

Thanks for visiting Chakra! Chakra is a consulting firm that works with industrial companies to help them achieve their digital transformation initiatives.

This Privacy Policy describes how Chakra, LLC (“Chakra”, “we,” “us,” and/or “our”) handles the personal data we collect through www.chakra.expert and our related social media pages (“the Sites”).

For purposes of this Privacy Policy, “personal data” means information about an identified or identifiable individual, such as their name or email address. Some information that is automatically disclosed to us or collected by us during your visit to the Sites meets this definition.

In most cases, under the European Union’s General Data Protection Regulation (“GDPR”), Chakra is considered the “data controller” of the personal data that we handle under this Privacy Policy, though we may handle certain personal data as a “processor” for clients.

By using any of Chakra’s Sites, you confirm you have read and understood this Privacy Policy.

Information We Collect

Information we collect directly

We collect information that you voluntarily provide to us when you fill out a form, email us to ask a question, sign up to receive our newsletter, submit a comment in response to one of our social media posts, submit an employment or other application, or contact us to explore a potential consulting relationship. The type of information we might collect in these circumstances includes information such as your name, email address and other contact information, company/employer, job title, and country of residence. Because of the nature of our services, we also receive information from or on behalf of our consulting clients, which could include any type of personal data.

Information we collect automatically

We may also collect certain information automatically as you navigate our Sites, such as information about the devices you use to access our Sites (including your IP address, browser information, device information, and operating system information); URLs that refer visitors to our Sites; details about your interaction with our Sites (such as the date, time, length of stay, and specific pages accessed during your visits to our Sites); search terms used to reach our Sites; and usage information (such as the number and frequency of visitors to our Sites).

To collect this information, we may use cookies, web beacons, and similar technologies. A “cookie” is a text file that websites send to a visitor’s computer or other internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the

browser. A “web beacon,” also known as a pixel tag or clear GIF, is used to transmit information back to a web server.

In addition, we may use third-party web analytics services on the Sites, such as those provided by Google Analytics and others. These service providers use cookies and similar technologies to help us analyze how our users use the Sites and may collect information from you (including your IP address) that can be used to track users over time, for geo-location purposes, and across third-party websites. To learn more about opting out of Google Analytics, please click [here](#).

How We Use Your Information

We collect the information described above to:

- Respond to your requests, inquiries, comments, and suggestions;
- Determine whether to enter into a business relationship with you;
- Provide you with consulting services if you are or become a client of Chakra;
- Operate and improve our Sites, including monitoring and analyzing usage, trends, and activities related to the Sites;
- Enhance our communications and the experience we offer you;
- Improve our educational, networking, marketing, social, and recruitment strategies;
- Assess job applicants and make hiring decisions;
- Notify you about any changes to the Sites; and
- Protect against, identify, investigate, and respond to misuse of our Site or other unlawful behavior.

How We Share Your Information

We may share information about you with certain third parties in the following circumstances:

- **Companies under common control:** We may share data between and among any current or future parents, subsidiaries, affiliates, and other companies under common control and ownership with Chakra.
- **Vendors and service providers:** To conduct business operations and to deliver our services, we may engage vendors, consultants, and other service providers to work on our behalf and share data with these third parties in order to enable them to perform these functions and to provide these services.
- **Business transfers:** We may share personal data with another company in connection with or during negotiations of any merger, acquisition, re-organization, bankruptcy, sale of all or a portion of our assets, or transition of services to another provider.

- **Legal requirements:** We may share data when we believe it is necessary to comply with a legal obligation, including lawful requests from public authorities to meet national security or law enforcement requirements. We may also share personal data when we believe it is necessary to protect Chakra's rights and property, to protect the safety of our Site users and customers, and to defend against legal liability.
- **Consent:** We may share information with third parties with your consent and at your direction, including if we notify you that the information you provide will be shared in a particular manner and you provide that information.

We may also share aggregate or de-identified information which cannot reasonably be used to identify you.

Our Legal Bases for Handling Your Personal Data

The laws in some jurisdictions require companies to tell you about the legal ground they rely on to use or disclose your personal data. To the extent those laws apply, our legal grounds are as follows:

- **Legitimate interest:** In most cases, we handle personal data on the ground that it furthers our legitimate interests in commercial activities such as the following in way that are not overridden by the interests or fundamental rights and freedoms of the affected individuals:
 - Providing consulting services pursuant to our contract with our client
 - Marketing
 - Protecting our clients, personnel, and property,
 - Analyzing and improving our business
 - Processing job or other applications
 - Addressing legal and ethical issues
- **Legal compliance:** We need to use and disclose personal data in certain ways to comply with our legal obligations.
- **To honor our contractual commitments to an individual:** Some of our processing of personal data is to meet our contractual obligations to the individual to whom the personal data pertains.
- **Consent:** Where required by law, and in some other cases, we handle personal data on the basis of implied or express consent.

Where we act as a processor of personal data on behalf of a client, we process the personal data pursuant to our contract with the client.

Your Rights and Choices

You have a variety of rights and choices related to our use of your personal data.

- **Opting out of email marketing:** You can opt-out of receiving our promotional emails at any time by following the instructions included in those emails. If you opt-out of receiving such communications, please note that we may continue to send you non-promotional emails (such as emails related to our business relationship or emails about changes to our legal terms).
- **Restricting cookies/Do Not Track:** Chakra does not change its behavior in response to web browser “do not track” signals. However, you can configure most browsers to reject cookies or to notify you when you are sent a cookie, giving you a chance to decide whether or not to accept it. Consult the help section of your browser to find out how to do this. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Sites.
- **Update, Supplement, or Delete Your Information:** If you would like to review, correct, or delete your information, please contact us at privacy@chakra.expert.
- **Data Requests:** Depending on where you live, you may be eligible to request that we provide access to and/or a copy of certain personal data we hold about you; ask that your personal data be corrected, updated, or erased; object to our processing of your personal data; request that we restrict certain processing; transfer your personal data to a third party; or honor your withdrawal of consent for certain processing of your personal data. We will consider all requests and provide our response within the time period stated by applicable law. Please note, however, that certain information may be exempt from such requests in some circumstances, which may include if we need to keep processing your information for our legitimate interest or to comply with a legal obligation. Before responding to your request, we may require that you provide us with additional information to confirm your identity. You have the right to lodge a complaint with the authorities applicable to your situation. However, we invite you to contact us with any concern, as we would be happy to try to resolve it directly.

Children’s Privacy

Our Sites are intended for adults and we do not knowingly collect personal data from children. If you are a parent or legal guardian and think your client under the age of 13 (or a higher age threshold where applicable) has given us personal data without your consent, please contact us at privacy@chakra.expert.

Links to Other Websites and Third-Party Content

We may provide links to third-party websites, services, and applications that are not operated or controlled by Chakra. This Privacy Policy does not apply to the privacy practices of those third parties. The fact that we link to a website, service, or application is not an endorsement, authorization, or representation of our affiliation with that third party. We encourage you to review the privacy policies of any third-party service before providing any personal data to or through them.

Data Transfer

We may transfer the personal data we collect through the Sites to the United States where we are based or to any country where we have operations or where we engage vendors or service providers. These countries may not have the same data protection laws as the country in which you originally provided the data. By using our Sites or submitting your personal data to us, you agree to such transfers.

When we transfer personal data from the European Union or Switzerland to the United States, we comply with the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal data transferred from the European Union and Switzerland to the United States, respectively (collectively, the “Privacy Shield Principles”). Chakra has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/>.

In compliance with the Privacy Shield Principles, we are committed to resolving complaints about our processing of your personal data. EU and Swiss individuals with inquiries or complaints regarding our compliance with the Privacy Shield program should first contact us at privacy@chakra.expert. We have further committed to refer unresolved Privacy Shield complaints to JAMS, an alternative dispute resolution provider located in the United States. If you do not receive timely acknowledgement of your complaint from us, or if we have not addressed your complaint to your satisfaction, please contact or visit <https://www.jamsadr.com> for more information or to file a complaint. The services of JAMS are provided at no cost to you.

Under certain conditions, you may be able to invoke binding arbitration to resolve your complaint. Chakra is subject to the investigatory and enforcement powers of the Federal Trade Commission.

If we share personal data transferred to the U.S. under Privacy Shield with a third-party service provider that processes such data on our behalf, then we will be liable for that third party’s processing in violation of the Privacy Shield Principles, unless we can prove that we are not responsible for the event giving rise to the damage.

Data Retention

We only keep your personal data for so long as reasonably necessary for the purposes described in this Privacy Policy, as required by law, or as necessary to resolve disputes and enforce our rights and agreements. To dispose of personal data, we may anonymize it, delete it, or take other appropriate steps. Data may persist in copies made for backup and business continuity purposes for additional time.

Security

Chakra uses generally accepted administrative and technical safeguards we believe are appropriate to protect the confidentiality, integrity, and availability of your personal data. Although we make reasonable efforts to protect personal data from loss, misuse, or alteration by third parties, you should be aware that there is always some risk involved in transmitting information over the Internet and storing information electronically. Chakra cannot and does not guarantee absolute security.

Changes to Our Privacy Policy

We may change our privacy practices from time to time. If we do so, we will update this policy, post it on our website, and indicate when it was last revised. You are advised to review this policy periodically to stay informed of our practices.

Contacting Us

If you have any questions about our Privacy Policy or how we protect your personal data, please contact us at privacy@chakra.expert.

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