



Downtown CEO Call Program Confidentiality Policy

Downtown BID #21 (the “BID”), which administers the Downtown CEO Call Program, respects confidentiality. We understand that the success of the Program is built on trust. Our Confidentiality Policy is intended to preserve the private nature of information provided to us by local company officials. The Policy includes the following assurances:

1. The BID does not allow its lists or databases to be used in any fashion that is not directly related to its activities and controlled by its procedures. Company information will not be sold, traded or given to any third party not directly affiliated with the BID.
2. Any company information provided to, or gathered by, the BID, its agents or representatives is stored in a proprietary database. The database vendor, Executive Pulse, Inc., has enacted extensive security procedures to “lock down” client data. Servers utilized by Executive Pulse are tested and “hardened” to resist security threats.
3. The BID’s agents or representatives who meet with company officials must comply with the BID’s Expectation of Confidentiality Policy for BID Agents or Representatives, which requires that company information secured during the interview or other information gathering processes be kept confidential. The BID’s agents or representatives are forbidden from sharing, disseminating or otherwise utilizing this information except for purposes approved by the BID.
4. Specific information on an individual company will only be disclosed by the BID in aggregate form with data from other companies. Individual companies will not be named in any report or other communication released by the BID.

Please direct questions, comments or concerns regarding this Policy to Beth Nicols, Executive Director, Downtown BID #21, at (414) 220-4700.