# Pathable Virtual Event Proposal for
# AHME

**Executive Summary**

Most virtual event platforms today provide the same basic set of features, so choosing the best for your needs can be a puzzle.

There are five key benefits that you can only get from Pathable.

## 1.1. Simple Setup and Use

You have more important things to do with your time than learn a new software platform and fish around through setup pages.

Pathable combines a streamlined, intuitive user interface with hands on customer service to get your virtual event built and launched with minimal effort and in minimal time.

Your account manager has a personal online meeting with you to learn about your event, then *we* take care of the initial provisioning and setup. Once the core event platform is built and configured, you simply upload your agenda, exhibitors and attendees from either spreadsheet or one of our dozens of supported registration providers (e.g., Cvent, Eventbrite, RegOnline, etouches, Salesforce, etc) and your event platform is ready to go. Breathe easy.



## 1.2. Private Meeting Scheduling

People go to events to network and meet colleagues, vendors, customers, employers, and friends. But coordinating a meeting at a conference can be difficult: who do you meet? How do you get in touch with them beforehand? When are you both free? Where do you meet?

Pathable makes it simple with a highly configurable, easy-to-use event platform. Attendees see a free/busy time calendar (integrated with the conference agenda) and book meetings all from the desktop web portal or their mobile device. Pre-booked meetings mean more value for your attendees!

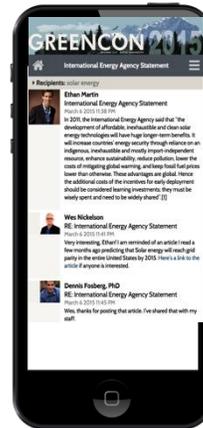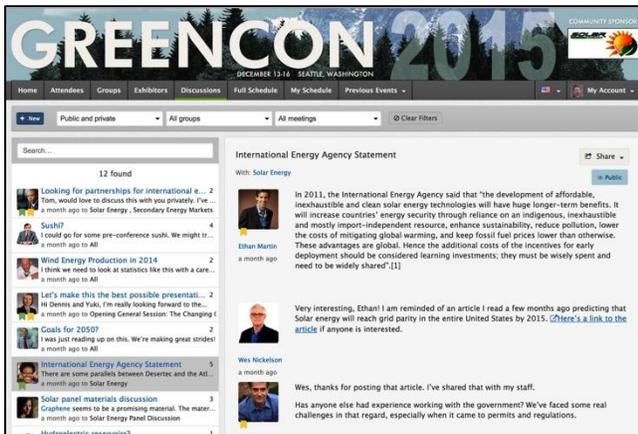## 1.3. Multi-device, multi-screen

Pathable offers a solution unique in the Event Event platform industry: a fully realized **desktop web portal** that was built simultaneous to and fully integrated with its **native** (iOS and Android) and **HTML5 mobile web** experience.

This multi-device, multi-screen event platform is critical to delivering the complete, end-to-end experience that conference attendees require.

Whereas most "event platforms" are installed a week or less before the conference begins (and often while the attendee stands in line to pick up their badge at registration), Pathable's holistic multi-screen solution means that attendees can begin engaging with and planning for their IAOM event weeks or even months before the doors open.

## 1.4.  Community
One of the top reasons people attend conferences and expos is to network, create and build and relationships with their peers, with vendors and with prospects and clients. Pathable offers the industry's leading event community platform, allowing for discussions, private meeting scheduling and directed matchmaking before, during and after the event.



Leveraging the "multi-device, multi-screen" opportunity, Pathable goes beyond the "virtual event platform" to provide a space where attendees get  to know each other before the event.

Many event organizers seek to extend the engagement from their events by creating **year-round communities,** turning their 3 – 5 day event into a 365 day community. Pathable is uniquely suited as the platform for this deeper engagement.

## 1.5.  Single Event platform / Multi-Event
For associations with multiple events, creating and distributing multiple event event platforms can create overhead for already stretched staff. Pathable provides a flexible model for the creation of the event platforms (both mobile and desktop web):
- **Multiple events event platforms:** Pathable's platform can easily create multiple event  platforms, using each previous event as a template for the next to minimize launch time.

Either way, attendees use a single profile, username and password across all the events they attend, including year-to-year, to streamline use and improve adoption.
By providing device appropriate solutions to attendees' critical needs, Pathable creates online engagement before, during and after your event. It includes:
- Powerful, real-time metrics dashboard for evaluating event health and guiding organizer decision-making
- Broad social media integration to grow the media footprint of the event
- Easy-to-use tools for disseminating content to attendees
- Rich sponsorship and exhibitor opportunities to increase sponsor and exhibit value (and event revenue)
- End-to-end attendee engagement experience

## 2. Event platform Features

### 2.1. Agenda / Education
Pathable offers a complete online, desktop web and mobile, agenda platform. Attendees can select their sessions beforehand through the desktop web portal, then find their personalized agenda waiting for them when they open the virtual event platform.
The agenda tool includes:
- Session information summary and detailed session drilldowns
- Option to build personalized agenda
- Note taking
- Session ratings
- Speaker bios, headshots
- Handouts and slide decks
- Live audience polling

### 2.2. Exhibitors / Sponsors
Pathable offers a complete exhibitor / sponsor platform, providing exhibitors with custom landing pages, embedded content and the virtual tradeshow.
- Exhibitor summary includes company name
- Exhibitor detail tab includes company name, booth number, company description, links
- Searchable index
- Booth visit details and lead capture
- Other revenue and sponsorship opportunities

### 2.3. Attendee Directory, Social Networking and Private Meetings
Networking and community are Pathable's stand-out features. Highly customizable profiles, directed matchmaking, private meeting scheduling and, public and private discussion groups, and more make Pathable the best solution for building relationships, meetings and engagement with and between your attendees. Pathable supports attendees adding photos their personal profiles and performing other edits (which are, in turn, shared with the lead retrieval process).

### 2.4. Social Media
Pathable provides integration with social media:
- Embedded Twitter feeds
- Embedded Facebook page feed
- Twitter, Facebook and LinkedIn social network integration (automatic discovery of "Who you know that is attending")

### 2.5. Notifications
Pathable supports immediate and pre-scheduled notifications distributed by push notification, SMS text message and/or email. Notifications can be targeted at specific subsets of attendees (e.g., just those who have a particular tag in their profile, just speakers, just those who haven't completed their profile, etc.)

### 2.6. Surveys and Live Polling / Audience Response
Pathable supports surveys of all kinds, which can be offered to the full attendee audience or targeted at specific subsets of attendees.
Pathable also allows speakers to create dynamic live polls to allow audience response during their sessions. Pathable offers two types of live polling:
- Preset multiple choice: Results are displayed live during the session as a pie chart or bar chart

- Free entry responses: Allow attendees to type responses on their phones or tables and vote on each other's answers. Great for taking questions from the audience for a speaker or panel!

## 2.7. User Friendly Admin Portal

Pathable's user interface gives the event planner complete, real-time access to the entire system, from which you can make edits, updates, additions and changes at will. The system has been designed with efficiency and intuitiveness at the forefront. Try it and you'll see!

## 2.8. Data Importing / Integration

Pathable has data integration with dozens of providers, including Cvent, RegOnline, Eventbrite, Salesforce, Experient, etouches and more.

## 2.9. Reporting

Pathable's real-time data and reporting dashboard provides up-to-the-second reports and graphs on usage, including:

- Site and event platform usage broken down by device type
- Individual exhibitor / sponsor page visits
- Document and material downloads
- Apointment setting statistics
- Public and private message statistics

And much more.

## 2.10. Training and Support

Admin support is available via phone and email on a 24 / 7 basis. Pathable offices follow extended West Coast working hours, but an escalation phone line is available 24 / 7 to address any critical customer needs.
End-users enjoy seven-day per week email support, and we strive for 2-hour response times during business hours on tickets. Off-hour end-user support requests generally receive response on the same day.
Pathable provides a dedicated account manager who handles both setup and training for the event platform. Pathable's philosophy is that hosts should not have to learn the intricacies of a new event platform just to offer an event. Therefore, Pathable personnel collect key information from the host in simple, well-understood formats (e.g., Excel spreadsheet of the sessions) and take care of the heavy-lifting responsibilities of creating and configuring the event platform.
However, at the same time, Pathable believes that the event organizer should have direct control over their own event platform, without the obstacle of making requests to Pathable staff and waiting for their completion. Therefore, Pathable has been built to be fully self-manageable, and the event organizers are provided with training on the event platform so they may disintermediate obstacles at will.
On-site support is available at an additional cost. However, because Pathable staff are available 24 / 7 via phone, email and screensharing, Pathable believes this is not a necessary option for a successful and anxiety-free conference.

How many total attendees do you expect? 501 - 1,000
Over how many days will you be holding webinar-style presentations?1 – 3
Maximum # webinar-style presentations at one time with…
More than 10,000 simultaneous viewers0
3,001 - 10,000 simultaneous viewers?
01,001 - 3,000 simultaneous viewers 0
501 - 1,000 simultaneous viewers1
Up to 500 simultaneous viewers3

How many simultaneous **BOFs** will you hold? 1
Will you offer 1:1 networking with video? Yes
How many "Virtual Tradeshow Booths" / Sponsors 1 – 20
Gamification Yes
Native iOS / Android app No
Additional High-Response "Day Of" Support Days 3

**Virtual Event Platform Base Price $12,000**
**Educational Webinars $3,250**
**Birds of a Feather sessions $500**
**1:1 / Private Meetings $3,000**
**Virtual Tradeshow $2,000**
**Gamification $3,000**
**High Response "Day Of" Support Days $2,400**

**Total$26,150**

Many of the questions asked below have been addressed in the section above.

## AHME Request for Proposal and
## Virtual Meeting Vendor Profile Questionnaire

| | |
|---|---|
| Vendor Name:          Pathable | |
| Web Page: www.pathable.com | |
| Address: | |
| City:                                                    State:                    Zip: | |
| Representative/Contact: Samantha Hicks | |
| Telephone:                         Email:    Samantha.hicks@pathable.com 416-508-9604 | |
| #Years of Experience with Virtual Meetings: The virtual component was added to our existing app functionality in March of 2020. The app business has existed for 10+ years | |
| #Years in Business Providing Virtual Meeting Services: | |

We have categorized the functions that are most important to our organization below.  Please complete the questions as to functions within your software.  Specific details may be requested.

## Features for Institute

Availability May 12-14, 2021:  ___X_Yes  ____No  ____Maybe

*Session Abstract Collection/Review/Scoring*

| Y | N | ? |
|---|---|---|
| | | |

| | | | |
|---|---|---|---|
| | | | Submission Link |
| | | X | Able to be specifically set up for abstract submission using AHME preferences |
| | | | Database of Submitters and Submissions for download to Excel and PDF (narrative info) |
| | | | Abstract Review Module to be deployed to team of reviewers |
| | | | Report of outcomes available in a downloadable format |
| X | | | Ability to produce mass communication email for communication with abstract submitters |

Describe the setup time, knowledge and capabilities for staff to use successfully:

*Speaker Materials Collection/Training*

| Y | N | ? | |
|---|---|---|---|
| X | | | Portal for uploading bios, photos, PowerPoints, and handouts |
| X | | | Ability to pre-record presentations? |
| X | | | Ability to produce mass communication email for communication with speakers |

*Additional Speaker Materials Collection/Training Questions:*

When presenter updates slides, how quickly is new content visible to user? As soon as it is uploaded on the backend of the platform

Describe the format needed for pre-recorded presentations:

If you use a link, the video player in the app will embed videos from the following providers:

- Youtube
- Facebook
- Vimeo
- Wistia
- Videopress
- Livestream
- IBM
- Twitch
- DailyMotion
- VidYard
- Soundcloud (audio files)

Additionally, we will embed an uploaded video if it's one of the following file types:

- .mp4
- .mov
- .webm
- .ogg

- .hls

Describe Speaker Training Process for both preparation of materials as well as presentation of topic:
All materials and video's must be prepared by the speaker and submitted to the pathable platform in a finished format.
Speaker can join Camp Pathable Speaker Training Sessions to prepare for the event.

*Presentation Functionality*

| Y | N | ? | |
|---|---|---|---|
| X | | | Is there an ability to allow for Concurrent Breakouts and Tracks? If so, is there a limit to concurrent sessions? No limit on breakout session |
| X | | | Ability to do multi-tiered breakout rooms within a session.  Yes you can use the Parent/Child session format for this and also break people into discussion groups |
| X | | | Does software support a Panel of Speakers for presentation? |
| X | | | Is Live Chat/Chat Export during event possible? |
| X | | | Can the speaker show Live Polls during presentation? |
| X | | | Is there Question & Answer Capability to be used during presentation? |
| X | | | Are Videos permitted in presentations? |
| | X | | Whiteboard Functionality within presentation mode |
| X | | | Presenter Screen Sharing to attendees |
| X | | | Is there a Recording Options for later viewing? |
| X | | | Can the recording of sessions be restricted to administrative user and blocked for a viewer? |

*Additional Presentation Functionality Questions:*

What options are there for Integration with another provider such as Zo om or Webex for delivery of presentation?

Pathable does offer integrations with several other livestreaming services in addition to Zoom. It's important to note that these only apply to webinar-style presentations (i.e., where the audience is in listen/watch-only mode), not to small-group meeting ("birds of a feather") or private, 1:1 meetings. These two-way video style interactions require our integration with Zoom to work.

However, for the webinar-style presentations, we support integration with Vimeo Live, Livestream.com, and IBM Video. In these cases, the webinar still shows up in exactly the same way as our Zoom-integrated webinar, where the presentation is embedded in the Pathable site, with our chat and polling functionality next to it, and we can track who has attended in the same way.

For Vimeo Live, Pathable has an enterprise license that can be used (for up 3 simultaneous sessions). For the other providers, the client will have to provide their own licenses, but can plug their livestream into our system.

For other providers, such as WebEx and Microsoft Teams, our clients can create presentations with those services and link to them from within our sessions. In that case, a "View Webinar" button would appear on the agenda page for each session and it would launch the third-party app (e.g., WebEx, Microsoft Teams). It would be the responsibility of the client to create and manage these meetings.

Pathable can also play a prerecorded video that you upload, and in that case, the video is housed on our servers for as long as you keep it there.

Describe process for setting up Polling within a presentation:

Each presentation has the opportunity to poll the audience.  These are created in the poll section per session.


*Poster Session*

| Y | N | ? | |
|---|---|---|---|
| | | X | Abstract Collection in advance.  You would need to collect these in advance |
| X | | | Poster PDF Upload by user |
| X | | | Poster Display Format within Technology |
| X | | | "On-Site" Voting Functionality.  This would be done via the poll section |
| X | | | Ability to produce mass communication email for communication with poster submitters |

*Additional Poster Session Questions:*

Is the Virtual Poster Session Presentation live or pre-recorded? These are not live but poster session owners can meet 1:1 with attendees

When a poster presenter updates poster file, how quickly is new content visible to user? As soon as updates are made on the backend they are visible


Please show how a poster would be displayed to a user and the way an attendee would vote on each:

*Virtual Exhibit Hall*

| Y | N | ? | |
|---|---|---|---|
| | | x | Vendor Support Booth Selection & Registration (including payment processing) we are not a registration platform not payment precessing |
| X | | | Booth Documents available within online booth? |
| X | | | Booth Video Presentations - pre-recorded? Embedded video files in booths |
| X | | | Ability to conduct Live Chat Sessions |
| X | | | Is software able to restrict times that attendees can interact with vendors? |
| X | | | Ability to produce mass communication email for communication with exhibitors |

*Additional Virtual Exhibit Hall Questions:*

What other options are available for exhibitors to display logos (i.e., banners, session sponsorships, etc.)?

I have attached sponsorship information

Describe the exhibit booth functionality:

How do attendees leave contact information with exhibitors for lead generation? Attendees can submit a request for information which provides contact information for the attendee.

*Attendee Experience*

| Y | N | ? | |
|---|---|---|---|
| X | | | Is there a Mobile App as well as Computer Access for all content? |
| X | | | Can Attendee create Personalized Schedule |
| X | | | Attendees must select only one activity per same time period? |
| X | | | Is attendee able to change session selections before event or while event is taking place? |
| X | | | Is attendee able to complete Note Taking on Slides |
| | X | | Virtual Tote Bag where AHME can share selected items of interest |
| X | | | Can staff communicate via Push Notifications before, during and after event? |
| X | | | Messaging between attendees possible? |
| X | | | Ability to produce mass communication email for communication with attendees |
| X | | | Is there an ability to set up Discussion Boards/Sessions during the event? |

*Additional Attendee Experience Questions:*
Describe what the site looks like when attendee enters:
Described in the features and functions document

Describe the Gamification Options (points earned for tasks completed, leaderboard, "treasure hunt"):

Pathable's gamification feature can help you create engagement around your event and your trade show. As the event administrator, you can assign points to attendees for performing activities such as visiting an exhibitor's booth or watching a presentation. Pathable will display a scoreboard for all your attendees so they can track their progress.

The branding and messaging around the game is customizable, so you can choose what they earn points for, how many points they earn, and as well as what to award the winners.

Gamification is an add-on feature -- if you'd like to add it to your event, let us know.

Describe the setting up and maintaining of interactive networking events (ie; fun):
Networking capability outline in the attached features and functions information.

*Post-Session Functions*

| Y | N | ? | |
|---|---|---|---|
| | X | | Customizable Session Surveys and Overall Evaluation |
| | | | |
| | | | Ability to invoke pre-test and post-test on specific presentation material |
| X | | | CME Tracking |
| X | | | Certificate Delivery (CME and Attendance) |

*Additional Post-Session Functions Questions:*
Describe available reports for staff to evaluate effectiveness of event:

**Other Questions:**

| | Technology Considerations | | |
|---|---|---|---|
| Y | N | ? | |
| | | | Does software Requires Integration with Another Provider such as: |
| X | | | Zoom/GoToMeeting/Webex |
| | | | Multiple: |
| | | | Other: |
| X | | | Is AHME Branded Design able to be integrated throughout the platform and communications? |
| X | | | Are there options to bring in LMS content from other systems? This may require custom work |
| | | | Are other Integrations for promoting event available such as: |
| | | | ACGI |
| | | | WordPress |

| | | | Social Media |
|---|---|---|---|
| | | | |

*Additional Technology Considerations Questions:*

Describe your production support. Are there extra fees involved? If so, please describe:
We are not a video production company.

What is expected response time for software actions for users within the conference? Ie: loading pages, presentations, chat responses, etc.
This is addressed in the features and functions document

Are there limitations of functions when accessing content from mobile app? If so, what are these limitations? no

Do you anticipate additional bandwidth needed based on attendee numbers and if so, how does that affect planning? no

Describe in detail safeguards for protecting and controlling materials (i.e., sharing access with non-paying parties, access recording functionality, third-party screen sharing, etc.):

| Service Level (Check all that apply): | | | |
|---|---|---|---|
| **Y** | **N** | **?** | **Please add pricing to each option selected** |
| x | | | Vendor provides BOTH trained support staff and technology application Pricing: |
| x | | | Vendor provides technology only Pricing: |
| x | | | Vendor provides IT support staff only Pricing: |
| x | | | Vendor coordinates and instructs speakers Pricing: |
| x | | | Vendor provides full management of meeting for duration of the event Pricing? |

*Additional Technology Considerations Questions:*

What is expected response time during set-up period?

What is expected response time during the event?

How will attendees be supported with IT/connectivity issues during the event?

## Pricing/Fee Structure and Contractual Requirements

| Y | N | ? | **Please add pricing to each option selected** |
|---|---|---|---|
|   |   |   | Vendor works on a project basis<br>Pricing: |
|   |   |   | Vendor charges hourly rate based on actual number of staff hours worked<br>Pricing: |
| X |   |   | Vendor requires signed contract |
|   |   |   | Cost reduction in exchange for sponsorship opportunity |

*Additional Pricing/Fee Structure and Contractual Requirements Questions:*

Please provide pricing for event as described in enclosed materials.  Anticipate users to be 500-1000 total for event with sessions including chat function, polling and presentation.

Other licensing and user fees:

Deposit requirements:

Refund policy:

Guarantees:

**Referrals:**

## 3 Recent Clients and Meetings of similar activities and size of event

1.  Company Name:
    Event:
    Contact Name & Email Address:

2.  Company Name:
    Event:

Contact Name & Email Address:
Date of Event

3.  Company Name:
    Event:
    Contact Name & Email Address:
    Date of Event

1.  Organization/Institution Name:
    Contact Name & Email Address:

2.  Organization/Institution Name:
    Contact Name & Email Address:

3.  Organization/Institution Name:
    Contact Name & Email Address:

**Please attach biographical Sketches on Owners/Principals and Key Support Staff**

======================================================================

**FOR AHME USE ONLY**

**SET UP DEMO WITH TASK FORCE?**

_____  Yes
        Date:                                          Time:

_____  No
        Reason:

**Pathable, Inc.**
**Privacy and Information Security**
**Policy**

# Table of contents

# 1   Document information and history

## 1.1   Version history

| Version | Change Date | Approval date | Changes and description | Change Author |
|---|---|---|---|---|
| 1.0 | April 3, 2017 | April 3, 2017 | Initial version | Peter Brown, Jordan Schwarz |
| 1.1 | June 30, 2017 | June 30, 2017 | Database encryption complete | Jordan Schwartz |
| 1.2 | March 15, 2018 | March 15, 2018 | Renamed document to address Privacy Removed criminal background check requirement Added Definitions section Added Data Retention Policy section Added End User Permission section Added Data Retention section Added requirement on third-parties to abide by GDPR | Jordan Schwartz |
| 1.3 | March 27, 2019 | March 29, 2019 | Added Information Classification Policy | Jordan Schwartz |
| 1.4 | May 5, 2020 | May 10, 2020 | - Added list of third-parties with access to client data - Updated required TLS version - Security Awareness Training implemented - Software Development Process | Jordan Schwartz |

## 1.2   Distribution
New approved versions of this document must be distributed to all employees. It is the responsibility of the document owner to initiate (re)approval processes and thereafter the responsibility of the Chief Technology Officer to approve the Information Security Policy.

## 1.3   Definitions
The following terms are used throughout this document:
- **Customer:** The entity contracting with Pathable for services (e.g., the organization producing an event for which Pathable provides an app).
- **End-User:** The individuals using the app or website produced by Pathable. Typically, these are the attendees at the Customer's event.

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- **GDPR:** The General Data Protection Regulation (GDPR) (EU) 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union. It addresses the export of personal data outside the EU.
- **PII:** Personally Identifiable Information, such as any data that could potentially identify a specific individual, including name, email address, phone number, bio, and physical mailing address.

# 2    General

## 2.1    Purpose of this document

The purpose of this policy is to establish a framework for managing risks and protecting the company's Information Resources (IR) against all types of threats, internal or external, intentional or unintentional.

In addition, it outlines the steps Pathable has taken to abide by the GDPR, the EU-U.S. Privacy Shield Framework and Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union and Switzerland to the United States.

Pathable has certified to the Department of Commerce that it adheres to the Privacy Shield Principles.

In addition, Pathable is committed to abiding by the data privacy and protection requirements of the GDPR. This document seeks to make explicit the steps Pathable has taken to ensure that compliance.

## 2.2    Goals for this document

This document should ensure the establishment of a Risk Management governance framework and implicitly ensure that your Information Security Program implements adequate:
- Confidentiality
- Integrity
- Availability and accessibility
- Compliance with all relevant laws and regulations
- Compliance with all internal requirements, policies and standards
- Control and reporting of all of the above.

## 2.3    Management commitment to information security

The Board of Directors, the CEO and the Chief Technology Officer recognize the importance of Information Security to Pathable and her customers, and have the responsibility for:
- Defining the risk appetite and acceptable risk levels
- Budgeting so that risks can be managed according the risk appetite
- Publishing and promoting internally the Information Security Policy
- Formulating the Business requirements for strategic systems in writing

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- Defining responsibility for strategic systems including documentation requirements for these
- Subjecting Third parties to recurring audits and managing risks for third parties and third party subcontracting.
- Establishing and maintaining Business Continuity and Business Recovery plans, which must be tested annually.

## 3   Responsibility and formal organization

The CEO and the Board of Directors are ultimately responsible for the Information Security and thus also for the implementation of this policy. Responsibility for the implementation is delegated to CTO.

**CTO** is responsible for general management and decision making within Information Security as well as:

- Information Security
- Updating relevant security documentation within own areas of responsibility
- Making recommendations to CEO about needed changes to the Information Security Policy
- Managing Information Security for the company within the framework set out by this policy
- Creating general security procedures and guidelines,
- Ensuring by means of training and communication that relevant employees have a solid knowledge and understanding of the Information Security Policy and Information Security in their daily work/life
- Ensuring that relevant laws and regulations plus the Information Security Policy are followed
- Reporting on Information Security status and security events within the company to the CEO
- Updating the security related policies such as BCP and BRP
- If relevant escalating security matters to the Board of Directors. There needs to be a legal and pre-approved path for this escalation. This path must be useable without fear of reprimand.
- IT department guidelines and procedures, system specific documentation and must also:
- Ensure that all documentation within their own domain of responsibility is updated and relevant
- Be responsible for the daily operation of the individual IT-systems, infrastructure and strategic assets within their own domain
- Implementing threat prevention and threat treatments in line with budgets and CEO's risk appetite and risk treatment recommendations
- Undersigning an internal SLA/OLA that specifies CEO's demands and requirements for IT-systems, procedures and strategic business systems

- Ensure that the demands and requirements for IT-systems, procedures and critical assets are realistic and attainable.
- Balance spending on threat prevention, threat detection and threat remediation in cooperation with the Information Security Responsible and the Risk Responsible.

**The individual manager/team leader** is responsible for compliance with the Information Security Policy, procedures and guidelines within his/her own group of personnel.

**The individual employee** is responsible for carrying out daily tasks within the framework of this Information Security Policy.

The individual employee is also responsible for reporting any incident that the employee may be witness to or cause. The individual employee is responsible for using IR's with care.

# 4 Policy Directives

## 4.1 Application Data Encryption
Pathable's application is hosted on Amazon Web Services (AWS), with datacenter in AWS secure facilities.

AWS employs world-class best practices for physical and data security at their hosting locations. AWS hosting includes ISO 27001, FIPS 140-2, ISMA, DIACAP, and FedRAMP certification and compliance. Additional information on AWS security can be found at http://aws.amazon.com/security/.

Following industry standard procedures, the database server on which all data is stored is not directly connected to the Internet to prevent infiltration or attacks. Instead, it is accessible only by the "front-end" application servers which have limited access to the information stored.

The company shall take the following security precautions to assure the security, privacy and integrity of Customers' data is preserved:
- The cloud-based (Amazon RDS) database is encrypted with the AES-256 algorithm. Access to backups is limited to other services within the AWS cluster.
- All communication between the client application and the server shall be encrypted using TLS 1.2.
- At this time, there are no plans to encrypt data stored on client devices.
- All end-user passwords are encrypted and hashed with a salt. These can not be retrieved or reverse engineered with any available practical means, even by Pathable staff.

## 4.2 End-User Permission
Pathable uses and stores Personally Identifiable Information (PII) on end-users of the applications built for its clients. It is the responsibility of the client to obtain explicit consent for that data to be transferred to Pathable for use within the application. Following account creation through this transfer, end-users must further provide explicit, opt-in consent to allow Pathable to use and store their data. Clients who choose not to provide this consent will not

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have access to enter new data or update their existing data, but are provided with the option to remove any data Pathable retains on them from all databases controlled by Pathable.

End-users will be provided with a detailed report of all data Pathable retains on them in response to a request submitted via email to support@pathable.com. Such reports will be provided within 48 working hours of the request being received.

## 4.3    Data Retention

Pathable collects and stores PII on end-users, including full name, job title, company, bio, email address, phone number and mailing address. Additional fields may be collected at the request of the Customer.

This data is stored in Pathable's database servers, located at Amazon's Virginia Datacenter. Backups of the data are stored at Amazon's Oregon Datacenter.

Pathable retains such data for as long as required to provide the Customer with the features and services Pathable has been contracted for. This typically expires when the Customer's contract with Pathable has expired without being renewed. At such time as a Customer's contract has expired, and they have either explicitly indicated they choose not to renew, or the renewable period has past without the Customer re-commiting to a new contract, Pathable will destroy all end-user data related to that Customer from its primary database. Backup data is on an automatic expiration policy, with all backups removed after a period of 6 months.

In addition, in response to an explicit request from any individual to support@pathable.com or to privacy@pathable.com, Pathable will remove all PII related to that individual from its databases within 48 working hours of receiving the request.

## 4.4    Internal Communication

All electronic communication between employees and contractors of Pathable shall use systems that require TLS 1.2 or higher encryption.

All electronic access to corporate data and information by employees and contractors of Pathable shall be secured by strong, non-reusable password and communicated through encrypted (TLS 1.2 or higher) protocols.

## 4.5    No Shared Accounts

All access to corporate and customer data shall be controlled by a roles-based security system. Under no circumstances shall accounts or passwords be shared between employees, contractors or other personnel.

## 4.6    Password Policy

All employees are required to use an Enterprise-grade password manager that assures that a) only strong passwords are used, b) passwords are not re-used, c) passwords are regularly changed and d) passwords can be entered on public machines without requiring keyboard usage.

## 4.7    Security Awareness Training

All employees are required to go through Security Awareness Training at the time of initial employment and to re-train at least once yearly.

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Security Awareness Training include, but is not limited to:
- Social engineering resistance
- Industry data security and privacy standards and expectations
- Implications and responsibility for breach
- Personal device requirements and protocols

## 4.8    Employee Termination Procedures

In the event that an employee or contractor is terminated by Pathable, the following procedures are to be followed:
- All accounts providing access to corporate data are immediately destroyed (including, but not limited to: email, calendar, file shares, CRM, support interface, phone system)
- All source code will be remotely removed from devices owned by or controlled by the terminated employee.

## 4.9    Information Classication Policy

Pathable collects several forms of PII from its clients, including information regarding the attendees at client's events and users of its websites. This information includes their names, job title, company name, email address, phone number and other biographical information.

Pathable is configurable to allow the client to determine which information is made available to a) the public, to b) its authorized users and to c) its own staff specifically. By default, email address and phone number are only available to authorized client staff. Additional information is only available to client's authorized users.

## 4.10   Third-Party Audits

At least once per year, a certified third party security firm shall audit the application of this security policy as well as perform penetration testing and security auditing of the Pathable application and corporate data systems.

The third-party shall verify if measures conform to applicable generally accepted industry practices.

## 4.11   Hardware and Physical Device Control

In light of the fact that Pathable employees work remotely and using personally owned hardware, hardware and physical device control must be focused on controlling the *data* that is transmitted to these devices, and ensuring its security and integrity.

Pathable employees are forbidden by policy from transferring source code or customer data to removable media (CD, DVD, Tapes, USB drives, etc.)

## 4.12   Software Development Process

Pathable integrates security and data integrity considerations into its development process from conception through deployment, and to continuously re-evaluate as the platform develops.

Pathable seeks to adhere to the Secure Design Principles articulated by Jerome Saltzer and Michael Schroeder:
- **Economy of mechanism**: keep the design of the system as simple and small as possible.

- **Fail-safe defaults:** base access decisions on permission (a user is explicitly allowed access to a resource) rather than exclusion (a user is explicitly denied access to a resource).
- **Complete mediation:** every access to every object must be checked for authorization.
- **Least privilege:** every program and every user of the system should operate using the least set of privileges necessary to complete the job.
- **Least common mechanism:** minimize the amount of mechanism common to more than one user and depended on by all users.
- **Psychological acceptability:** it is essential that the human interface be designed for ease of use, so that users routinely and automatically apply the protection mechanisms correctly.
- **Compromise recording:** it is sometimes suggested that mechanisms that reliably record that a compromise of information has occurred can be used in place of more elaborate mechanisms that completely prevent loss.

All codes are reviewed by at least one engineer separate from the author against a checklist that includes security considerations.

# 5  Vendors and Third-Parties

Pathable engages third-parties and vendors in the execution of its business. The following policies shall govern the access given to such third-parties.

Third-parties and vendors shall not have access to any Customer Data except where required for business critical functions (for example, Amazon Web Services, as a third-party, houses all Pathable application data; Email addresses and content are transmitted to Pathable's SMTP server, SendGrid.)

In the case where vendors are used to executive business critical aspects of Pathable's activities, the following precautions shall be in place:
- Proper agreements and controls shall be in place to assure that data ownership and use by the Customer and/or by Pathable is not violated.
- Pathable shall review the security and privacy protocols of the vendors to assure that they meet industry standard requirements, and that they do not conflict with agreements between Pathable and her Customers.
- Pathable requires that all third-party recipients of Customer data have policies in compliance with the GDPR.

## 5.1  Third-Parties
The following is a list of all third-parties to which Pathable transmits client data or gives access to client data.

| Provider | Purpose | Location |
|---|---|---|
| Amazon Web Services aws.amazon.com | Application server hosting | United States |
| MongoDB www.mongodb.com | Database hosting | United States |
| Sendgrid sendgrid.com | Email / SMTP Server | United States |
| Onesignal onesignal.com | Mobile push notifications | United States |

| Loggly www.loggly.com | Server logging | United States |
|---|---|---|
| TargetProcess targetprocess.com | Bug / issue tracking | United States |
| Zoom Zoom.us | Real-time audio/video communication | Worldwide |

## 6   Security Incidents and Response.

1. <u>Discovery, Investigation and Notification of Breach</u>.  Upon discovery or notice of any Security Breach, Pathable shall (i) immediately investigate such Security Breach and (ii) notify impacted Customers of such Security Breach no later than seventy-two (72) hours following discovery or notice of such Security Breach.
2. Such notification shall minimally include the following information:

   (i)   the nature and extent of the Customers' Confidential Data involved in the Security Breach;

   (ii)   identification of the individuals whom Pathable knows or reasonably believes to have improperly used, disclosed or accessed Customers' Confidential Data;

   (iii)   a description of where Pathable knows or has reason to believe the affected Customers' Confidential Data is or may have been  improperly transmitted, sent or utilized; and

   (iv)   a description of the probable cause(s) of the Security Breach.

(b)   <u>Action Following Breach</u>.  Promptly following discovery or notice of any Security Breach, Pathable will take (i) corrective action to mitigate any risks or damages involved with such Security Breach and to protect the Systems and Customers' Confidential Data from any further compromise and (ii) any other actions that may be required by Applicable Law as a result of such Security Breach.  To the extent Applicable Law requires notification to affected individuals in connection with the unauthorized use or disclosure of their personally identifiable information, Pathable, at its sole cost and expense, will provide such notification; <u>provided, however</u>, that Customers shall approve in advance the time, manner and content of any such notifications.

(c)   <u>Written Report</u>.  Pathable will provide a written report of its investigation to the Customers' Security Contacts within fifteen (15) business days following its discovery of any Security Breach.  Such report will include, but not be limited to, a full, detailed corrective action plan, including information on measures taken by Pathable to halt and/or contain the Security Breach.

## 7   Continuous improvement

This document, as well as all policies, risk assessments, and controls referenced herein, shall be reevaluated/audited at least annually and whenever appropriate to ensure a continuous improvement of Information Security.