



Full Bloom Events Privacy Policy

Effective Date: February 16, 2024

Website: <https://eventsinfullbloom.com>

Full Bloom Events ("Full Bloom Events," "FBE," "we," "us," or "our") respects the privacy of our clients, prospective clients, website visitors, vendors, and other individuals with whom we interact. This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information through our website, communications, event coordination services, fundraising activities, and related business operations.

We are committed to handling personal information responsibly, limiting access to authorized purposes, and maintaining appropriate confidentiality standards. We do not sell personal information, and we do not authorize employees, contractors, or other team members to use confidential information for personal purposes or disclose it without authorization.

By using our website or interacting with our services, you acknowledge this Privacy Policy. Where applicable law requires consent or another legal basis for particular processing, we will obtain or rely on the appropriate basis as required by law.

Personal Information We Collect: The information we collect depends on how you interact with FBE. It may include:

- Contact and identification information, such as your name, email address, telephone number, and contact details for individuals involved in an event.
- Event and service information, such as event dates, venues, schedules, preferences, logistical details, guest-related information you choose to provide, vendor contacts, and communications necessary to coordinate an event.
- Contractual and transaction information, such as signed agreements, invoices, payment status, transaction confirmations, and records needed for accounting, tax, and business purposes.
- Scheduling and communication information, such as appointment details, emails, messages, meeting arrangements, and information you voluntarily provide during consultations.
- Website and technical information, such as pages visited, referring website, browser and device information, approximate usage information, and online identifiers collected through website functionality and Google Analytics.
- Fundraising information, such as information you provide or submit when participating in or supporting an FBE fundraising activity through Bonfire.

We do not intentionally request sensitive personal information unless it is reasonably necessary for a specific purpose and appropriate safeguards or legal requirements are addressed. Please avoid sending payment card security codes, passwords, government identification numbers, or other highly sensitive information through ordinary email or general website contact forms.

How We Use Personal Information: We use personal information for legitimate business purposes, including to:

- Respond to inquiries and provide information about our services.
- Schedule consultations and communicate with clients and prospective clients.
- Prepare and administer contracts, invoices, and service arrangements.
- Plan, coordinate, and carry out events.
- Communicate with clients, venues, vendors, team members, and other authorized participants as necessary to perform our services.
- Administer fundraising activities.
- Maintain business, accounting, tax, and contractual records.
- Operate, maintain, and improve our website and understand website traffic.
- Protect our business, systems, team members, clients, and others against fraud, misuse, security incidents, or other unlawful activity.
- Comply with legal obligations and respond to lawful requests.

- Carry out other purposes disclosed to you when information is collected or otherwise permitted by law.

We do not knowingly use personal information for purposes materially unrelated to the reason it was collected without providing any notice or obtaining any consent required by applicable law.

Confidentiality and Team Member Obligations: FBE treats client and business information as confidential when its nature, the circumstances in which it is received, or an applicable agreement reasonably requires confidentiality. Employees, contractors, and other team members who have access to confidential information are required to comply with applicable confidentiality expectations and, where required, sign a nondisclosure agreement or other written confidentiality commitment.

Team members may access personal information only as reasonably necessary to perform their assigned responsibilities. They are not authorized to copy, disclose, distribute, publish, or use confidential client or business information for personal purposes or for any unauthorized purpose. These obligations include appropriate handling of client communications, event documents, schedules, vendor information, photographs or other materials containing personal information, and information stored in FBE business systems.

Team members must report suspected unauthorized access, disclosure, loss, or misuse of personal information through FBE's designated internal reporting process. Access is removed when it is no longer needed for a person's role.

Confidentiality commitments do not prevent disclosures required by law or protected rights that cannot lawfully be waived.

When Information May Be Shared: FBE does not sell personal information or rent personal contact lists to third parties. We may disclose information in limited circumstances, including:

- Service providers. We use third-party platforms and providers to host and operate our website, schedule appointments, communicate, organize projects and calendars, conduct virtual meetings, process fundraising activities, and measure website usage.
- Event-related participants. When necessary to perform contracted services, we may share relevant information with a venue, vendor, client-authorized contact, or other event participant. We seek to limit disclosures to information reasonably needed for the relevant purpose.
- Legal and safety matters. We may disclose information when reasonably necessary to comply with applicable law, a valid legal process, or a lawful government request, or to establish, exercise, or defend legal claims and protect the rights, safety, or security of FBE and others.
- Business changes. If FBE undergoes a merger, sale, restructuring, or transfer of business assets, information may be transferred as part of that transaction, subject to applicable legal requirements and appropriate safeguards.

We do not authorize third parties receiving information from us to use it for purposes inconsistent with the applicable service, our instructions, or the law. Independent providers may also process information under their own privacy policies and terms.

Third-Party Platforms and Business Systems: FBE uses the following platforms in its operations. The information processed by each platform depends on the features we use, the information submitted, and the platform's settings and terms.

- WordPress and GoDaddy: Our website operates using WordPress, with GoDaddy serving as our website hosting provider. These services may process information necessary to deliver, maintain, secure, and support the website.
- Google Analytics: We use Google Analytics to understand website traffic and usage, such as pages visited, referral sources, and technical or browser-related information. We do not intentionally submit confidential client records or payment credentials to Google Analytics.
- Calendly: We use Calendly for scheduling. Information may include your name, contact details, appointment selection, and information you provide when booking.
- Yahoo Mail: We use Yahoo Mail for business email communications and may retain messages and attachments as needed for business, contractual, or legal purposes.
- Trello: We use Trello for project and event coordination. It may store task assignments, schedules, event logistics, and related communications. Access is limited according to our business practices and available account permissions.
- TimeTree: We use TimeTree for calendar and scheduling coordination. Calendar entries may contain event dates, times, assignments, and related logistical information.
- Google Meet: We use Google Meet for virtual meetings and consultations. We do not record consultations or create meeting transcripts or AI-generated meeting notes as part of our current practices.
- Bonfire: We use Bonfire in connection with fundraising activities. Information submitted through a Bonfire fundraising page or service may be collected and processed by Bonfire under its own terms and privacy practices.

These providers may process or store information in systems operated by them or their service providers, and their practices may change. We encourage you to review the applicable privacy notices and terms of the relevant provider.

Website Analytics, Cookies, and Tracking: Our website uses Google Analytics to help us understand how visitors use the site and to improve website performance and content. Google Analytics may use cookies or similar technologies and may process information such as online identifiers, browser and device information, pages visited, referring pages, and interactions with the website. Information collected through analytics may be transmitted to or processed by Google in accordance with the configuration of our website and Google's applicable terms and privacy practices. We

currently identify Google Analytics as our website analytics service. WordPress, GoDaddy, or website plugins may also use technologies necessary for website functionality, security, or performance.

We do not intentionally use website analytics forms or fields to collect confidential client records or payment credentials. However, technical information may be collected automatically when you visit the website.

You can manage cookies through your browser settings, including blocking or deleting certain cookies. Blocking cookies may affect some website functionality. Where applicable law requires a consent mechanism, tracking preference tool, or opt-out option, FBE will provide or maintain the required mechanism. We do not represent that every cookie or technical identifier is disabled, or that all analytics data is anonymous in every circumstance.

Payment and Billing Information: FBE uses invoices and related payment arrangements for its services. We may retain invoices, payment status, transaction confirmations, amounts paid, and records needed for accounting, tax, contractual, or dispute-resolution purposes.

FBE does not intentionally retain complete payment card numbers or card security codes in ordinary business records. Actual payment processing and storage may be handled by the payment provider used for a particular transaction, subject to that provider's terms and privacy practices. We may retain a billing address, event venue address, or other address when reasonably necessary for service delivery, invoicing, contractual records, or legal compliance. We do not promise that all addresses are never retained.

Please do not send payment card numbers or security codes through ordinary email, scheduling forms, or general contact forms.

Use of Artificial Intelligence: FBE may use limited AI-assisted tools for administrative, organizational, drafting, or creative tasks. We do not intentionally use confidential client information to train public AI models. AI-generated content is subject to human review before being used for business purposes.

FBE's policy is not to enter identifiable client personal information, confidential client records, private event documents, or other confidential information into public AI tools unless the information has been appropriately anonymized or the use has otherwise been specifically authorized, and suitable safeguards are in place.

FBE does not currently use Google Meet recordings, meeting transcripts, or AI-generated meeting notes as part of its consultation practices. Third-party AI services may have their own data handling terms. Any future material change to FBE's use of AI involving personal or confidential information will be evaluated for appropriate safeguards and any required notice or consent.

Data Retention and Deletion: FBE retains personal information only for as long as reasonably necessary for the purpose for which it was collected, including service delivery, contractual administration, accounting, tax, dispute resolution, security, and legal compliance. Retention periods vary by the type of information and the circumstances. For example, we may need to retain contracts, invoices, and related financial records longer than routine scheduling information or preliminary inquiries. When information is no longer reasonably needed, we will take reasonable steps to delete it, securely dispose of it, or de-identify it, subject to applicable law, legitimate recordkeeping needs, technical limitations, and any relevant legal hold.

Information held by third-party providers may also be subject to their retention, backup, and deletion practices.

Information Security: FBE uses reasonable administrative, technical, and organizational measures intended to protect personal information against unauthorized access, disclosure, alteration, loss, and misuse. These measures may include limiting access to people who need information for their roles, using account permissions, maintaining confidentiality commitments, and reviewing access when responsibilities change.

No website, email system, application, or electronic transmission method can be guaranteed to be completely secure. We therefore cannot guarantee absolute security. If a security incident involving personal information occurs, FBE will investigate and provide notifications when and as required by applicable law.

Your Privacy Choices and Rights: Depending on where you live, the nature of your relationship with FBE, and applicable law, you may have rights regarding your personal information. These may include requesting access to, correction of, or deletion of certain information, receiving a copy of certain information, or opting out of certain forms of data processing.

To submit a privacy request, use the contact form available at <https://eventsinfullbloom.com> and state that your message is a Privacy Request. Please identify the request you are making and provide enough information for us to understand and respond to it. We may need to verify your identity or authority before acting on a request. We will review and respond to requests in accordance with applicable law. Some information may be retained when legally permitted or required, such as records needed for tax, contractual, security, or legal purposes.

Where applicable law requires an opt-out from the sale of personal information, targeted advertising, or certain profiling, FBE will provide the required method. Where applicable law requires recognition of a qualifying universal opt-out signal, such as Global Privacy Control, we will handle that signal as required by law.

Children's Privacy: FBE's website and services are intended for adults who are seeking or coordinating event services. We do not knowingly collect personal information directly from children under 13 through our website for independent use. In the course of coordinating an event, a client may provide limited information relating to a minor when reasonably necessary for event logistics. We expect clients to provide only information reasonably necessary for that purpose and to have the authority to provide it. We handle such information in accordance with this Policy and applicable law.

If you believe a child has submitted personal information directly to us through our website inappropriately, directly contact us through the website contact form so we can review the matter.

Colorado Privacy Law: FBE operates in Colorado and seeks to handle personal information in accordance with applicable federal, state, and local laws, including applicable Colorado privacy and data security requirements.

The Colorado Privacy Act provides certain privacy rights and imposes obligations on businesses that fall within its scope. Its applicability depends on statutory criteria and exceptions. This Policy is not a representation that every provision of the Colorado Privacy Act applies to FBE or that every legal obligation is satisfied solely by publishing this policy. Where the Colorado Privacy Act or another applicable privacy law applies, FBE will handle requests and personal information in accordance with the requirements applicable to its activities, including any applicable rights to access, correct, delete, obtain, or opt out of certain processing of personal data.

Nothing in this Policy limits any privacy right that cannot lawfully be waived.

Third-Party Websites and Services: Our website, communications, or fundraising activities may contain links to websites or services operated by third parties. Those services are not controlled by FBE, and their privacy practices may differ from ours. This Policy does not govern information that you provide directly to a third party acting independently. Please review the applicable provider's privacy policy before submitting information through its services.

Changes to This Privacy Policy: We may update this Privacy Policy to reflect changes in our business, technology, service providers, or legal obligations. When we update it, we will revise the Effective Date shown at the top of the Policy. Where required by law, we will provide additional notice or obtain consent for material changes.

Contact Us: For questions about this Privacy Policy or to submit a privacy request, contact Full Bloom Events through the contact form on our website: <https://eventsinfullbloom.com>. Please include "Privacy Policy" or "Privacy Request" in the subject or message so that your inquiry can be identified and directed appropriately.