

Equilibria Strategies, LLC – Privacy Policy

Last Updated: June 9, 2025

Privacy Policy

Equilibria Strategies, LLC (“**Company**” or “**We**”) is committed to protecting your privacy. This Privacy Policy describes how we collect, use, and disclose personal information when you use our website (the “**Site**”) or our consulting services, and outlines your rights regarding that information. By using our Site, you agree to the collection and use of information in accordance with this Privacy Policy. If you disagree with our policies and practices, please do not use the Site.

Scope of this Policy

This Privacy Policy applies solely to information collected by Equilibria Strategies, LLC through our Site or in connection with our consulting services. It does not apply to any third-party websites that may be linked from our Site. If you follow links to other websites, please review their privacy policies; we are not responsible for how other sites collect or use your information.

Information We Collect

We may collect several types of information from and about Site users and clients:

- **Personal Information You Provide:** When you contact us through our Site (for example, via a contact form or email newsletter sign-up), or when you engage our consulting services, you may provide personal identifiers such as your name, email address, phone number, organization or company name, and any other information you choose to supply. We collect only the personal information that you voluntarily provide to us.
- **Automatically Collected Data:** When you visit our Site, we may automatically collect certain technical information about your visit. This can include your IP address, browser type and version, pages you visit, the date and time of your visit, and other usage details. We may also collect information about how you interact with our Site through cookies or similar tracking technologies (see **Cookies & Tracking** below). This usage data helps us understand how visitors navigate our Site and improve its functionality.

Cookies & Tracking Technologies

Our Site may use “cookies” and similar tracking technologies to enhance your experience and gather information about visitors and visits to our Site. A cookie is a small text file placed on your device that helps us recognize repeat visitors and analyze their usage of the

Site. For example, we may use cookies to remember your preferences, understand which pages are of most interest, and improve our content and services. We may also use third-party analytics services (such as Google Analytics) that use cookies to collect aggregate information about traffic and Site interactions. You can adjust your browser settings to refuse cookies or alert you when cookies are being sent. However, note that some parts of our Site may not function properly if cookies are disabled.

We do not currently respond to “Do Not Track” (DNT) signals. DNT is a setting in certain browsers that signals websites not to track your online activity. Because there is not yet a consensus on how to interpret DNT signals, we treat them like other browser requests and do not take special action in response.

How We Use Your Information

Equilibria Strategies, LLC uses the collected information for various purposes in line with our consulting business, including:

- **Providing and Improving Services:** We use personal information to carry out our strategy consulting services and to respond to your inquiries or requests. For example, if you contact us for consulting or information, we will use your contact details to communicate with you and fulfill your request. We may also use information to personalize our services and improve our offerings over time.
- **Communication:** We may use your email address or other contact information to send you updates related to our services, such as responding to inquiries, sending informational materials you requested, or providing administrative notices. If you are a client, we will use your information to communicate about project updates, meetings, or deliverables. We may also send you promotional communications about our services or upcoming events that may be of interest **if** you have opted in to such communications. You have the right to opt out of marketing emails at any time by using the unsubscribe link provided or contacting us directly.
- **Analytics and Site Maintenance:** Automatically collected data (e.g., via cookies) is used to analyze trends, administer and maintain the Site, and gather aggregate demographic information about our user base. This helps us understand which content is most useful to visitors and improve the Site’s design and functionality. For example, we may track overall visitor traffic or how users navigate the Site in order to optimize user experience.
- **Legal and Compliance:** We may use or disclose your information as necessary to comply with applicable laws, regulations, legal processes or governmental requests. For instance, information may be used to enforce our Terms & Conditions, to detect or prevent fraud or security issues, or to protect our rights and the rights of others as described below.

We will only use your personal information for the purposes for which we collected it, or for purposes that are compatible with the original reason for collection. If we need to use your personal data for an unrelated purpose, we will notify you and, if required, obtain your consent.

How We Share and Disclose Information

Equilibria Strategies, LLC does **not** sell or rent your personal information to third parties. We consider your information to be a vital part of our relationship with you and will only share it in certain circumstances, such as:

- **Service Providers:** We may share information with trusted third-party service providers who perform functions on our behalf to support our operations and the Site. This includes services such as website hosting, data storage, email communications, analytics providers, or other technical and processing services. These providers will only have access to the information necessary to perform their specific tasks, and they are obligated to protect your information and use it only for our legitimate business purposes in line with this Privacy Policy.
- **Business Transfers:** In the event that our company is involved in a merger, acquisition, sale of assets, or other corporate restructuring, your personal information may be transferred to a successor or affiliate as part of that transaction. We would ensure that any such successor is bound by privacy obligations similar to those in this Policy. Similarly, if the Company undergoes bankruptcy or reorganization, personal data may be considered an asset and could be transferred in compliance with applicable laws.
- **Legal Obligations and Protection:** We may disclose your personal information when we believe in good faith that such disclosure is required to comply with a legal obligation or request, such as a law, regulation, search warrant, subpoena, or court order. We may also share information if necessary to enforce our Terms & Conditions or other agreements; to investigate or protect against fraudulent or illegal activity; to protect the safety, rights, or property of our company, our clients, or others; or as evidence in litigation in which we are involved.
- **With Your Consent:** We will share your personal information with third parties in cases where you have given us your explicit consent to do so. For example, if you ask us to introduce you to a potential funder or partner and consent to share your contact information, we will do so only with your permission.

Other than the situations described above, Equilibria Strategies will not share your personal data with third parties. In particular, we do **not** disclose personal information to third parties for their own marketing or advertising purposes.

Data Security

We take the security of your personal information seriously. Equilibria Strategies, LLC implements reasonable and appropriate administrative, technical, and physical safeguards to protect your personal data from unauthorized access, loss, misuse, or alteration. These measures include using secure technologies to transmit and store data and limiting access to personal information to those employees, contractors, and agents who need to know such information to operate, develop, or improve our services.

However, please be aware that no method of transmission over the Internet or method of electronic storage is completely secure. Although we strive to protect your personal information, **no one can guarantee absolute security** of information transmitted online. We regularly evaluate and update our security practices to address new threats and to ensure the integrity of our systems. **You share and transmit information to us at your own risk.** In the unlikely event of a data breach that affects your personal information, we will notify you and any applicable regulators as required by law.

Data Retention

We will retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements. For example, if you contact us with an inquiry, we will keep your information for as long as needed to respond and follow up, and for a reasonable period thereafter. If you become a client, we will retain your information for the duration of our professional relationship and any subsequent period required by our legal or regulatory obligations (such as record-keeping for tax or contractual purposes).

When we no longer have a legitimate need to retain your personal data, we will securely delete or anonymize it. If deletion or anonymization is not immediately possible (for example, because the data is stored in backup archives), we will isolate the data and ensure it is not readily accessible until it can be deleted.

Your Choices and Rights

Access and Correction: You have the right to request access to the personal information we hold about you and to ask that we correct or update any inaccuracies. You may contact us using the information in the **Contact Us** section below to make such requests. We will require verification of your identity before fulfilling certain requests, to ensure that we do not disclose information to the wrong person.

Opt-Out of Communications: If at any time you prefer not to receive marketing or promotional emails from us, you may unsubscribe using the link provided in those emails or by contacting us directly. Please note that even if you opt out of marketing

communications, we may still send you transactional or administrative emails (for example, communications about a service you have requested or updates to our policies).

Deletion (Right to Erasure): You may request that we delete personal information we have collected from you. Upon receiving a verified request, we will delete (and direct our service providers to delete) your personal information from our records, unless retaining the information is necessary for us or our service providers to complete a transaction you have requested, detect security incidents, comply with legal obligations, or other lawful purposes. Please note that applicable law may permit or require us to retain certain information (e.g., for legal compliance or internal record-keeping).

California Residents: Although our primary audience is nonprofits and funders in the United States and we do not meet the thresholds for mandatory application of the California Consumer Privacy Act (CCPA), we respect privacy rights. We do not sell personal information as defined by the CCPA. If you are a California resident and choose to contact us regarding your information (for example, to request disclosure or deletion of your data), we will make good faith efforts to accommodate your requests in line with applicable privacy laws.

European Union (GDPR) and Other Jurisdictions: Our services are intended for U.S. organizations and use within the United States. We do not actively offer services to, or target, individuals in the European Union or other regions with comprehensive data protection laws. However, if you are accessing our Site from outside the U.S., be aware that any information you provide will be transferred to and processed in the United States (where our offices and servers are located). By using our Site or providing us with your information, you acknowledge this transfer and processing. If you are an EU resident and believe the GDPR applies to your data with us, please contact us and we will address your concerns on a case-by-case basis.

Children's Privacy

Our Site and services are **not intended for children under 13 years of age**, and we do not knowingly collect personal information from anyone under 13. No one under age 13 should provide any personal information to us or on the Site. If you are under 13, please do not use or provide any information on this Site, including your name, address, telephone number, or email address. If we learn we have inadvertently collected or received personal data from a child under 13 without verified parental consent, we will delete that information promptly. If you believe we might have any information from or about a child under 13, please contact us so that we can take appropriate action.

Changes to this Privacy Policy

We may update or revise this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. If we make material changes to how we handle personal information, we will provide notice by posting the updated Privacy Policy on this Site with a new "Last Updated" date, and/or by other reasonable

means. We encourage you to review this Privacy Policy periodically for any updates. Your continued use of our Site or services after any changes to this Privacy Policy are posted will constitute your acknowledgment of the changes and agreement to abide by the updated policy.

Contact Us

If you have any questions about this Privacy Policy or our privacy practices, or if you wish to exercise any of your rights regarding your personal information, please contact us:

Equilibria Strategies, LLC

Email: connect@equilibriastrategies.com

Mailing Address: 3805 Simms Ave NE, Albuquerque, NM 87108 (USA) (*Attn: Privacy*)