

IMPACT SPHERE GLOBAL

Privacy Policy

Last updated: August 26, 2026

Impact Sphere, LLC DBA Impact Sphere Global ("Impact Sphere Global," "ISG," "we," "us," or "our"), respects your privacy. This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when you visit impactsphere.global, subscribe to our communications, complete a quiz or request a resource, contact us, or work with us as a client or participant in a client engagement.

This Policy applies to information handled through our website and related business activities. A client agreement, project-specific privacy notice, research consent form, or other written terms may provide additional or different requirements for a particular engagement. Where those terms conflict with this Policy, the more specific terms will govern for that engagement.

1. Who is responsible for your information

Impact Sphere Global is the public-facing name of Impact Sphere, LLC. For the activities described in this Policy, Impact Sphere, LLC DBA Impact Sphere Global generally determines why and how personal information is used. In some client engagements, we may handle personal information solely on a client's instructions. In those circumstances, the client is responsible for the relevant privacy decisions and we act as its service provider or processor, as the applicable agreement and law require.

Questions or privacy requests may be sent to:

- Email: impact@impactsphere.global
- Mail: Impact Sphere, LLC, 971 US Highway 202N #4694, Branchburg, NJ 08876 USA

2. Information we collect

A. When you visit the website

We and our website providers may automatically receive technical and usage information, including your browser and device type, operating system, referring page, pages viewed, approximate location, dates and times of visits, interactions with website features, cookie or similar identifiers, and Internet Protocol address. We use this information to operate, secure, understand, and improve the website.

Our website also uses reCAPTCHA to help distinguish legitimate users from automated activity and protect forms from abuse. Google's Privacy Policy and Terms of Service apply to reCAPTCHA.

B. When you subscribe to the newsletter or email list

We collect the information you provide, which may include your name, email address, role, organization, subscription preferences, and information about how you interact with our emails, such as delivery, opens, and link clicks. We use this information to send the communications you requested, understand reader interests, improve our content, and maintain subscription records.

C. When you complete the lead-generator quiz or request another resource

We use ScoreApp to host and operate ISG's lead-generator quiz. When you use the quiz, we and ScoreApp may collect your name, email address, role, organization, quiz responses, calculated scores, result categories, consent or subscription choices, and technical and usage information associated with completing the quiz. We use this information to administer and score the quiz, generate and deliver your result or resource, provide relevant reflection questions or next steps, understand aggregate response patterns, prevent misuse, and respond to related requests.

For quiz data collected on ISG's behalf, Impact Sphere Global determines the purposes of the processing and ScoreApp acts as a service provider or processor under its agreement with ISG. ScoreApp may use approved subprocessors to provide hosting, email delivery, support, security, and related functions. More information is available in ScoreApp's privacy policy at <https://www.scoreapp.com/privacy-policy/>.

We will send ongoing promotional emails only when the quiz or resource form clearly states that purpose, you separately subscribe, or applicable law otherwise permits the communication. You may unsubscribe from promotional emails at any time. Declining promotional emails won't prevent us from delivering the quiz result or resource you requested.

D. When you request a conversation or join a waitlist

We collect the information you submit, such as your name, email address, role, organization, priority area or area of concern, services of interest, waitlist selection, and any message or other details you choose to provide. We use this information to respond, assess whether ISG's services may fit your needs, arrange a conversation, manage a waitlist, prepare a proposal, and maintain appropriate business records.

Please don't include confidential, legally privileged, highly sensitive, or regulated information in an initial website inquiry.

E. When we work with clients

We may collect and use information needed to scope, contract for, administer, and deliver an engagement. Depending on the work, this may include:

- business contact information, professional roles, organizational affiliations, billing details, contracts, correspondence, and meeting records;
- responses to assessments, interviews, surveys, workshops, or structured inquiries;
- documents, data, notes, recordings where specifically agreed, and other materials supplied by the client or authorized participants;
- professional observations, analysis, project outputs, feedback, and records of decisions or actions; and
- information about client personnel, partners, stakeholders, or other participants that the client or participant is authorized to provide.

We use client information to perform the agreed services, communicate with authorized participants, manage the relationship, protect the integrity and security of the work, meet legal and professional obligations, invoice and collect payment, and improve our methods using de-identified or aggregated information where appropriate.

ISG does not ask clients to provide sensitive personal information unless it is genuinely necessary, proportionate to the engagement, and covered by agreed safeguards. Clients and participants should avoid providing personal information that is unrelated to the work.

F. Information from other sources

We may receive professional contact or organizational information from referrals, public sources, event organizers, professional networks, social media, clients, partners, or service providers. We use it for legitimate business development, research, relationship management, due diligence, or project delivery, subject to applicable law and any relevant notice or objection rights.

3. How and why we use personal information

We use personal information only for purposes reasonably connected to ISG's website, research, communications, services, and business operations. These purposes include:

- providing, maintaining, securing, and improving the website;
- delivering requested newsletters, resources, updates, and other communications;
- responding to inquiries and arranging conversations;
- evaluating fit, preparing proposals, and managing prospective-client relationships;
- performing contracts and delivering client work;
- administering accounts, payments, records, and internal operations;
- conducting research and developing ISG's frameworks, methods, and publications using de-identified, aggregated, permissioned, or public information as appropriate;
- detecting misuse, protecting people and systems, and establishing or defending legal rights; and
- meeting legal, regulatory, tax, accounting, and contractual obligations.

Where laws such as the UK GDPR or EU GDPR apply, we rely on one or more recognized legal bases: your consent; performance of a contract or steps requested before entering a contract; compliance with a legal obligation; and our legitimate interests in operating, securing, improving, and responsibly developing our work, provided those interests aren't overridden by your rights. We may rely on another lawful basis where the circumstances and applicable law permit it.

We don't use personal information to make solely automated decisions that produce legal or similarly significant effects about individuals.

4. Google Analytics, advertising features, cookies, and similar technologies

We use Google Analytics to understand how people use the website. Google Analytics may collect user and session statistics, approximate location, browser and device information, on-site activity, and a pseudonymous client identifier stored in a first-party cookie. Google states that Google Analytics does not log or store Internet Protocol addresses, although it may use them during collection to provide approximate location and protect the service.

ISG has enabled Google Analytics Advertising Features, including Google signals, demographics and interests reporting, advertising reporting, remarketing or audience features, and integrations that allow Analytics data to be used with linked Google advertising products. These features permit Google Analytics and third-party vendors, including Google, to use first-party cookies or identifiers, such as the Google Analytics cookie, together with Google advertising cookies or other advertising identifiers. We may use the resulting information to understand audiences across devices, measure campaign performance, create or refine audiences, and support advertising or remarketing.

When Google signals is enabled, Google may associate information about visits to our website with information from people who are signed into their Google accounts and have turned on Ads Personalization. Google uses this information to provide aggregated cross-device, demographic, and

interest reporting and to support advertising features. ISG doesn't receive information from Google that directly identifies individual Google users through these reports.

ISG has also enabled Google Analytics data-sharing settings. Depending on the selected settings, Google may access and use Analytics data to provide or improve Google products and services, develop aggregated insights and modeling, provide technical support, or offer account support and recommendations. Data may also flow between Google Analytics and linked Google products, such as Google Ads, and is then governed by the terms applicable to those products.

We use analytics and advertising information to evaluate website performance, identify useful content, understand patterns of use, improve navigation, measure outreach, and reach people who may be interested in ISG's work. We don't intend to send names, email addresses, quiz responses, or other directly identifying information to Google Analytics.

You may manage non-essential cookies through the consent controls shown on the website and through your browser settings. You may also manage Google's use of information for personalized advertising at <https://adssettings.google.com/>, use Google's Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>, or use the Network Advertising Initiative opt-out page at <https://optout.networkadvertising.org/>. Blocking cookies or withdrawing consent may affect some website functions and won't necessarily remove advertising that isn't personalized.

5. Email communications

You may unsubscribe from promotional emails by using the link in any such message or contacting us. We may still send non-promotional communications that are necessary to deliver a requested resource, respond to you, administer a client relationship, protect our services, or meet legal obligations.

Our email platform may process contact details, subscription status, delivery information, and engagement data on our behalf. We currently use Beehiiv for newsletter distribution. Beehiiv handles information under its own terms and its agreement with ISG.

6. How we disclose information

We may disclose personal information only as reasonably necessary for the purposes described in this Policy, including to:

- website, hosting, form, quiz, analytics, advertising, email, cloud-storage, communications, scheduling, payment, accounting, security, and other service providers that support our operations, including ScoreApp, Google, and Beehiiv;
- independent contractors, advisers, or collaborators who need the information for authorized work and are subject to appropriate confidentiality obligations;
- a client or its authorized representatives when we handle information as part of that client's engagement;
- government authorities, courts, regulators, or other parties when disclosure is required by law or reasonably necessary to protect rights, safety, security, or the integrity of our services; and
- a successor or relevant counterparty in connection with a merger, acquisition, financing, reorganization, sale of assets, or similar transaction, subject to appropriate safeguards.

We don't sell personal information for money. Because Google Analytics Advertising Features and related data-sharing settings are enabled, we may disclose online identifiers, device information, and website activity to Google for analytics, audience measurement, advertising, and remarketing. Some privacy laws may define this activity as "sharing," "targeted advertising," or a "sale" even when no money changes

hands. Where applicable, you may opt out through the website's cookie controls or the choices described in Section 4.

ScoreApp processes contact details, profile information, interests, quiz responses, and results on ISG's behalf to provide the quiz and related services. ScoreApp may produce anonymized or aggregated statistics and use approved subprocessors as described in its terms. We require service providers to handle information consistently with their agreements and applicable law, but some providers may also process information under their own terms when acting independently.

7. Client confidentiality, research, and publications

Information received through a client engagement is handled in accordance with the client agreement, agreed scope, confidentiality commitments, and applicable law. Access is limited to people who need the information for authorized purposes.

We won't publicly identify a client, participant, or source, or attribute confidential findings to them, without permission or another lawful basis. ISG may use de-identified or aggregated patterns to improve its methods, develop frameworks, or inform publications only when the information has been handled in a way designed to prevent identification and the applicable agreement permits that use. Project-specific consent or confidentiality terms may impose stricter limits.

No method of de-identification is risk-free. We consider context, sample size, combinations of details, and the possibility of indirect identification before reusing information.

8. Retention

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected, including contractual, legal, accounting, security, dispute-resolution, and recordkeeping needs. Retention depends on the type and sensitivity of the information, the context in which it was obtained, and any project-specific agreement.

- Newsletter and marketing records are generally kept while you remain subscribed. We may retain a minimal suppression record after you unsubscribe so we can honor your choice.
- Lead-generator and quiz records, including information held in ISG's ScoreApp account, are kept as needed to deliver results, analyze aggregate patterns, and manage permitted follow-up, then deleted, de-identified, or incorporated into an active subscription or business record as appropriate. Copies may remain for a limited period in ScoreApp's backups or records under its agreement with ISG and applicable law.
- Inquiry and prospective-client records are generally reviewed for deletion after 24 months without meaningful activity, unless a longer period is justified.
- Client administrative and engagement records are retained for the engagement and afterward as required by contract, professional needs, tax, accounting, insurance, or law. Working files that no longer serve a legitimate purpose are deleted or de-identified.
- Google Analytics data is retained according to the settings configured in ISG's Analytics account and may remain in aggregated reports after user-level data is deleted.

9. Security

We use reasonable administrative, technical, and organizational safeguards designed to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure. These measures may

include access controls, authentication, secure transmission, contractual confidentiality, data minimization, and review of service providers. No system or transmission method is completely secure, so we cannot guarantee absolute security.

10. International data transfers

ISG is based in the United States and may use service providers or collaborators located in other countries. Personal information may therefore be processed in a country whose data-protection laws differ from those where you live. Where applicable law requires it, we use appropriate safeguards for international transfers, such as contractual protections or another legally recognized transfer mechanism.

11. Your choices and rights

Depending on where you live and the law that applies, you may have rights to request access to, correction of, deletion of, restriction of, objection to, or portability of your personal information. You may also have the right to withdraw consent, opt out of certain uses, or appeal a decision concerning a privacy request. Withdrawing consent doesn't affect processing that was lawful before withdrawal.

To exercise a right, contact us using the details in Section 1 and describe your request. We may need to verify your identity and authority before acting. We will respond within the period required by applicable law. Some information may be exempt from a request, including information we must retain to meet legal obligations, protect rights, preserve confidentiality owed to others, or complete a contract.

You may also lodge a complaint with the privacy or data-protection authority where you live, where you work, or where you believe a violation occurred. We encourage you to contact us first so we can try to address your concern.

12. Information about other people

When you provide personal information about another person, you should have a lawful and appropriate reason to do so and should give that person any notice required by law. Clients are responsible for determining that they may lawfully provide participant, employee, partner, or stakeholder information to ISG. We will use that information only for authorized purposes and under the applicable agreement.

13. Children's privacy

The website and ISG's services are intended for professionals and aren't directed to children under 13. We don't knowingly collect personal information from children under 13 through the website. Please contact us if you believe a child has provided personal information to us so we can take appropriate action.

14. Third-party websites and services

The website may link to third-party websites, social-media platforms, or services. Their privacy practices are governed by their own policies. ISG isn't responsible for the privacy or security practices of services it doesn't control.

15. Changes to this Policy

We may update this Privacy Policy as our practices, services, or legal obligations change. We will post the revised Policy on this page and update the date above. We may provide additional notice when a change is material or applicable law requires it.

16. Contact us

For questions, concerns, or privacy requests, contact:

- Impact Sphere, LLC DBA Impact Sphere Global (ISG)
- Email: impact [at] impactsphere.global
- Mail: Impact Sphere, LLC, 971 US Highway 202N #4694, Branchburg, NJ 08876 USA