

## **GFC Privacy Policy**

### **Information Disclosed**

GFC is committed to the task of safeguarding the business and personal financial information of its customers. GFC does not disclose, share, sell or otherwise make available, confidential information of customers to unaffiliated third parties except where: (a) it is necessary to administer a transaction that the customer requests or authorizes; (b) GFC is permitted or required to by law (such as if we receive a subpoena or a request for information from an authorized governmental agency investigating fraudulent activity); (c) the customer requests that we share the information; or (d) the information is provided to GFC to help complete a transaction initiated by a GFC customer, such as a credit application. In the event GFC discloses any such information, it is disclosed in accordance with this GFC Privacy Policy and in accordance with state and federal law.

### **Use of Information**

GFC may also use information that it collects about its customers in its effort to develop new products and services to better serve customer needs. We also collect your data to do the following:

- Email you with other offers about our products or services
- Send you content updates via our blog or website, gflesch.com

### **Information Collected**

GFC collects information about visitors to the GFC website and its customers from: (a) the information disclosed or supplied by visiting the GFC website and on applications and other forms such as name, address, employer identification numbers, social security numbers, phone numbers, and asset and income information; (b) information about customers arising from transactions with GFC such as account balances and payment history; and (c) information received from consumer reporting agencies about customers such as credit history and a listing of creditors.

### **How Do We Collect Your Information?**

Most of the data that the Gordon Flesch Company collects from you is provided directly from you. We collect data and process data when you:

- Fill out any form on [www.gflesch.com](http://www.gflesch.com)
- Voluntarily complete a customer survey or provide feedback to us via [gflesch.com](http://gflesch.com) or email
- Use or view [gflesch.com](http://gflesch.com) via your browser's cookies
- You register for one of our events on [gflesch.com](http://gflesch.com) or through our third-party app Attendease

### **Information Regarding Former Customers**

This GFC Privacy Policy applies to all of our customers, regardless of the size of the customer, volume of business conducted with GFC, or account status. If a customer ends its relationship with GFC, GFC will not share any information collected about the customer in a way that is inconsistent with this GFC Privacy Policy.

**Protection of Information**

Only those GFC employees who need to know customer personal and account information to perform their jobs and provide products or services to GFC customers are permitted access to such information. GFC employees are required to protect confidential customer information. GFC maintains multiple substantive and procedural safeguards to protect customer confidential information.

**Changes to Our Privacy Policy**

The Gordon Flesch Company keeps its privacy policy under regular review and places any update on this document. This privacy policy was updated on October 21, 2019.

**Questions or Comments**

GFC welcomes your questions or comments about this GFC Privacy Policy. Please feel free to contact your account executive with any questions. Thank you!

Email: [corp.marketing@gflesch.com](mailto:corp.marketing@gflesch.com)