

MARY O’CONNOR & COMPANY PRIVACY POLICY

Last updated April 25, 2025

Mary O’Connor & Company (“MOC&CO” or “we,” “us” or “our”) is an industry leading major events planning provider. MOC&CO values its customers and respects their privacy, and protecting your information is important to us. As part of this commitment we are providing this Privacy Policy which details how MOC&CO handles personal and customer information gathered, submitted or maintain by MOC&CO as a result of visits to our website, through relationships with our customers, from our third-party partners, as well as any business contact information that may be part of our products or services (collectively, the “Services”). This policy also describes our disclosure policies and applies to all the personal information that is under our control. This policy does not describe information collection policies and practices of websites and services that we do not directly provide, including those linked to or integrated with the website or the use of which is directed by our customers. We urge you to review the relevant policies and procedures of such third parties before sharing any information with them. This policy also does not cover information you may choose to share with other users of the website.

We encourage you to review this Privacy Policy periodically. Your use of the website or Services constitutes consent to the terms contained in this policy. We will periodically update this Privacy Policy. Any changes to our Privacy Policy will be reflected here. If the changes are significant we will provide a more prominent notice.

If you have any questions about this Privacy Policy or how we use your information, please contact us at contact@mocandco.com.

How We Collect Information

Through the Services, we collect personally identifiable information in the following ways: (1) personally identifiable information which you affirmatively choose to submit to us or which your employer submits to us, such as by completing a “contact us” form on our website; and (2) account information provided to us by our customers or other users of our Services. We may also collect information from you when you attend one of our events or during phone calls with one of our representatives.

We may also collect personally identifiable information which other companies provide us of businesses or individuals who they think may be interested in our Services. MOC&CO may also

collect information that is publicly available, such as from public databases and social media platforms, and we may combine the information collected from such sources with information we otherwise collect or already have in our possession.

Types of Information We Collect

We collect the following categories of personally identifiable information:

- Contact information (name, physical address, telephone number, email address);
- Employment information (employer name, job title, employment and education history, work eligibility status, date of birth, financial account information, government-issued identification information);
- Meal preferences and food allergens;
- Interests and activities.

Cookies and Tracking Technologies

When you visit the MOC&CO website or use any web application(s) that we might make available through the Services, now or in the future, we may collect personally identifiable information automatically by tracking and collecting certain usage information such as the date and time your device accesses our servers, what website you visited before you came to our website and what features and other information have been viewed, used or downloaded based on your device number. This usage information is collected via tracking technologies, including:

- **Cookies and Log Files:** MOC&CO uses cookies and web log files to track usage on our website. A cookie is a small data file which resides on your computer, and which allows us to recognize you as a user when you return using the same computer and web browser. Cookie data is used to customize your experience. You can configure your internet browser to warn you each time a cookie is being sent or to refuse cookies completely. However, if you opt not to accept cookies from our website, you may not be able to take full advantage of all of the features on our website.
- **Web Beacons:** We use web beacons to help us better manage content on our website by informing us of what content is effective. Web beacons are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of web users. This information is used to help improve the overall quality and experience of our website and Services.

- **Embedded Script** is programming code that collects information about your interactions with MOC&CO, such as the links you click on from our website. The code is temporarily downloaded onto your computer or other device from our server or a third-party service provider and is deactivated or deleted when you disconnect.

Some content or applications on our Site are served by third-parties, including content providers and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you visit the Site. The information they collect may be associated with your personally identifiable information or they may collect information, including personally identifiable 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.

How We Use Information That We Collect

We use the information that we collect for the purposes of providing and promoting the Services that we offer. Some examples include:

- Responding to user inquiries, providing customer service, and sending administrative information.
- Personalizing your user experience on our Site;
- Better understanding our customers and to improve the content and functionality of our Services.
- Contacting you in the future to tell you about new services, or about promotions, opportunities and general information about MOC&CO that we believe will be of interest to you.
- Investigating and prosecuting potential breaches of MOC&CO's security or violations of agreements with our customers.
- Processing payment for our Services.

With Whom We Share Information

We may share pertinent Customer Information with select affiliates and partners for the purposes of processing data for marketing, research, analytics, customer support, account management and event coordination or logistics.

Our Services also involve the transfer of Customer Information to third parties (such as hotels, catering services, transportation companies, and similar) as instructed by our customers. These third parties have their own independent obligations with respect to personal information which MOC&CO does not direct or otherwise have any input, and we encourage you to review those third party policies and procedures as the processing of your personally identifiable information by these third parties is subject to their respective privacy policies and data collection practices.

We may also share personally identifiable information with governmental authorities in response to a valid, compulsory legal process, or as otherwise required by law.

We may disclose information about you to a successor organization in the event MOC&CO goes through a merger, acquisition, bankruptcy, or other sale or disposition of all or a portion our assets.

Information Security

We take commercially reasonable security and backup measures to protect the information submitted to us. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. Therefore, while we strive to protect your information, we cannot guarantee its absolute security. We encourage our customers and partners to retain copies of all uploaded information on their own systems.

Retention and Disposal

We retain Customer Information only so long as necessary to fulfill the stated purposes for which it was collected, or as legally required, and thereafter we dispose of such information. When Customer Information is no longer necessary or relevant for the identified purpose or to fulfill a legal or business requirement, it is securely destroyed or otherwise anonymized.

Children's Information

Neither our website nor the Services is directed to children under the age of 13. We do not collect any personally identifiable information from children under the age of 13, and any such disclosure is prohibited. If we learn that a child under the age of 13 has provided us with personal information, or that such personal information has otherwise been inadvertently collected, we will delete it in accordance with applicable law.

Other User Privacy

If you are a user that has been provided access to MOC&CO or our Services through your company, your employer may require that one or more users have global rights to access any and all information of every user that has access through the company. If you have any questions or concerns regarding the rights of other individuals in your company to access your user information or usage logs, you should address those questions to your administrator.

Changes To This Privacy Policy

We reserve the right to change or update this Policy, or any policies or practices, at any time without prior notice. Without affecting our rights to change this policy, we will attempt to notify you using the information we have on file of any material changes. Any changes or updates will be effective immediately upon posting to the website. Continued use of the website or Services after any updated shall constitute agreement to the new policy.

Questions or Comments

If you have any questions or comments about this Privacy Policy, the practices, or use of the website or Services, please feel free to contact us by email at contact@mocandco.com, or by mail at 220 W. River Drive, St. Charles, IL 60174, Attn: Privacy.