



Privacy Statement

Last Updated November 19, 2020

Entrust Corporation (“Entrust”) values and respects your privacy. This Privacy Statement together with the ‘Terms of Use’ of our websites and any other documents referenced here set forth Entrust’s personal data practices.

Personal data is information that identifies you, either alone or in combination with other information available to Entrust (e.g., your name or email address). More detail about the types of personal data Entrust collects is set forth below.

What Personal Data Does Entrust Collect?

Information you provide to us

We collect personal data you provide to us when you visit our websites and mobile apps. This includes information you provide when you register to use our websites, request information about our services, purchase products or services from our websites, subscribe to our services, search for products, participate in discussion boards or other social media functions on our websites, enter competitions, promotions or surveys, or when you report a problem with our websites.

We also collect personal data you provide when you contact us via email or telephone, or during business-related events, trade shows, sales or marketing activities hosted by Entrust or by third parties. The information you provide may include your location, name, phone number, email address, mailing address, job title, place of employment, financial and credit card information.

Information we collect

When you visit our websites, we may use cookies and similar technologies to collect information related to your visit. This information typically includes your location, IP address, the identity of your Internet Service Provider, the name and version of your operating system, the name and version of your browser, the date and time of your visit, and the pages you visit. For more information, please see our [Cookie Policy](#).



We collect information relating to the access, usage and performance of our websites. This information is collected and stored in electronic records called logs. These logs may record the names, usernames, manner of access, time of access and location of access of those who have visited our websites.

Information third parties provide to us

On occasion, we receive or obtain personal data from third parties. For example, if you attend a meeting or event, the organizer of the event may share your personal data with us. We may combine this information with information you provide to us and information we collect about you. We will use this information and the combined information for the purposes set out below (depending on the types of information we receive).

How Do We Use The Information We Collect?

We only process personal data where we have a legal basis to do so (e.g., necessary for the performance of a contract, to comply with a legal obligation, to pursue our legitimate interests or where we have consent). Here is a list of the most common uses for which we process personal data:

- To set up your user account and validate your license to access our websites, online products and services;
- To process and complete online transactions and send related information, including transaction confirmations and invoices;
- To provide, maintain or troubleshoot access to our websites, online products, and services;
- To improve the content, functionality and usability of our websites, online products and services;
- To investigate and prevent fraudulent activity or unauthorized access to our websites, online products or services;
- To provide you with effective customer service;
- To conduct internal research and development;
- To comply with applicable laws or regulations;
- To contact you with special offers and other information we believe may be of interest to you and for advertising and marketing purposes;
- To invite you to participate in surveys and provide feedback to us;
- To better understand your needs and interests;



- To measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- To ensure that content from our site is presented in the most effective manner for you and for your device.

Does Entrust Share and Disclose Personal Data?

We may share and disclose your personal data, but only under the following circumstances:

- We may disclose or transfer your personal data to Entrust subsidiaries or affiliates.
- We may disclose or transfer your personal data as part of a potential or actual company merger, acquisition, sale of a portion of Entrust or our assets or as part of a bankruptcy proceeding or a business reorganization.
- We may disclose your personal data to Entrust partners selling Entrust products and services that may be of interest to you.
- We may share your personal data with third parties who provide services to us. Examples of third-party service providers include payment processing providers, credit reference agencies, website analytics and advertising companies, and service providers who operate, maintain and support our websites, products and services.
- We may disclose personal data in aggregate form to others, including strategic partners, advertisers, investors, and customers.
- We may disclose personal data to protect, enforce or defend our rights or those of others, or where we believe the disclosure is required by law.
- We may disclose personal data to prevent or investigate a possible crime, such as fraud or identity theft, or to protect the security of our websites, products and services.

Digital Advertising and Analytics

We may partner with ad networks and other ad serving providers (“Advertising Providers”) that serve ads on behalf of us and others on non-affiliated platforms. Some of those ads may be personalized, meaning they are intended to be relevant to you based on information Advertising Providers collect about your use of our website and other sites or apps over time, including information about relationships among different browsers and devices. This type of advertising is known as interest-based advertising.



Entrust adheres to the Digital Advertising Alliance (“DAA”) Self-Regulatory Principles in connection with this interest-based advertising activity. You may visit the DAA Webchoices tool at www.aboutads.info to learn more about this type of advertising and how to opt out of this advertising on websites by companies participating in the DAA self-regulatory program. If you delete your cookies or use a different browser, you may need to renew your opt-out choices exercised through the DAA Webchoices tool. Note that electing to opt out will not stop advertising from appearing in your browser or applications. It may make the ads you see less relevant to your interests. Additionally, your browser may offer tools to limit the use of cookies or to delete cookies; however, if you use these tools, our website may not function as intended.

We may also work with third parties that collect data about your use of our website and other sites or apps over time for non-advertising purposes. Entrust uses Google Analytics and other third-party services to improve the performance of the website and for analytics or marketing purposes. For more information about how Google Analytics collects and uses data when you use the website, visit www.google.com/policies/privacy/partners, and to opt out of Google Analytics, visit tools.google.com/dlpage/gaoptout.

How Long Do We Retain Personal Data?

We only retain personal data for as long as necessary for the purpose in which it was collected. For example, where your personal data is needed to provide you with access to our websites, online products or services, we retain your personal data for the period in which we are providing that access unless we are required by law to dispose of it earlier or to keep it longer. We also retain personal data as necessary to comply with our legal obligations, resolve disputes, pursue legitimate business interests, conduct audits, and protect or enforce our rights.

Where Do We Keep Your Personal Data and How Do We Protect It?

We use appropriate technical, organizational and administrative security measures to protect your personal data from loss, misuse, unauthorized access, disclosure, alteration, and destruction. These security measures are designed to provide a level of security appropriate to the risk of processing your personal data. For example, payment transactions are encrypted using SSL technology or have appropriate safeguards in place to ensure the security and integrity of your personal data where stored on third party servers.



Where we have given you (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our websites; any transmission is at your own risk. Once we receive your information, we use strict procedures and security features to try to prevent unauthorized access.

International Data Transfers

The personal data that we collect from you may be transferred to and/or stored at a destination on our servers or our third party servers that is different from the location where it was collected. It may also be processed by staff who work for us or for one of our suppliers in a location different from where the data was collected. We will only transfer your personal data as permitted by law. Certain privacy and data protection laws require data controllers to put in place safeguards to protect personal data transferred across borders. To comply with this requirement, Entrust has put in place agreements that include the standard contractual clauses recommended by the European Commission to provide adequate safeguards for personal data.

Who is the Data Controller?

The data controller of any personal data we hold about you is Entrust Corporation.

What Rights Do You Have With Respect to Your Personal Data?

Depending upon the applicable data protection law in your country of residency, you may have the right to ask us for information relating to personal data about you we control and process; to correct, delete, or restrict any active processing of your personal data; and to obtain a copy of your personal data in a structured, machine readable format.

Additionally, you can object to the processing of your personal data in some circumstances (e.g., where we don't have to process the information to meet a legitimate interest, contractual or other legal requirement). Your right to object to processing of your personal data may be limited in certain circumstances (e.g., where fulfilling your request would reveal personal data about another person or where you ask us to delete information which we are required by law to keep or have other compelling legitimate interests to keep such as for purposes of fraud prevention).



We may need to request additional information from you to verify your identity or understand the scope of your request, although you will not be required to create an account with us to submit a request or have it fulfilled.

If we have collected and processed your personal data with your consent, then you can withdraw your consent at any time by contacting privacy@entrust.com. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal data on lawful processing grounds other than consent.

We may also send you direct marketing without requiring your consent; for example, where our marketing is not based on other lawful grounds. Note: This will not apply to electronic marketing to Canadian residents where consent is required.

To opt out of receiving marketing communications from Entrust, please click [here](#).

Children's Privacy

We do not knowingly collect personal data on individuals under 18 years of age. Our websites, products and services are not intended for users under 18 years of age.

External Websites

Our websites may contain links to third party websites. We do not control, and are not responsible for, the content or privacy practices of these other websites. Our provision of such links does not constitute our endorsement of these other websites, their content, their owners, or their practices. This Privacy Statement does not apply to third party websites.

California Privacy Rights

This section contains disclosures required by the California Consumer Privacy Act ("CCPA") and applies only to "personal information" that is subject to the CCPA. This section applies when Entrust is acting as a "business" as defined by the CCPA, for example, when we collect personal information from third parties for our marketing purposes.

Entrust also processes personal information on behalf of our customers, in order to provide services to them. Under the CCPA, when Entrust acts on behalf of its clients, Entrust processes personal information as a "service provider," a designation which is not subject to the disclosures



and rights set forth in this section. To exercise your rights with respect to that personal information, you must contact the relevant Entrust customer.

Personal Information We Collect. In the preceding 12 months, we collected the following categories of personal information about California consumers.

Categories of Personal Information	Disclosed for business purposes to the following categories of third parties:	Sold to following categories of third parties:
Personal and online identifiers (such as first and last name, email address, or unique online identifiers)	All categories listed below	All categories listed below
Professional or employment-related information	All categories listed below	All categories listed below
Inferences drawn from the above information about your predicted characteristics and preferences	All categories listed below	All categories listed below
Other information about you that is linked to the personal information above	All categories listed below	All categories listed below

Categories of Sources. We collect personal information from the following categories of sources:

- Tradeshow and conference organizers;
- Consumers;
- Advertising networks;
- Data analytics providers;
- Data brokers;
- Service providers; and
- Affiliates not under the Entrust brand.

Why We Collect, Use, and Share California Information. We use and disclose the personal information we collect for our commercial and business purposes, as further described in this Privacy Policy. These commercial and business purposes include, without limitation:



- Our commercial purposes, including marketing, advertising, and enabling commercial transactions.
- Our business purposes as identified in the CCPA, which include:
 - Auditing related to our interactions with you;
 - Legal compliance;
 - Detecting and protecting against security incidents, fraud, and illegal activity;
 - Debugging;
 - Performing services (for us or our service provider) such as account servicing, processing orders and payments, and analytics;
 - Internal research for technological improvement;
 - Internal operations;
 - Activities to maintain and improve our services; and
 - Other one-time uses.

Recipients of California Personal Information. We sell the categories of personal information designated above to the categories of third parties listed below:

- Advertising/marketing companies;
- Advertising networks;
- Marketing data companies;
- Data analytics providers;
- Social networks; and
- Affiliates not under the Entrust brand.

Opt-out rights can be adjusted by using the Cookie Settings on www.entrust.com.

Your Rights Regarding Personal Information. California residents have certain rights with respect to the personal information collected by businesses. If you are a California resident, you may exercise the following rights regarding your personal information, subject to certain exceptions and limitations:

- The **right to know** the categories and specific pieces of personal information we collect, use, disclose, and sell about you; the categories of sources from which we collected personal information about you; our purposes for collecting or selling personal information about you; the categories of personal information about you that we have



either sold or disclosed for a business purpose; and the categories of third parties with which we have shared personal information.

- The **right to request that we delete** the personal information we have collected from you.
- The right to **opt out of our sale(s)** of your personal information.
- The **right not to receive discriminatory treatment** for the exercise of the privacy rights conferred by the CCPA.

To exercise any of the above rights, please contact us using the following information and submit the required verifying information, as further described below:

- Via email at privacy@entrust.com
- By phone at 1-888-563-9240

Verification Process and Required Information. Note that we may need to request additional information from you to verify your identity or understand the scope of your request, although you will not be required to create an account with us to submit a request or have it fulfilled. We will require you to provide, at a minimum full name and email address.

Authorized Agent. You may designate an authorized agent to make a CCPA request on your behalf by completing [this form](#). We may still require you to provide, at a minimum, full name and email address.

Minors' Right to Opt In. We do not have actual knowledge that we sell the personal information of minors under 16 years of age.

Amendments to this Privacy Statement

We reserve the right to amend this Privacy Statement from time to time as our business, laws, regulations and industry standards evolve. Any changes are effective immediately following the posting of such changes on www.entrust.com. We encourage you to review this statement from time to time to stay informed.

Contact Us

If you have questions or concerns about this Privacy Statement or our handling of your personal data, please contact us at privacy@entrust.com. To submit a Data Subject Access Request, please



use our online [form](#). You may also make this request by calling us toll-free at 1-888-563-9240. We will do our best to answer your questions and address your concerns. We will not discriminate against you for exercising any of your rights as a data subject. If you are still not satisfied, you may lodge a complaint with your national data protection supervisory authority. Websites associated with EU supervisory authorities can be found [here](#). The Office of the Privacy Commissioner of Canada can be found [here](#).