

Data Privacy Notice

1. Welcome

Cadence Counsel understands that privacy is important and that you consider carefully how your Personal Data) is collected, used, stored and shared. We respect and value the privacy of everyone who interacts with us and will only collect and use your Personal Data in ways that are described in this Privacy Notice, and in a manner that is consistent with our obligations and your rights under the law.

If you have any questions regarding this Notice or how we collect and use your Personal Data, please contact our Data Protection Officer (DPO) at privacy@cadencecounsel.com.

2. Scope

This Notice describes the types of Personal Data that Cadence may collect or process about you, how we may use and disclose that Personal Data, and how you may exercise any rights you have regarding the processing of your Personal Data.

This Notice applies to Personal Data collected or processed by us about you when you interact with our business. It applies not just to the use of our website but also to Personal Data we collect and process through offline interactions with you.

This Notice does not apply to the processing of the Personal Data of our employees, contractors or candidates.

If you provide Personal Data of anyone other than yourself, please note that you are responsible for complying with all applicable privacy and data protection laws prior to providing that information to Cadence, (including obtaining consent, if necessary and required).

It is important that you carefully review this Notice, together with any other Privacy Notice(s) we may provide so that you are fully aware of how and why we are using your Personal Data. This Notice supplements all other Privacy Notices provided by us and is not intended to override them.

To the extent permitted by applicable law, by providing us with your Personal Data or otherwise interacting with us, you are agreeing to this Notice.

3. Who is the controller of your Personal Data?

Cadence Counsel is a trading name of Bridgeline Solutions LLC, 1828 L Street, Suite 1070, Washington, DC 20036. Bridgeline Solutions LLC is the controller of your Personal Data.

4. What happens if your Personal Data changes?

It is important that the Personal Data we hold about you is accurate and up to date. Please keep us informed if your Personal Data changes during your relationship with us.

5. Data Protection Principles

We will comply with the data protection principles as set out in applicable privacy and data protection laws when gathering and using your Personal Data. This means that we will:

- Collect Personal Data lawfully, fairly and in a transparent way;

- Collect Personal Data for valid purposes that we have clearly explained to you in this Notice, and not use in any way that is incompatible with those purposes;
- Keep the Personal Data accurate and up to date;
- Not retain Personal Data longer than necessary; and,
- Implement appropriate measures to protect your Personal Data.

6. What Personal Data do we collect about you?

We collect, use, store and transfer different kinds of Personal Data about you for various purposes and under various legal bases.

Personal Data we collect

Situations	Categories of Personal Data
You ask us a question by contacting us via telephone, email or via a 'contact us' form	Name, email address, job title, telephone number, IP address and/or UTM

Purposes for which we process your Personal Data and the legal basis we rely on

Purpose	Description	Legal Basis
Operating our websites (including social media)	We process your data to operate/ administer our website	Our legitimate interest in providing online content to clients and prospective clients
Improving our websites	We process your data to analyze trends and improve user experience	Our legitimate interest in providing a relevant and functioning website
Promoting the security of our websites	We monitor your use of our websites, and investigate/verify activity	Our legitimate interest in maintaining the safety and security of our websites, and in protecting our rights and the rights of others
Responding to your contact request	We will process your data in order for our client services team to respond to your contact request	Your clear consent for us to process your data in order to contact you.

7. What happens if you don't provide us with your Personal Data?

Providing Personal Data to us is voluntary. If you choose not to provide us with certain information, we may not be able to provide you with services, products, or access to events and webinars.

8. Automated Decision Making

In respect of the activities listed in this Notice, the processing of your Personal Data by Cadence is not done through automated means and we do not use your data to carry out profiling activities. If this changes, we will let you know by updating this Notice.

9. Direct Marketing, Cookies and “Do Not Track” signals

We do not track website visitors over time and across third-party websites to provide targeted advertising. However, some third-party sites do keep track of your browsing activities when they serve you content, and this enables them to tailor what they present to you. If you are visiting such sites, your browser may include controls to block and delete cookies, web beacons and similar technologies to allow you to opt out of data collection.

When you visit or log in to our websites, cookies and similar technologies may be used by our online data partners or vendors to associate these activities with other personal information they or others have about you, including by association with your email address. We (or service providers on our behalf) with your consent may then send communications and marketing to these email or home addresses. You may opt out of receiving this advertising by visiting <https://app.retention.com/optout>.

We respect ‘Do Not Track’ signals.

For more information on our use of cookies, web beacons, and similar technologies, please see the Cadence Cookie Preference Centre.

10. How we share your Personal Data

Cadence is headquartered in the United States (US). Sharing data across borders may be essential in providing you with a response to any communication you have sent us, and as a result your Personal Data may be collected, transferred to and stored outside your jurisdiction, including in countries that are not subject to an adequacy decision by the European Commission or other data protection regulators, and that may not provide for the same level of data protection.

We will, subject to applicable law, rely upon legally permitted data transfer mechanisms to transfer, process and store your Personal Data outside of your home jurisdiction.

We ensure that the recipient of your Personal Data offers an adequate level of data protection and security. For instance, we may rely on adequacy decisions, Standard Contract Clauses (SCCs) and other approved data protection contractual clauses, and/or intracompany data transfer agreements between our affiliates.

We do not sell Personal Data and do not share Personal Data for the purposes of third-party advertising.

We may share your Personal Data with the following:

- Service Providers – contracted service providers who provide services like IT and system administration and hosting, marketing, event planning and other services.
- Professional Advisors

- **Public Authorities** – to the extent that we are compelled to disclose data to comply with our legal obligations, we may share your data with legal bodies, judicial, public and government authorities and/or data protection regulators.

If you would like further information on the sharing of your Personal Data, please email privacy@cadencecounsel.com

11. Children's Data

Our website is not directed at children, and we do not knowingly collect Personal Data from children under the age of 18. If you believe we may have collected Personal Data relating to a child, please email privacy@cadencecounsel.com

12. Data Security

Data security is extremely important to us, and we have taken suitable technical and organisational measures to safeguard and secure any Personal Data we collect and to safeguard against accidental or unlawful destruction, loss, alteration and/or unauthorised disclosure of, or access to the Personal Data we process or use.

13. Your rights relating to your Personal Data

Your rights will depend on the jurisdiction you reside in, but may include:

- **Access** – this enables you to receive a copy of the Personal Data we hold about you.
- **Rectification** – this enables you to have any incomplete, outdated or inaccurate Personal Data corrected.
- **Erasure** – this enables you to ask us to delete Personal Data where there is no good reason for us to continue to process it, for example where you have withdrawn your consent for the processing, and Cadence was relying on your consent as the legal basis for processing. We may not always be able to comply with your request for erasure because of specific legal reasons which if applicable will be explained to you at the time of your request.
- **Objection** – this enables you to object to the processing of your Personal Data where we rely on our legitimate interest(s) (of that/those of a third party) and you object to processing on this ground as you feel the processing impacts your fundamental rights and freedoms. You also have the absolute right to object where we are processing your Personal Data for direct marketing purposes.
- **Restriction** – this enables you to ask us to suspend the processing of your Personal Data in the following scenarios: (a) where you want us to establish the accuracy of the Personal Data; (b) where our use of the Personal Data is unlawful but you do not want us to erase it; (c) where you need us to hold the Personal Data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) where you have objected to our use of your Personal Data but we need to verify whether we have overriding legitimate grounds to use it.
- **Portability** – this enables you, in certain situations, to request a transfer of your Personal Data to you or a third party. We will provide your Personal Data in a structured, commonly used, machine-readable format.

- Your right to **withdraw consent** – if we are relying on consent to process your Personal Data, you can withdraw your consent at any time, however, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

If you wish to exercise any of the rights set out above, please email privacy@cadencecounsel.com

The relevant data protection supervisory authority will provide information on your rights in your country of residence.

14. How long will my Personal Data be retained?

We will continue to process your Personal Data for as long as is reasonably necessary for us to comply with our contractual or legal obligations and/or to pursue our legitimate interests (as set out above).

We will retain your Personal Data in accordance with our Data Retention and Disposal Policy.

15. Changes to this Privacy Notice

This Notice was last updated in March 2026. We may update this Notice from time to time. The latest version will be available on our website.

16. Contact us and complaints

If you have any questions regarding this Notice, you can email our DPO at privacy@cadencecounsel.com

You have the right to make a complaint about the processing of your Personal Data, or regarding the exercise of any of your rights at any time, to the data protection supervisory authority in your country of residence. The first step is to send your complaint to privacy@cadencecounsel.com