

Privacy Policy

Last Updated: August 17, 2023

This Privacy Policy (“Policy”) governs how Lakeside Discovery, LLC (“Lakeside Discovery”) collects, uses, processes, discloses and retains your information, and what rights and choices you have with respect to such information. This Policy applies to information collected when you visit our website, <https://www.lakesidediscovery.com/Home.html> (the “Site”), or otherwise interact with us online.

By visiting the Site, you are agreeing to the terms of this Policy and the accompanying Terms of Use. Capitalized terms not defined in this Policy have the meaning set forth in the Terms of Use. If you do not agree to this Policy, please do not access or use the Site.

1. Information We Collect

We collect when you provide information directly to us and when we passively collect information from you, such as information collected from your browser or device.

Information You Provide Us

Lakeside Discovery collects personal information that you provide directly to us, such as names, addresses, zip/postal codes, e-mail addresses, etc., when you voluntarily submit that information to us, such as when you contact us via our “Contact Us” page. You do not have to provide us such information to visit our Site.

Information Collected Automatically

We and our service providers use a variety of technologies to collect information about how you use and interact with the Site. Such information includes:

Log files. As you browse the Site, we automatically record information in log files. These log files may include information such as your web or content requests, IP address, browser type and settings, referring/exit pages and URLs, number of clicks, date and time stamp information, language preferences, and other such information.

Site metadata. We collect metadata that provides high-level information about how you interact with the Site, such as the pages you access, frequency and duration of use, and other information.

Information from cookies and similar technology. We may also collect data about your use of the Site through the use of web server logs, cookies and/or tracking pixels. A web server log is a file where website activity is stored. A cookie is a small text file that is placed on your computer when you visit a website, that enables us to: (i) recognize your computer; (ii) store your preferences and settings; (iii) understand which pages on the Site you visited; (iv) perform searches and analytics; and (v) assist with security administrative functions. Tracking pixels (sometimes referred to as “web beacons” or “clear GIFs”) are electronic tags with a unique identifier embedded in websites, online ads and/or email, and are designed to provide usage information like ad impressions or clicks, measure popularity of the Site and associated advertising, and access user cookies. We may also use these automated technologies to collect and analyze other information related to the devices you use to access the Site, such as IP addresses, browser types, browser language, operating system used, the domain name of your Internet service provider, unique device identifiers, and other information about your devices used to access the Site. These automated technologies may also collect information on the websites you have visited before and after you visit the Site, and the

advertisements you have accessed, seen, forwarded, and/or clicked on when using the Site or other websites. As we adopt additional technologies, we may also gather additional information through other methods.

Please note that you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the “Help” section of your browser for more information (e.g., Internet Explorer, Google Chrome, Mozilla Firefox, or Apple Safari). Please note that by blocking any or all cookies, you may not have access to certain features or offerings of the Site.

Information Collected from Other Sources

We may collect information from publicly-available sources, such as LinkedIn. Additionally, if you interact with us on third-party platforms, such as via email or social email, we may collect information we receive from such third-party platforms as well.

2. How We Use Your Information

We may use your information to:

- Provide, maintain, and operate the Site
- Improve the Site and develop new features;
- Respond to your inquiries;
- Provide technical support and assistance;
- Communicate with you about our services, events, and other information we think may be of interest to you;
- Engage in analysis, research, and reports regarding use of the Site;
- Secure the Site;
- Establish, exercise, or defend our legal rights; and
- Comply with applicable laws, regulations, subpoenas, governmental requests or legal process, or in connection with a legal investigation.

3. How We Disclose Your Information

We may disclose your information:

- To our parent companies, affiliates, and subsidiaries;
- To our vendors who provide services to us;
- As necessary to provide you with information or materials you request;
- To respond to a subpoena or court order, judicial process or regulatory inquiry;
- When required by applicable law, including laws outside your country of residence;
- To protect or defend against fraud, law suits, claims or other liabilities;
- To protect the security of our systems, or to protect our rights or property; and
- In connection with a proposed or actual sale, merger, or transfer of all or a portion of Lakeside Discovery’s business.

4. Security of Your Information

We take a variety of technical, physical, and organizational measures to protect information in our control. However, no data transmission over the Internet can be guaranteed to be totally secure. As such, we cannot guarantee the security of any information you transmit to us, and all disclosures of information to us are at your own risk.

5. Your Choices

Marketing. If you supply us with your postal address or e-mail address online, you may receive periodic communications from us with information on our programs and services. If you do not want to receive postal mail and/or e-mail from us in the future, please let us know by sending your request via the unsubscribe link contained in all such e-mails or by contacting us as set out below.

Access, deletion and correction. You may request access to, or correction or deletion of, information that we maintain about you by contacting us at the email address below. We will consider all requests we receive and reply in accordance with any applicable laws. We reserve the right not to agree to any such request if we deem it burdensome or otherwise injurious or inappropriate, or if such data will interfere with our ability to meet our own legal obligations, except to the extent required by applicable law.

6. International Visitors

The Site is operated, offered, and provided in the United States and is governed by United States law. If you reside outside of the United States, please be advised that any information you provide to us will be transferred to the United States or other designated locations outside of the United States for certain processing/hosting operations. By accessing the Site, you acknowledge and agree to such transfer.

7. External Links

The Site may contain links to other websites. This Privacy Policy applies only to Lakeside Discovery and does not apply to any third-party sites. We are not responsible for the privacy practices or content of third-party websites. Please review the privacy policies of third-party websites for information about their privacy practices.

8. Information from Children under Age 13

Lakeside Discovery does not knowingly solicit or collect information from anyone under the age of 13. In the event we learn that we have collected personal information from a child under age 13, we will delete that information.

9. Revision of this Policy

This Policy is effective as of the “Last Updated” date posted at the top of this page. We may change this Policy from time to time and will post any changes on this page as soon as they go into effect, and/or provide additional notice as required by applicable law. By accessing the Site after we make any such changes, you are deemed to have accepted such changes. Please refer back to this Privacy Policy on a regular basis.

10. Contact Us

If you have any questions about this Privacy Policy, please contact:

Lakeside Discovery
345 Park Avenue South, 12th Floor
New York, NY 10010
privacy@deerfield.com