

Privacy Policy

Last updated: October 6, 2026

Blueprint Equity Management, LLC ("Blueprint," "we," "us," or "our") respects your privacy. This Privacy Policy explains how we collect, use, and share personal information through onblueprint.com and its related pages (the "Site"), our email communications, and our dealings with founders, portfolio company personnel, service providers, and other business contacts. By using the Site, you acknowledge the practices described here. This Policy is part of our Terms of Use.

Information we collect

- **Information you give us.** Your name, email address, company name, a description of your business, industry, location, number of employees, and anything else you include when you use our contact form or email us. If you apply for a role, we also collect your resume, work history, and other information you choose to submit.
- **Information collected automatically.** Your IP address, browser and device type, pages viewed, time on page, referring website, and approximate location derived from your IP address. We collect this through cookies and similar technologies.
- **Information from other sources.** Introductions and referrals from co-investors, advisers, and portfolio companies, and publicly available sources such as professional networking sites and company databases.

How we use information

- To respond to your inquiries and to evaluate, diligence, and pursue potential investment opportunities, including by contacting references, co-investors, and other advisers.
- To identify and source companies, founders, executives, and advisers that may be a fit for our investment strategy or our portfolio companies, and to maintain our records of those relationships.
- To manage our relationships with portfolio companies, co-investors, service providers, and other business contacts, including supporting portfolio companies with recruiting, partnerships, and introductions.
- To send you firm news, insights, event and summit invitations, surveys, and other communications we think may interest you. You can opt out of these at any time.
- To evaluate job applicants and candidates for roles at Blueprint or at our portfolio companies.
- To share information with our affiliates, including the funds we manage and their general partners, for the purposes described in this Policy.
- To operate, secure, analyze, and improve the Site and our communications.
- To comply with applicable law, regulatory obligations, and legal process; to protect our rights, property, and safety and those of others; and to enforce our Terms of Use.

- For any other purpose we describe to you at the time we collect the information.

As an investment adviser that files reports with the SEC, we may be required by law or regulation to keep certain business records, which can include messages sent to us through the Site. We retain those records for the periods the law requires, even if you ask us to delete them.

How we share information

- Service providers that host the Site, provide email, CRM, and analytics services, or otherwise support our business. They may use personal information only to provide services to us.
- Affiliates, including the funds we manage and their general partners.
- Professional advisers such as lawyers, accountants, and auditors.
- Regulators, courts, and law enforcement when required by law or to protect our rights.
- A successor in a merger, acquisition, reorganization, or similar transaction.

We do not sell personal information. We do not share personal information for cross-context behavioral advertising.

Cookies and your choices

You can block or delete cookies through your browser settings, though parts of the Site may then not work as intended. Our analytics providers may collect information about your use of the Site over time, and some of these providers may also collect information about your activity on other websites. The Site does not currently respond to "Do Not Track" browser signals. You may unsubscribe from our emails at any time using the link in the email or by contacting us.

Security and retention

We use reasonable administrative, technical, and physical safeguards to protect personal information. No method of transmission or storage is completely secure, and we cannot guarantee absolute security. We keep personal information for as long as needed for the purposes described in this Policy, or longer where required by law.

Children

The Site is intended for adults and is not directed to anyone under 18 years of age. If you are under 18, please do not use the Site or send us any personal information. If we learn we have collected personal information from anyone under 18, we will delete it as quickly as possible.

Visitors outside the United States

We are based in the United States, and information you provide will be processed and stored in the United States.

California residents

In the past 12 months we have collected the following categories of personal information: identifiers (such as name, email address, and IP address); professional or employment information; internet or other electronic network activity; and approximate geolocation. We collected it from the sources and used it for the purposes described above, and disclosed it to the categories of recipients described above. We do not sell personal information, and we do not use or disclose sensitive personal information for purposes that would require an opt-out.

If you are a California resident, you have the right to:

- Know what personal information we have collected about you, including the specific pieces.
- Request that we delete personal information we collected from you, subject to legal exceptions, including our recordkeeping obligations.
- Request that we correct inaccurate personal information.
- Opt out of the sale or sharing of your personal information, if applicable.
- Not be discriminated against for exercising these rights.

To make a request, email contact@onblueprint.com.

Job applicants. If you apply for a role with us, we use the information you provide to evaluate your application, communicate with you, and comply with employment laws.

Changes to this Policy

We may update this Policy from time to time. We communicate changes by posting the updated Policy on this page with a new "Last updated" date, which is the effective date of the revised Policy. Changes apply to personal information collected on or after that effective date. Information collected before that date remains subject to the version of this Policy in effect when it was collected, unless you consent to a new use or applicable law permits it. We keep copies of prior versions, and you may request one by contacting us. Your continued use of the Site after a change is posted means you accept the revised Policy as to information collected from that point forward.

Contact us

Questions about this Policy can be sent to contact@onblueprint.com.