

Pure Momentum Consulting Privacy Notice

Last Updated February 8 2025

This Privacy Policy (this “Privacy Policy”) applies to your access and use of all products and services that are made available through the Pure Momentum Consulting, LLC (“Pure Momentum Consulting”, “we” or “us”) website, located at <https://www.puremomentumconsulting.com> (the “Site”), and is incorporated into and is subject to the Pure Momentum Consulting Terms of Use¹ (the “Terms”).

This Privacy Policy only applies to information collected on the Site and is not intended to fully describe the privacy policies of Pure Momentum Consulting. It describes the information that we gather from you, how we use and disclose your information, and the steps we take to protect your information. By using the Site, you consent to the privacy practices described in this Policy.

The information that we collect

• Personal Information

When you visit the Site, we may have access to Personal Information (when we use the term “Personal Information,” we mean information that can be associated with a specific person and can be used to identify that person, such as name, e-mail address, mailing address, mobile phone number, age, gender, date of birth, as well as additional sensitive information such as your social security number, financial information, financial account information, and other similar types of information). For example, you may provide us with Personal Information when you fill out forms or fields on the Site, when you register for a Pure Momentum Consulting account, when you participate in online surveys and when you contact us or request information about us, this Site and our products or services (whether by email or other means).

• Automatically Collected Information

When you visit the Site, we may automatically receive and record certain information, including the pages you view on the Site, your actions on the Site, and the dates and times that you visit, access, or use the Site.

How we use the information we collect

When we disclose information

- We may use your e-mail address or other Personal Information to contact you for administrative purposes such as customer service, and/or to send you promotional materials. Generally, you can opt-out of receiving promotional communications, through links provided in the messages, by updating your account preferences through the Services, or by contacting us directly at lydia@puremomentumconsulting.com.²

¹ Note to Lydia: Pure Momentum Consulting’s Terms of Use should be hyperlinked here. Please delete this footnote and remove the highlighting once complete.

² Note to Lydia: A designated email address for privacy-related inquiries should be established. Once setup, please incorporate in each bold/highlighted placeholder and then remove the bold and highlighting in each place.

Although your changes are reflected promptly in active user databases, we may retain all information you submit for a variety of purposes, including backups and archiving, prevention of fraud and abuse, and analytics.

- We may disclose your information if required to do so by law or in the good-faith belief that such action is necessary to take precautions against liability; to protect Pure Momentum Consulting from fraudulent, abusive, or unlawful uses or activity; to protect the security or integrity of the Site; to investigate and defend ourselves against any third party claims or allegations; to assist government enforcement agencies; or to comply with state and federal laws, in response to a court order, judicial or other government subpoena or warrant.
- In the event Pure Momentum Consulting were to be engaged in or contemplating a divestiture, merger, consolidation, or asset sale, or in the unlikely event of a bankruptcy, Pure Momentum Consulting may transfer or assign the information that we have collected from users.

Your Choices

- We work with third party service providers to provide website development, hosting, data storage, maintenance, and other services for us. To the extent it is necessary for these third party service providers to complete their contractual obligations to us, these third parties may have access to or process your information.
- You may, of course, decline to share certain information with us, in which case we may not be able to provide to you some of the features and functionality of the Site.
- Once you have registered for a Pure Momentum Consulting account, you may update, correct, or delete your profile information and preferences at any time by accessing your account preferences page through the Site.
- If you have not created an account and you would like us to delete your information, please send us a request at lydia@puremomentumconsulting.com.
- If you do not wish to receive email offers or newsletters from us, you can opt-out of receiving email information from us (except for emails related to the completion of your registration, correction of user data, change of password, and other similar communications essential to your transactions through the Site) by using the unsubscribe process at the bottom of the email. Although your changes are reflected promptly in active user databases, we may retain all information you submit for a variety of purposes, including backups and archiving, prevention of fraud and abuse, and analytics.

Our Commitment to Children's Privacy

Protecting the privacy of young children is especially important. For that reason, we do not knowingly collect or maintain information from persons under 13 years of age, and no part of the Site are directed to persons under 13 years of age. If you are under 13 years of age, then please do not use or access the

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Site at any time or in any manner. If we learn that information has been collected through the Site from persons under 13 years of age and without verifiable parental consent, then we will take the appropriate steps to delete this information. If you are a parent or guardian and discover that your child under 13 years of age has obtained a Pure Momentum Consulting account or provided us with information,

please alert us at lydia@puremomentumconsulting.com to request that we delete the information from our systems.

Our Commitment to Data Security

We use certain physical, managerial, and technical safeguards that are designed to protect the integrity and security of your information; however, no security measures are perfect or impenetrable, so we cannot ensure or warrant the security of any information you transmit to us through the Site, and you do so at your own risk. We also cannot guarantee that such information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. We cannot control the actions of other users or other third parties with whom you may choose to share your information and therefore we cannot and do not guarantee that information you post through the Site will not be viewed by unauthorized persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Site. Even after removal, copies of information that you have posted may remain viewable in cached and archived pages or if other users have copied or stored such information.

We retain information as long as it is reasonably necessary and relevant for our operations, and/or to comply with the law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigation, or enforce our Terms or other agreements.

Visitors from Outside the United States

This Site is controlled and operated by Pure Momentum Consulting in the United States. If you choose to access the Site from outside the United States, you acknowledge that you will be transferring your information, including Personal Information, outside of those regions to the United States for storage and processing, as necessary to provide to you the products and services available through the Site. Where required, we comply with applicable legal frameworks relating to the collection, storage, use, and transfer of personal information.

Depending on the jurisdiction in which you reside, you may have the right to access, correct, delete, or restrict use of certain Personal Information covered by this Privacy Policy. Depending on the jurisdiction, you may also have the right to request that we refrain from processing your Personal Information. Please bear in mind that if you exercise such rights this may affect our ability to provide our products and services. For inquiries about your Personal Information, please contact us by e-mail at lydia@puremomentumconsulting.com. While Pure Momentum Consulting will make reasonable efforts to accommodate your request, we also reserve the right to impose certain restrictions and requirements on such requests, if allowed or required by applicable laws. Please note that it may take some time to process your request, consistent with applicable law.

Limitation of Liability

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By accessing this Site and/or providing us with Personal Information and other data, you expressly and unconditionally release and hold us harmless from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with the use and/or misuse of such information. In addition, while we take efforts to ensure the proper and appropriate use of data by our service providers that may receive your information from us, we are not responsible for any injuries, loss, or damage of any kind arising from or in connection with the use and/or misuse of your information caused by those service providers.

Changes and Updates to this Privacy Policy

We reserve the right to make changes to this Privacy Policy at any time. We will notify you about significant changes in the way we treat your information, including by placing a prominent notice on the Site or by sending you an email so that you can choose whether to continue using the Site. Material modifications are effective 30 calendar days after our initial notification or upon your acceptance of the modified Terms. Immaterial modifications are effective upon posting of the updated Privacy Policy or Terms on the Site. Please revisit this page periodically to stay aware of any changes to this Privacy Policy. For the avoidance of doubt, disputes arising hereunder will be resolved in accordance with the Privacy Policy in effect at the time the dispute arose.

Our Contact Information

Please contact us with any questions or comments about this Privacy Policy, your personal information, our use and disclosure practices, or your consent choices by e-mail at info@puremomentumconsulting.com.

Attn: Privacy
Pure Momentum Consulting, LLC
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San Francisco, CA 94115

Artificial Intelligence Policy

Introduction

The purpose of this policy is to outline the principles, practices and provisions governing **Pure Momentum Consulting** use of artificial intelligence (AI) technologies. The applications of AI will aim to enhance our services, improve efficiency and responsiveness while placing paramount importance on human values, data privacy, and protection of confidential information.

Utilization of AI Tools

Pure Momentum Consulting utilizes AI technologies across various operations including, but not limited to, email automations, proposal drafting, customer service chatbots and other functions. Regardless, our philosophy centers around people; technology simply offers the tools we use to improve efficiency and delivery of our services.

Data Protection and Privacy

We are committed to protecting personal data and maintaining privacy. Any AI tools used within our business operations will comply with our stringent data protection policies, as well as applicable local, national, and international data protection laws and regulations.

Protection of Confidential Information

AI tools implemented in our operations will adhere to strict security measures designed to safeguard the confidentiality, integrity, and availability of information. These measures include, but are not limited to, secure servers, encryption technologies, and regular system assessments.

Business Obligations

During our application of AI technologies, we have an inexorable obligation to ensure the legality, transparency, fairness, and accuracy of our operations and decision-making processes influenced by AI.

People Over Machines

While we embrace AI technology, we never lose sight of the importance of the human element. We remain committed to retaining teams of human operators to monitor our AI operations, ready to intervene and correct any discrepancies or errors that might arise.

Work Diligently Checked by Humans

Any work generated through our AI tools, including proposals and documents, is subject to meticulous review and validation by our human experts to ensure utmost accuracy and value.

Improving Customer Service

Our AI tools - especially customer service chatbots - are designed to deliver faster, more efficient and personalized responses to our customers. However, they are not standalone solutions and our human customer service team remains available to assist at all times.

Legal Disclaimer

While we strive to ensure accuracy, reliability and continuous availability of our AI tools, **Pure Momentum Consulting** cannot guarantee total infallibility or uninterrupted service of such tools. Users are advised to exercise their due diligence. We will not be liable for any harm arising out of the use or inability to use the AI tools.

This policy may amended from time to time in line with emerging AI applications, regulations, and feedback from our stakeholders. We encourage users to review this policy periodically. Continuing to use our AI tools after such changes represents consent to the revised policy.