

THE DESIGN ACADEMY, INC DBA INTERSECTION PRIVACY POLICY

It is our priority to protect your private information.

This Privacy Statement applies to our two brands, The Design Academy, Inc and Intersection, Inc. (The Design Academy, Inc does business as Intersection, Inc. (TDA/INT)) and their websites www.thedesignacademy.com and www.intersection-inc.com which governs data collection and usage. For the purposes of this company Privacy Policy , unless otherwise noted, all references to The Design Academy, Inc, Intersection, Inc, The Design Academy, Inc does business as Intersection, Inc.) include websites www.thedesignacademy.com and intersection-inc.com. The Intersection website is an innovation design consultancy site. The Design Academy, Inc website is a human-centered design thinking education site. By using the Intersection and The Design Academy websites you consent to the data practices described in this statement.

Collection of Your Personal Information

In order to provide you with the products and services offered, The Design Academy, Inc and Intersection, Inc. may collect personally identifiable information, such as:

First and Last Name

Mailing Address

Phone Number

Email Address

Employer

Job Title

Photographs

Signatures

Training workshops you have taken with TDA/INT

We do not collect any personal data unless you voluntarily provide it to us. You may elect to provide certain personal information to us when you elect to use our products or services.

These may include:

Requesting more information or signing up for a workshop

Signing release forms for a workshop

Obtaining a badge for a workshop

Signing up to join our newsletter or blog and be notified of new blogs

Signing proposals

Providing payment

Sending us an email

We will use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us. We may also gather additional personal or non-personal information in the future.

Use of Your Personal Information

TDA/INT collects and uses your personal information to operate and deliver the services you have requested. TDA/INT may also use your identifiable data to inform you of other products or services from TDA/INT and its affiliates.

Sharing information with Third Parties

TDA/INT does not sell, rent or lease its customer data to third parties
TDA/INT may contact you on behalf of external business partners about a particular offering that may be of interest to you. In that case your unique personally identifiable information (email, name, address, telephone number, employer, title) is transferred to the third party. TDA/INT may share data with trusted partners to help perform statistical analysis, answer questions, arrange for deliveries or send you email or postal mail. All such third parties are prohibited from using your personal information except to provide these services to TDA/INT and they are required to maintain the confidentiality of your data.

TDA/INT may disclose your personal information without notice if required to do so by law or in good faith believe that such action is necessary to a) conform to the edicts of the law b) protect and defend the rights of property of TDA/INT and/or c) act under exigent circumstances to protect the personal safety of users of TDA/INT or the public.

Opt-Out of Disclosure of Personal Information to Third Parties

In connection with any personal information, we disclose to a third party, for business purpose you have a right to know the categories of personal information that we disclosed about you for a business purpose.

You have the right under the California Consumer Privacy Act of 2018 (CCCPA) and certain other privacy and protection laws as applicable to opt out of the disclosure of your personal information. If you exercise your right to opt-out of the disclosure of your personal information, we will refrain from disclosing your personal information unless you subsequently provide express authorization for the disclosure of your personal information. To opt-out of the disclosure of your personal information visit this web page www.thedesignacademy.com/contact-us and click on Privacy Policy

Tracking User Behavior

TDA/INT may keep track of the websites and pages our users visit within TDA/INT in order to determine what TDA/INT services are the most popular. This data is used to deliver customized content and advertising within TDA/INT to customers whose behavior indicates that they are interested in a particular subject area.

Automatically Collected Information

Information about your computer hardware and software may be automatically collected by TDA/INT. This information can include your IP address, browser type, access times, domain names and referring website addresses. This is used for the operation of the service, to

maintain quality of service and to provide general statistics regarding use of the TDA/INT websites.

Links

TDA/INT secures your personal information from unauthorized access, use or disclosure.

TDA/INT uses the following methods for this purpose:

SSL Protocol and HTTPS security protocol.

When personal information is transmitted through TDA/INT websites it is protected through the use of encryption such as the Secure Socket Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to alteration of your personal information. Unfortunately, no data transmission over the internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge A) there are security and privacy limitations inherent to the internet which are beyond our control and b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

Right to Deletion

Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will

Delete your personal information from our records and

Direct any service providers to delete your personal information from their records

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of situations under federal Law, provide goods or services requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Detect security incidents, protect against malicious, deceptive, fraudulent or illegal activity, or prosecute those responsible for that activity
- Debug to identify and repair error that impair existing intended functionality
- Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided by law
- Comply with the California Electronic Communications Privacy Act
- Engage in public or peer-reviewed scientific, historical or statistical research in the public interest that adheres to all applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us

- Comply with an existing legal obligation
- Otherwise use your personal information internally, in a lawful manner that is compatible with the context in which you provided the information

Children Under Thirteen Years of Age

TDA/INT does not knowingly collect personally identifiable data from children under the age of thirteen. If you are under the age of thirteen you must ask your parent or guardian for permission to use the TDA/INT websites

Disconnecting your TDA/INT Account from Third Party Websites

You will be able to connect your TDA/INT account to third party accounts. BY CONNECTING OUR TDA/INT ACCOUNT TO YOUR THIRD PARTY ACCOUNT, YOU ACKNOWLEDGE AND AGREE THAT YOU ARE CONSENTING TO THE CONTINUOUS RELEASE OF INFORMATION ABOUT YOU TO OTHERS (IN ACCORDANCE WITH YOUR PRIVACY SETTINGS ON THOSE THIRD PARTY SITES). IF YOU DO NOT WANT INFORMATION ABOUT YOU, INCLUDING PERSONALLY IDENTIFYING INFORMATION TO BE SHARED IN THIS MANNER, DO NOT USE THIS FEATURE.

Users may learn how to disconnect their account from third-party websites by visiting their "My Account" page. Users may also contact us via email [@info @intersection-inc.com](mailto:info@intersection-inc.com)

Opt-Out & Unsubscribe from Third Party Communications

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information. Users may opt-out receiving any or all communications from third party partners of TDA/INT by contacting us here

Web page: www.thedesignacademy.com/contact-us

Email: info@intersection-inc.com

External Data Storage Sites

We may store your data on servers provided by third party hosting vendors with whom we have contacted or back up hard drives.

Changes to This Statement

TDA/INT reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our TDA/INT websites and/or by updating any privacy information. Your continued use of the TDA/INT websites and/or Service available after such modifications will constitute you're a) acknowledgement of the modified Privacy Policy and b) agreement to abide and be bound by that Policy.

Contact information

TDA/INT welcomes your questions or comments regarding this Statement of Privacy. If you believe that TDA/INT has not adhered to this Statement please contact TDA/INT at:

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