

Privacy Policy

Formula Consultants Inc. is a Formula.Monks company.

This website at www.formula.co (and including the other websites that directed you here, including associated subdomains, such as www.formula.com) (collectively, the “Website”) is owned and operated by Citrusbyte, LLC, dba Formula.Monks (“We,” “Us,” “Our,” or the “Company”).

Your privacy is extremely important to Us. This Privacy Policy describes how we use your personal information and what your rights are. In this Privacy Policy, the terms “personal information” or “personal data” are interchangeable and such terms includes all other similar terms under applicable privacy laws, such as, for example, “personally identifiable information.” In general, personal information includes any information that identifies, relates to, describes, or is reasonably capable of being associated, linked, or linkable with a particular individual.

We are committed to protecting your privacy through Our compliance with this Privacy Policy, including all documents linked to or accessible from this Privacy Policy. This Privacy Policy describes the types of information that We may collect from you or that you may provide when you visit this website at www.formula.co (Our “Website”), Our practices regarding how We use, maintain, protect, and disclose your personal information, and what your rights are with regard to your personal information.

This Privacy Policy applies to information We collect:

- on this Website;
- in e-mail, texts, and other electronic messages between you and this Website.

This Privacy Policy does not apply to information collected by Us offline or through any other means or via other sources, including through any other websites that may be operated by Us that do not have a link to this Privacy Policy. Also, to the extent information is collected from you through third-party websites or applications accessible from or linked to this Website, this Privacy Policy will not apply, and those other websites or applications will have their own governing privacy policies that you should review.

How Can You Reach Us?

We are headquartered and reachable at 21550 Oxnard Street, 3rd Floor #11, Woodland Hills, California, 91367, USA, by (toll-free) telephone at +1-888-969-2983, or via e-mail at legal-team@formula.co. If you have any questions about this Privacy Policy or wish to communicate with Us for any other reason, please feel free to reach out.

Your Consent and Our Other Legal Bases for Using Your Personal Information

By using Our website or communicating with Us, you are agreeing to this Privacy Policy and our Terms of Use, and you are consenting to Our use of your personal information as described here, and you acknowledge that processing and storing your personal data as described in this Privacy Policy is in our legitimate interests.

If you do not agree with Our policies and practices as set forth in this Privacy Policy regarding your information and how We will treat it, your choice is not to use this Website. By using Our Website, you are agreeing to this Privacy Policy and consenting to Our use of your personal information as described here, subject to any rights you may have that affect the collection, use, or storage of your personal information, and you acknowledge that collecting, processing, and storing your personal data as described in this Privacy Policy is in Our legitimate interests.

In addition, if you and the Company enter into any contract for goods or services, We will need certain personal information (such as contact information) in order to perform the contract. To the extent such personal information is different from or in addition to what is described and disclosed in this Privacy Policy (and including in related documents that We may provide to you), We will notify you at or before the collection of such personal information of any additional pertinent information about such personal information collected or Our uses of it. Finally, in some cases, such as in response to legal processes or law enforcement inquiries, Our processing or disclosure of your personal information may be required in order that We comply with the law.

Company as Controller/Business, Processor/Service Provider, Etc.

When providing services to Our customers, We may act as a “service provider” or “processor” or “operator” under applicable privacy and data protection laws. This means that We may receive or collect your personal information from or on behalf of Our customers. In this scenario, we will process personal information only on behalf of and subject to the instructions of Our customers (who, from a privacy law perspective, are “controllers” or “businesses” or “responsible parties” with respect to the personal information We process on their behalf). In some cases, where we are acting as a “service provider” or “processor” or “operator,” Our clients’ privacy notices and policies (and not this one) will apply to and control the processing of personal information. If you have any questions which privacy notice or policy may apply, please contact Us at legal-team@formula.co.

Where We act in Our capacity as a controller or business or responsible party with respect to personal information, for the purposes of the GDPR and other relevant applicable laws in the U.S. or elsewhere, this Privacy Policy will apply, as explained below.

What Personal Data Do We Collect and How Do We Collect It?

Please note that Our services are for businesses, and, unless We expressly agree otherwise, this Website is intended to provide information about Us and Our services to businesses and to accept inquiries and communications from businesses. Thus, when you submit an inquiry to Us or otherwise communicate with Us, any information that you provide to Us should be in your capacity as a representative or agent of your company or business, and not in your personal capacity, and that information should be provided on behalf of your business.

We collect information from you directly when you provide it to Us, automatically as you navigate through this Website, and from third parties (for example, our business partners, analytics services providers, and advertising partners).

As for information you provide to Us, when you submit an inquiry to Us, We ask that you provide your name, professional e-mail address, and professional telephone number (and you may be asked to provide your company's physical address) so that We can contact you on behalf of your business. Also, We collect records and copies of your correspondence when you contact Us.

If you subscribe to Our newsletter, We may also collect personal information (such as an e-mail address, name, company name, and/or phone number). This allows Us to send you periodic information about Our company updates, news, and recent promotions that may be relevant to you.

When you submit a form on Our Website, we add your name and e-mail address to Formula.Monks' mailing list. Our mailing list is managed via [HubSpot](#). Note that HubSpot may transfer personal data outside your home jurisdiction. Please contact [HubSpot](#) with questions or concerns about this.

We do not collect "sensitive" information (otherwise known as "special categories of personal information" or "sensitive personal data" under certain laws, such as health or medical records, criminal conviction data, health condition, medical data, etc. If We do collect such "sensitive" information, We will notify you before or at the time of collection, and We will provide specific data processing information to you regarding how We may process that data and what rights you may have regarding such processing.

As you use Our Website, We may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including collecting information such as your Internet IP address and referring URLs so that we may generate aggregate statistical reports. The automatic data We collect includes information about a user's IP address, operating system, and browser type. The data also may include traffic data, location data, logs, and other communication data. The automatically-collected information We collect is aggregated and does not identify any individuals. Such aggregated information helps Us to improve this Website and to deliver

better and more personalized services, including by allowing Us to estimate Our audience size and usage patterns, store information about your preferences, allowing Us to customize Our Website according to your individual interests, speed up your searches, recognize you when you return to Our website. For more about this, see the below section about “cookies” and related technologies.

We also provide a variety of services which may require you to enter personal information. For example, We provide certain training services for some of Our products and services for which you will need to provide your name and the names of other individuals at your business who will obtain the training services. Also, in connection with using some of Our products, such as, for example, Overwatch, Mission Control, Contour, and Honesto, you will have to provide certain information about yourself to utilize the product. In each case, you will be notified of the information that you are required to submit by having to fill out a form and/or by some type of notification to you about the collection of the personal information. In all cases, the information you are requested to provide is necessary to provide you the requested product or service.

How to Opt-out/Unsubscribe From The Mailing List

You have the right and ability to opt-out of e-mail communications at any time. Every e-mail you receive from Us contains an unsubscribe link in the footer.

When you unsubscribe from e-mail communications, you will be sent to a confirmation page to complete your request. Following an opt-out, you will no longer receive e-mails from Us. Your e-mail may still remain in HubSpot to avoid re-adding you to the list by accident. You may unsubscribe from e-mail communication through [this](#) direct link. If you wish for your details to be permanently removed from Our lists, please [get in touch](#) with Us to make this happen.

What About Cookies?

We make use of “cookies” (small data files) to temporarily store information on your local computer so that We may remember your personal preferences and enable or improve the functioning of Our website. Since a “cookie” is a small file placed on the hard drive of your computer, you may refuse to accept cookies by activating the appropriate setting in your cookie preferences or on your browser. However, if you select this setting, you may be unable to access certain parts of Our Website or certain parts of the Website may not function properly. Unless you have adjusted your browser setting to refuse cookies, Our system will issue cookies when you direct your browser to Our Website.

Additionally, certain features of Our Website may use local stored objects, or “Flash cookies,” to collect and store information about your preferences and navigation to, from, and on Our Website. Flash cookies are not managed by the same browser settings as are

used for browser cookies. To learn how you can manage your Flash cookie settings, visit the Flash player settings page on Adobe’s website.

Additionally, pages of this Website and Our e-mails to you may contain small electronic files known as “web beacons” (also referred to as clear gifs pixel tags, and single-pixel gifs) that permit Us, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

We may use some of these technologies to collect information about your online activities over time and across third-party websites or other online services (known as behavioral tracking). We provide an option to opt-out of behavioral tracking in Our cookie preferences.

Your Cookie Choices

You have the right to choose whether or not to accept cookies. If you do not choose to accept cookies or choose to remove cookies, this could affect the availability and functionality of Our service offerings. You as a user should be aware that some cookies, such as essential cookies, are necessary for our site and/or services to function properly.

By default, most browsers are set to accept cookies; however, if you prefer, you can typically change your browser settings to reject or remove cookies. If interested, please see your browser’s instructions for doing so, typically located within a “Help” or “Preferences” menu within the settings.

Types and Purposes of Cookies

The following table sets out the different categories of cookies that We use and why We use them. The lists of third-party cookie providers are intended merely as illustrative and should not be viewed as a comprehensive list.

Type of Cookie	Purpose	Who Serves (for example)
Essential	These cookies (including local storage and similar technologies) are essential to enable your use of the Website or services, such as assisting with your account login, so We can show you the appropriate experience and features, such as your account information and to edit your account settings. They may also provide authentication, site security and help localize the language based on the geography of your visit.	<ul style="list-style-type: none">• Formula.Monks

Type of Cookie	Purpose	Who Serves (for example)
Analytics, Performance, and Research	These are used to understand, improve, and research products and services, including when you access the Formula.Monks Website and related websites and apps from a computer or mobile device. For example, we may use cookies to understand how you are using site features, and segmenting audiences for feature testing. We and Our partners may use these technologies and the information We receive to improve and understand how you use websites, apps, products, services and ads.	<ul style="list-style-type: none"> • Google • HubSpot • HotJar • Leadfeeder
Marketing	These cookies and pixels are used to deliver relevant ads, track e-mail marketing or ad campaign performance and efficiency. For example, We and Our ad partners may rely on information gleaned through these cookies to serve you ads that may be interesting to you on other websites. Similarly, Our partners may use a cookie, attribution service or another similar technology to determine whether We've served an ad and how it performed or provide Us with information about how you interact with them.	<ul style="list-style-type: none"> • Formula.Monks • Google • HubSpot • LinkedIn • Facebook • Twitter • ZoomInfo

Why Do We Collect This Information?

The personal information We collect is used only for the following purposes:

- to provide the services for which you engage Us to provide;
- to present Our Website and its contents to you;
- to communicate with you and any business you represent or are employed by;
- to personalize your experience on Our Website;
- to provide customer support;
- to carry out Our obligations and enforce Our rights arising from any contracts entered into between you and Us, including for billing and collection;
- to gather and analyze information so that we can improve Our services;
- to detect, prevent and address technical issues;
- in any other ways We may describe when you provide the information to Us;
- for any other purpose with your consent; or
- to protect the rights, property or safety of, or prevent fraud or abuse of, Ourselves or others.

What Do We Do With Your Information?

We process, transfer, and store your information within the U.S. However, We may also transfer your information to subcontractors in other countries if you or your company engage Us to provide services, and We need to use such subcontractors to help provide those services. We use commercially reasonable means to secure your personal information, and We retain information for a commercially reasonable time period as necessary to provide services. For more about this, see the below section about “Cross-Border Transfers of Data” or contact Us with any questions.

We do not rent, sell, or share personal information about you with other, non-affiliated people or companies, except that we may share such information as follows:

- We may use service providers in connection with operating the Website (and We take measures to ensure that these service providers access, process, and store information about you only for the purposes We authorize, subject to confidentiality obligations).
- We may use contractors, service providers, processors, and other third parties to support our business and services that You have authorized Us to provide to you (and We take measures to ensure that these service providers, processors, or other entities access, process, and store information about you only for the purposes We authorize, subject to confidentiality obligations).
- We will use your personal information to fulfill any particular purpose for which you provided it.
- We may access, preserve, and disclose information about you to third parties, if We believe disclosure is in accordance with, or required by, applicable law, regulation, legal process, or audits or if necessary to protect the rights, property or safety of, or prevent fraud or abuse of, Ourselves or others.
- We may disclose your personal information to enforce or apply Our terms of use, terms of sales or services, and/or other agreements, including for billing and collection purposes.
- We may provide anonymized data to third parties for analysis or optimization purposes.
- In the event of a merger, acquisition, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Us about Our Website user is among the assets transferred, your personal information may be disclosed to, transferred to, or acquired by a third party as our successor.

For additional information on how we use telephone numbers, please see our [Telemarketing Policy](#).

For additional information on how we prevent unsolicited, bulk, or indiscriminate electronic messaging, please see our [Anti-Spam Policy](#).

Your Rights Over Your Information

You can ask Us what information We hold about you and how We have used it, and you can ask Us to correct it if it is inaccurate. You can also ask for personal information about you to be erased, and you can ask for Us to give you a copy of the information. You can also ask Us to stop using your information by withdrawing your consent for such use. You can do these things at any time by e-mailing, writing, or telephoning Us using the contact details in this Privacy Policy. You may also [submit a request online](#). In addition, if you have signed up for any newsletters or marketing e-mails from Us, you can click the “Unsubscribe” link at the end of any newsletter or e-mail. All of this is free of charge from Us.

California residents may have additional rights regarding their personal information and choices. To learn more, please see the below section “[For California residents](#).”

In addition, European Economic Area residents may have additional rights regarding their personal information and choices. To learn more, please see the below section “[For European Economic Area residents](#).”

For California Residents

Under California’s “Shine the Light” law, California Civil Code Sections 1798.83-1798.84, California residents are entitled to ask us for a notice identifying the categories of personal information We share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. You can do so at any time by e-mailing, writing or telephoning Us using the contact details in this Privacy Policy. Please note that, in order to fulfill Our obligations under the California law requirement, We reserve the right to verify your identity prior to disclosing any information to you. Should We ask for verification, the information you provide to verify your identity will be used only for that purpose. All of this is free of charge from Us.

California residents also may have additional rights under the California Consumer Privacy Act (the “CCPA”) regarding Our uses of personal information. This includes the right to request access or deletion of your personal information, as well as the right to direct a business to stop selling your personal information. If you would like to exercise any of these CCPA rights, please [submit a request online](#) or contact Us at 1-888-969-2983. You will be required to verify your identity before We fulfill your request.

To learn more about your California privacy rights under the CCPA, [visit our CCPA Privacy Notice](#).

Cross-Border Transfers of Data

The data that We collect from you may be transferred to, accessed, processed or stored in, and subject to requests from law enforcement in, jurisdictions outside of your home jurisdiction, including the United States, the European Union, and other jurisdictions in which We or Our service providers operate. Some of these jurisdictions may not provide equivalent levels of data protection as your home jurisdiction or they may just be different. We have established safeguards to protect personal information that is transferred to other countries, including appropriate contractual protections. For more information on the appropriate safeguards in place, please contact Us using the details set forth in this Privacy Policy.

For European Economic Area Residents

If you are a resident of the European Economic Area and have a complaint about Our use of your information, you have the right to lodge a complaint with the relevant supervisory authority. However, We encourage you to contact Us first, and We will do Our best to resolve your concern. [Please use this link for any information requests or to lodge a complaint.](#)

What About Advertising?

We may use third-party advertising companies to serve ads when you visit Our Website. These companies may use aggregated information (not including your name, address, e-mail address, or telephone number) about your visits to Our Website and other websites in order to provide advertisements about goods and services of interest to you. In other words, these third parties may use cookies, alone or in conjunction with web beacons or other tracking technologies, to collect information about you when you use this Website. the information they collect may be associated with your personal information or they may collect information including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

Other Privacy Policies

When you leave this Website (such as by clicking a link on Our Website that links to a third party's website), other organizations' privacy policies apply. Also, if you use software created by Us for a customer, that customer's privacy policy applies, even if We would otherwise be deemed a service provider, contractor, data processor, data controller, or other covered business or entity.

Data Security

The security of any data or information that you transmit to Us is important to Us. We have implemented reasonable measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to Us is stored on our secure servers and information passed between Our Website and your browser is encrypted using SSL.

The safety and security of your information also depends in many ways on you. If you have a password or login to access certain parts of Our Website or to access an account, you are responsible for keeping your password or other login information confidential. We ask that you not share your password or login information with anyone.

As you know, the transmission of information via the Internet can never be completely secure. Although We do Our best to protect your personal information, We cannot guarantee the security of any personal information that is transmitted to Our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

If You Are Under 18 Years Old

Our Website is not intended or designed for children under the age of 18. We do not intend to, and We do not knowingly, collect personal information from anyone under the age of 18. If you are under 18, do not use or provide any information to or on this Website. If you are under 18 years of age, and you wish to communicate with Us or use this Website in a way that requires you to submit any personal information, please ask your parent or guardian to do it on your behalf. If We learn that We have collected personal information from someone under the age of 18, We will delete such information as quickly as possible. If you believe We might have any information from or about a person who is under 18 years of age, please contact Us immediately at legal-team@formula.co.

Updates to This Privacy Policy

We may update this Privacy Policy from time to time. It is Our policy to post any changes We make to Our Privacy Policy directly to the Privacy Policy and to indicate

that the Privacy Policy has been updated by changing the date the Privacy Policy was last revised, as set forth below.

If you have provided your e-mail address and opted to receive announcements from Us, We may notify you by e-mail about significant changes in the way We treat personal information, and/or through a notice on the Website home page.

In any case, be sure to visit this page from time to time so you are aware of Our most current policies. You are responsible for ensuring We have an up-to-date active and deliverable e-mail address for you, and for periodically visiting Our Website and this Privacy Policy to check for any changes.

Contact Us

Our contact information, as also set forth above, is:

By Mail:

21550 Oxnard Street, 3rd Floor #11
Woodland Hills, California, 91367

By Phone:

+1-888-969-2983

By E-mail:

legal-team@formula.co.

Please feel free to contact Us if you have any questions about this Privacy Policy, or if wish to communicate with Us for any other reason.

Privacy Policy last updated on January 27, 2023.