

PRIVACY STATEMENT

Updated 5/11/21

General Privacy Information

Your privacy is important to us. This privacy statement explains the data WE Partnerships Consulting collects and processes, how WE Partnerships Consulting processes it, and for what purposes.

When a client or prospective client contacts, purchases, or uses WE Partnerships Consulting services, WE Partnerships Consulting receives data from that client and collects and generates data to provide the service (including improving, securing, and updating the service), conduct our legitimate business operations, and communicate with the client. For example:

- When a client or prospective client engages with a WE Partnerships Consulting sales representative, we collect the client's name and contact data, along with information about the client's organization, to support that engagement.
- When a client pays for services, we collect contact and payment data to process the payment.
- When a client or prospective client engages with WE Partnerships Consulting for professional services, we collect the name and contact data of the client's designated point of contact and use information provided by the client to perform the services that the client has requested.

In the course of our services, WE Partnerships Consulting collects data from you. You provide some of this data directly, and we get some of it by collecting data about your interactions, use, and experiences with our services. Some of this data can be identifying – that is, it could by its nature identify you as the provider of the data. In cases of identifying data, WE Partnerships Consulting will always specify whether that data and your identity as the provider of data would be protected from disclosure before that data is collected, so that you can make an informed decision about whether to provide the data requested.

In those cases where your identity as the provider of data is protected from disclosure due to the nature of the service provided by WE Partnerships Consulting, we covenant to ensure that protection. In those cases, whenever you provide data that we believe in our professional judgment *could be* identifying, we treat the data as identifying, whether you intended for it to be identifying or not. For example, if in an interview you mention a detail about yourself that a reasonable person familiar with you could use to determine your identity, we treat that detail as identifying data.

Whatever the agreement with the client about protection from disclosure of identifying data, you ALWAYS retain the choice to share data and information, identifying or otherwise, as part of WE Partnerships Consulting services. When we ask you to provide data, identifying or otherwise, you can decline. If you choose not to provide the data requested, there is no penalty to you personally, nor to the organization you may represent in the services provided by WE Partnerships Consulting.

WE Partnerships Consulting uses data in its services that often requires the collection of identifying information from client staff, typically for these purposes:

- To evaluate the client's need for services offered by WE Partnerships Consulting.
- To inform the services provided to the client by WE Partnerships Consulting.
- To measure the impact of services offered by WE Partnerships Consulting for the client.
- To improve and develop our services.
- To personalize and tailor our services for the client.

We also use the data to operate our business, which includes analyzing our performance, meeting our legal obligations, developing our workforce, and doing research.

In carrying out these purposes, we combine data we collect from different contexts to make informed business decisions, and for other legitimate purposes.

Our processing of personal data for these purposes includes both automated and manual (human) methods of processing. Our automated methods include qualitative data analysis software like Atlas.ti, and quantitative data analysis software like SPSS. Humans are always involved in de-identifying data, qualitative and quantitative, to be sure any identifiable information is removed from the data before that data is used in any reporting of data, reporting of findings from the data, and reporting of service outcomes.

Raw data and processed data are stored in private, secure cloud-based folders owned by WE Partnerships Consulting. Clients are not allowed access to raw data ever, and are only allowed access to processed data after it has been de-identified.

One common practice of de-identifying data at WE Partnerships Consulting is through the use of respondent numbers assigned to individuals whose identifying data is collected as part of our services. These respondent numbers are used to de-identify respondents and to match respondent data over time. The keys that match respondent number to respondent name (and other identifying information) are kept in a secure and private folder accessible only by the service lead at WE Partnerships Consulting. That service lead will always identify themselves to clients and client staff prior to soliciting identifying information from client staff, and they serve as the client's WE Partnerships Consulting point of contact for all privacy matters.

Your Point of Contact for Privacy Questions and Concerns

When you use a WE Partnerships Consulting service provided by your organization (such as when you complete a survey or attend a focus group as part of a WE Partnerships Consulting service) WE Partnerships Consulting's processing of your identifying data in connection with that service is governed by a contract between WE Partnerships Consulting and your organization. WE Partnerships Consulting processes your identifying data to provide the service to your organization and you. If you have questions about WE Partnerships Consulting's processing of your data in connection with providing services to your organization, please first contact your organization's human resources department. If you'd prefer to contact WE Partnerships Consulting instead, please contact the service lead at the phone number in the footer in this document.

Other Important Privacy Information

In the event of a conflict between this WE Partnerships Consulting privacy statement and the terms of any agreement(s) between a customer and WE Partnerships Consulting, the terms of those agreement(s) will control.