you to share Personal Information directly through the Services or through a third-party. For example, the Services may allow a Member to post Content or career related questions on a discussions forum. In addition, the Services may contain links to third-party websites that incorporate comment and social media features, including the Facebook “like” button and the Twitter “follow” button. If you choose to use these features, you may disclose your Personal Information not just to those third-party websites and services, but also to their users and the public more generally. Because these third-party websites and services are not operated by DIAZ&CO., we are not responsible for the content or practices of those websites or services. The collection, use, and disclosure of your information will be subject to the privacy policies of the third-party websites or services, and not this Privacy Policy.

**Third-party plugins.** The Services may integrate certain third-party plug-ins (such as a Facebook “like” button and Twitter “follow” button). Even if you do not click on these plug-ins, they may collect information about you, such as your IP address and the pages that you view. They also may set and/or access cookies. These plugins are governed by the privacy policy of the company providing them.

**Legal purposes.** We also may use or share your information, including Personal Information, with third parties when we believe, in our sole discretion, that doing so is necessary:

- To comply with applicable law or a court order, subpoena, request from government or law enforcement, or other legal process;
- To investigate, prevent, or take action regarding illegal activities, suspected fraud, violations of our terms and conditions, or situations involving threats to our property or the property or physical safety of any person or third party;
- To establish, protect, or exercise our legal rights or defend against legal claims; or
- To facilitate the financing, securitization, insuring, merger, acquisition, sale, assignment, bankruptcy, or other disposal of all or part of our business or assets. In the event of an actual sale, merger, reorganization, dissolution or similar event relating to all or a portion of our business or assets, your information, including Personal Information, may be part of the transferred assets.

**De-identified or aggregated information.** We also may compile and share de-identified or aggregated information about users of the Services, such as by publishing a report on trends in the usage of the Services or sharing aggregated information about historical and real-time trends in employment. We also may share de-identified or aggregated information about the numbers, types, or origins of users who click on links on the Services (such as a job posting or article).

**Third-Party Analytics and Targeted Advertising**

We partner with certain third parties to collect information to engage in analytics, auditing, research, and reporting. These third parties may use web logs, pixel tags, or similar online tracking mechanisms, and they may set and access cookies on your computer or other device.

Among other providers, the Services use [Google Analytics](#) to help collect and analyze certain information for the purposes discussed above. You may opt out of the use of cookies by Google Analytics [here](#).

The Services also may enable third-party tracking mechanisms to collect information on our Services over time and across unaffiliated websites for use in online behavioral advertising. For example, third parties may use the fact that you visited the Services to target online ads for the Services to you on websites that are not affiliated with DIAZ&CO. In addition, our third-party advertising partners might use information about your use of the Services to help target advertisements unrelated to DIAZ&CO. based on your online behavior in general. For information about behavioral advertising practices, including privacy and confidentiality, visit the [Network Advertising Initiative website](#) or the [Digital Advertising Alliance website](#).

The use of online tracking mechanisms by third parties is subject to those third parties' own privacy policies, and not this Privacy Policy. If you prefer to prevent third parties from setting and accessing cookies on your computer, you may set your browser to block cookies. Additionally, you may remove yourself from the targeted advertising of companies within the Network Advertising Initiative by [opting out here](#), or of companies participating in the Digital Advertising Alliance program by [opting out here](#).

**Security**

DIAZ&CO. uses physical, electronic, and procedural safeguards to protect your information against loss or unauthorized access, use, modification, or deletion. However, no security program is 100% secure, and thus we cannot guarantee the absolute security of your information.

**Your Choices and Access to Information**

Depending on your location and where applicable law requires, you may have the following choices with respect to your Personal Information:

- The right to access your Personal Information;
- The right to update your Personal Information by emailing us or, where appropriate, amending the personal details contained in your registered account with us. If practically possible, we will make corrections (where appropriate) based on your updated information;
- The right to withdraw your consent with respect to Personal Information that is collected on the basis of your consent;
- The right to request deletion of your Personal Information or object to its processing; and
- The right to lodge a complaint with us or, as applicable, with a supervisory authority.

If you want to learn more about the Personal Information that DIAZ&CO. has about you, or you would like to exercise your choices regarding your Personal Information, including updating or changing that information, please contact us by email at [sandra@sparkcareercatalysts.com](mailto:sandra@sparkcareercatalysts.com) or by mail at the address in the "Questions or Comments" section below.

If you no longer want to receive marketing communications from DIAZ&CO., please follow the "unsubscribe" instructions that are included at the bottom of each message. Please note that if you unsubscribe from our marketing communications, you will still receive administrative messages.

Please note that due to technical reasons there will likely be a delay in accessing or deleting your Personal Information from our systems if you request it. We also will retain personal Information in order to comply with the law, protect our and others' rights, resolve disputes or enforce our legal terms or policies, to the extent permitted under applicable law.

**Transfer of Information to the United States**

The information that we collect through or in connection with the Services is transferred to and processed in the United States for the purposes described above. DIAZ&CO. also may subcontract the processing of your data to, or otherwise share your data with, affiliates or third parties in the United States or countries other than your country of residence. The data-protection laws in these countries may be different from, and less stringent than, those in your country of residence. By accepting this Privacy Policy, using the Services, or providing information to us, you expressly consent to such transfer and processing.

**Children's Privacy**

The Services are not directed to children under the age of 16, and DIAZ&CO. does not knowingly collect Personal Information or other Information from anyone under the age of 16.

**Changes to this Privacy Policy**

Technology and the Internet are rapidly changing. We may change the Services in the future and as a consequence will need to revise this Privacy Policy to reflect those changes. We will post the revised Privacy Policy on the Website with a "Revised date" that indicates when the revised Privacy Policy will take effect, and we will notify you (as provided in the Terms) of any such changes. We encourage you to review this page periodically.

**Third-Party Links, Websites, and Apps**

The Services may contain links to and from the websites or apps of other third parties. If you follow a link to any of these websites or apps, please note that these websites and apps, and any services that may be accessible through them, have their own privacy policies. We are not responsible for the privacy practices of other websites or apps. We encourage our users to be aware when they leave the Website and to read the privacy policies applicable to such third-party websites and apps. This Privacy Policy applies solely to information collected in connection with the Services.

**Sensitive Information**

We do not knowingly collect, and we ask that you not send us, and you not disclose, any sensitive Personal Information on or through the Services. Such information includes, but is not limited to, social security numbers, financial account information (except for payment information as required), and information related to or revealing racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background, or trade union membership.

**Contact Information; Questions or Comments**

If you have any questions or comments regarding our privacy practices or this Privacy Policy, please send us an email at [sandra@sparkcareercatalysts.com](mailto:sandra@sparkcareercatalysts.com) or contact us by mail at:

DIAZ & CO. Hispanic Experts, Inc.

Attn: Sandra Diaz, President

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