Privacy Policy

Effective date: October 1, 2026

Gathersmith LLC (“Gathersmith,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy describes how we collect, use, disclose, and otherwise process personal information when you visit gathersmith.com, contact us, or use our event registration and operations platform (the “Services”).

1. Who We Are and Who This Policy Covers

This Policy applies to:

1. Visitors to gathersmith.com and people who communicate with us;
1. Prospective customers and their representatives; and
1. Customers, organizers, and users who access or use the Services. Gathersmith LLC provides software for event registration and operations, including registration and ticket management, schedules, speaker and sponsor coordination, exhibitor and venue planning, QR code badges and check-in, team tasks, announcements, and public event pages.

Our role for attendee data

Customers and event organizers generally decide what attendee information to collect through their event pages and how to use it. For that information, the organizer is typically the controller (or “business,” as defined by some U.S. privacy laws), and Gathersmith LLC acts as a processor (or “service provider”) processing information on the organizer’s behalf and under its instructions. If you are an attendee, please direct questions about an event’s collection or use of your information to the organizer. We may help the organizer respond to your request, as required by our agreement and applicable law. Gathersmith LLC acts as a controller for information it processes for its own purposes, such as managing customer accounts, providing support, securing the Services, and handling its business operations.

2. Information We Collect

The information we collect depends on how you interact with us and the Services.

Information you provide directly

We may collect information you provide, including:

1. Name, work email address, phone number, job title, and company or organization;
1. Account login and profile information;
1. Workspace information, including event details, configuration, schedules, tasks, and other operational content entered by customers and users;
1. Billing and transaction information, such as billing contact and invoice details;
1. Support requests, feedback, survey responses, and other communications; and

1. Information you choose to provide through forms, emails, or other interactions with us. Payment card details may be collected and processed directly by a payment processor. The information Gathersmith LLC receives depends on the payment method and processor.

Information collected automatically

When you use our website or Services, we and our service providers may automatically collect:

1. Internet Protocol (IP) address and approximate location derived from it;
1. Device, browser, operating system, and language information;
1. Usage information, such as pages viewed, features used, referral URLs, and dates and times of access;
1. Log, diagnostic, and performance data; and
1. Cookie identifiers and similar information collected through cookies, pixels, tags, and related technologies.

Information from other sources

We may receive information from third parties, such as payment processors, analytics and marketing providers, authentication providers, and business partners. The information received depends on the provider, your settings, and the service involved.

Attendee information processed for organizers

On an organizer's behalf, the Services may process attendee and event participant information, including names, contact details, registration answers, ticket or registration status, accessibility or event preferences provided by the attendee, and event participation information. This may include QR badge generation, check-in records, and badge scan records showing when or where a badge was scanned. Organizers determine what attendee information to collect and how to use it. They are responsible for providing appropriate notices and having a lawful basis for their use of attendee information.

3. How We Use Information

We may use information to:

1. Provide, operate, maintain, and support the Services;
1. Create and manage accounts, workspaces, and event pages;
1. Process registrations and transactions and provide billing and account administration;
1. Respond to inquiries, provide customer support, and communicate service updates;
1. Protect the Services, investigate suspicious activity, prevent fraud, and enforce our agreements;
1. Understand how the website and Services are used and develop, test, and improve features;
1. Send product news, event information, and marketing communications, subject to your choices and applicable law; and
1. Comply with legal obligations, resolve disputes, and protect our rights and the rights of others. For attendee information processed on behalf of an organizer, we process it to provide the Services and as otherwise instructed by the organizer, consistent with our agreement and applicable law.

4. Legal Bases for Processing

Where the GDPR or UK GDPR applies, we rely on one or more of the following legal bases, as applicable:

1. Contract: To provide the Services, manage accounts, and take steps requested before entering into a contract;
1. Legitimate interests: To secure and improve the Services, manage our business, respond to inquiries, and communicate with business contacts, where those interests are not overridden by your rights;
1. Consent: Where required, including for certain cookies or marketing communications;
1. Legal obligation: To comply with applicable laws and lawful requests; and
1. Vital interests or public interest: Where permitted and applicable in specific circumstances. For attendee information processed on behalf of an organizer, the organizer is generally responsible for determining and documenting the applicable legal basis. We process that information under the organizer's instructions and applicable data-processing terms.

5. Cookies and Similar Technologies

We and our service providers may use cookies and similar technologies to operate the website and Services, remember preferences, understand usage, and support analytics and marketing. Where required by law, we will request consent before using non-essential cookies or similar technologies. You can manage your choices through the cookie controls presented on our website, if available, and through your browser settings. Blocking or deleting cookies may affect the availability or functionality of some features. Some browsers or devices offer privacy signals, such as Global Privacy Control (GPC). We honor applicable opt-out preference signals where required by law.

6. How We Share Information

We may disclose information as described below:

1. Service providers and subprocessors: Providers that help us host, operate, secure, analyze, support, and improve the website and Services. They may process personal information on our behalf under appropriate contractual terms.
1. Payment processors: Providers that facilitate payment processing, billing, or related services.
1. Organizers: We make attendee information available to the organizer responsible for the event, and to users the organizer authorizes, so they can administer the event and use the Services.
1. Professional advisers: Lawyers, accountants, auditors, insurers, and other advisers who need the information to provide professional services.
1. Corporate transactions: In connection with a proposed or completed merger, financing, acquisition, reorganization, sale of assets, or similar transaction, subject to appropriate protections.
1. Legal and safety reasons: Where we believe disclosure is necessary to comply with law or legal process, respond to a lawful request, protect the rights or safety of Gathersmith LLC or others, investigate fraud or security issues, or enforce our agreements. We do not sell personal information. We do not share personal information for cross-context behavioral advertising. We may use analytics or similar technologies as described in this Policy and provide cookie or privacy controls where required by law.

7. International Data Transfers

Gathersmith LLC and its service providers may process information in the United States and other countries, which may have data protection laws different from those where you live. Where required, we use appropriate safeguards for international transfers, which may include standard contractual clauses approved by the European Commission or other legally recognized transfer mechanisms. You may contact us using the details below for more information about applicable safeguards.

8. Data Retention

We retain personal information for as long as reasonably necessary for the purposes described in this Policy, including to provide the Services, maintain accounts and workspaces, comply with legal obligations, resolve disputes, and enforce agreements. When a customer requests deletion of a workspace or account, we will delete or de-identify associated information within a reasonable period, subject to backup cycles, our agreements, and legal requirements. We may retain certain information for longer where needed for billing, tax, accounting, security, dispute resolution, or other legal obligations. Organizers control attendee information in their workspaces and may have their own retention practices.

9. Security

We use administrative, technical, and organizational measures designed to protect personal information against unauthorized access, loss, misuse, or alteration. These measures may include access controls, security monitoring, and safeguards for our systems and service providers. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

10. Your Privacy Rights and Choices

Your rights depend on where you live and the circumstances of our processing. Subject to applicable law, you may have the right to:

1 Request access to personal information we hold about you;

1 Request correction of inaccurate or incomplete information;

1 Request deletion of personal information;

1 Request a copy of certain information in a portable format;

1 Object to or request restriction of certain processing;

1 Withdraw consent where processing is based on consent; and

1 Opt out of marketing communications at any time by using the unsubscribe link or contacting us. If you are an attendee and your information is processed for an organizer, please contact the organizer to exercise your rights. We will refer requests to the organizer or assist it as required by law and our agreement.

Additional rights for U.S. residents Depending on your state of residence and whether applicable legal thresholds are met, you may have additional rights, including the right to know about, access, correct, or delete personal information; obtain a portable copy; opt out of certain processing, including targeted advertising, sale, or profiling in furtherance of decisions producing legal or similarly significant effects; and appeal a decision we make about your request. We do not sell personal information or share it for cross-context behavioral advertising, as described

above. Where applicable, we honor recognized opt-out preference signals, including GPC, as a request to opt out of activities covered by that signal.

How to submit a request or appeal

To exercise a privacy right or appeal a decision, contact us at privacy@gathersmith.com. Please identify your state or country of residence and describe your request. We may need to verify your identity before responding. If you submit a request through an authorized agent, we may request proof of authorization and may also ask you to verify your identity directly. We will respond within the time required by applicable law. If we deny a request, you may appeal by replying to our decision or contacting us at privacy@gathersmith.com with “Privacy Appeal” in the subject line. You may also have the right to contact your state attorney general or other relevant regulator.

11. Children’s Privacy

The Services are designed for business use and are not directed to children. We do not knowingly collect personal information directly from children under 13 through our website or Services. Organizers are responsible for ensuring that information they submit about attendees, including any mi-

nors, is collected and used lawfully and with any required notices or permissions. If you believe a child has provided personal information to us directly, contact us at privacy@gathersmith.com.

12. Third-Party Links and Services

The website or Services may contain links to third-party websites or services. Their privacy practices are governed by their own policies, and we are not responsible for their content or practices. We encourage you to review the privacy policies of third parties you use.

13. Changes to This Policy

We may update this Policy from time to time. We will post the updated version on gathersmith.com and revise the effective date above. If a change materially affects how we handle personal information, we will provide additional notice where required by law, such as through the Services or by email.

14. Contact Us

For questions, requests, or concerns about this Policy or our privacy practices, contact: Gathersmith LLC 1025 Rose Creek Drive, Suite 620-353 Woodstock, GA 30189 Georgia Email: privacy@gathersmith.com