

Privacy Policy

Effective Date: September 7, 2026

1. Introduction

Market Advantage, Inc., d/b/a WageScape ("Market Advantage," "WageScape," "we," "us," or "our") operates Labor Market Pulse ("LMP" or the "Service"), a monthly labor market intelligence briefing available directly and through white-labeled distribution by partner associations and organizations ("Partners"). This Privacy Policy explains what personal information we collect, how we use and share it, and the choices available to you. It applies to LMP enrollment and account-management pages, the briefings themselves, and related communications, regardless of which Partner's branding appears on them.

By enrolling in or using the Service, you agree to the collection and use of information as described in this Policy.

2. Information We Collect

2.1 Information you provide. When you enroll in LMP, we collect:

- Identity and contact information: first name, last name, and email address
- Location: city and state, used to determine your metro market
- Focus area: the industry or job-function focus you select for your briefing
- Billing information, if you upgrade to a paid tier — collected and processed directly by Stripe, our payment processor; we do not receive or store your full payment card number

We do not collect compensation, employment history, or other sensitive personal data through enrollment.

2.2 Information collected automatically. We and our service providers automatically collect:

- Email engagement data — whether a briefing was delivered, opened, or clicked — using standard tracking pixels and links
- Basic technical and log data associated with enrollment and account-management pages (such as IP address, browser type, and timestamps), collected for security and fraud-prevention purposes

2.3 Information from Partners. If you were enrolled by an association or organization that has partnered with us to offer LMP as a member benefit, that Partner may provide us your name, email, and other enrollment fields as part of a batch enrollment, consistent with the Partner's own privacy notice to its members.

3. How We Use Information

- To create and manage your subscription and deliver monthly briefings
- To generate briefing content personalized to your metro market and focus area
- To process upgrades and payments, through Stripe

- To communicate with you about your subscription, including service and billing notices
- To maintain, secure, and improve the Service
- To comply with applicable legal obligations

We do not use your personal information to train third-party advertising products, and we do not sell your personal information.

4. How We Share Information

We share personal information only as described below:

- Service providers — including Amazon Web Services (hosting and infrastructure), Amazon SES (email delivery), Stripe (payment processing), and HubSpot (customer relationship management) — each bound by contractual obligations to protect your information and use it only to provide services to us
- Partners — if you enrolled through a Partner, we may share enrollment status and aggregate engagement summaries with that Partner for its own member-benefit administration, consistent with the scope described in Section 2.3; access to any one Partner’s data is scoped to that Partner and is not visible to other Partners
- Legal and safety — to comply with applicable law, respond to lawful requests, or protect the rights, property, or safety of Market Advantage, our subscribers, or others
- Business transfers — in connection with a merger, acquisition, financing, or sale of assets, personal information may be transferred as part of that transaction, subject to standard confidentiality protections

We do not sell personal information, and we do not share personal information for cross-context behavioral advertising.

5. Cookies and Tracking Technologies

Our enrollment and account-management pages may use cookies and similar technologies for core functionality, such as maintaining your session, and for basic analytics. Briefing emails may include open and click tracking to measure delivery and engagement, consistent with standard email-service-provider practice. We do not use these technologies to build advertising profiles or to share tracking data with ad networks.

6. Data Retention

We retain personal information for as long as your subscription is active, and for a reasonable period afterward to comply with legal, accounting, and recordkeeping obligations and to maintain accurate delivery and unsubscribe records. You may request deletion of your information at any time, as described in Section 8.

7. Data Security

We apply administrative, technical, and physical safeguards designed to protect personal information, including encryption in transit (TLS 1.2 or higher) on all enrollment and account-management endpoints,

storage of credentials and secrets in a managed secrets store rather than in application code or configuration files, and access controls that scope each Partner's data to that Partner's own records. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

8. Your Privacy Rights

Depending on where you live, you may have rights under applicable state privacy laws — for example, laws in California, Colorado, Connecticut, Virginia, Utah, and other states with comprehensive consumer privacy statutes. These rights may include the right to:

- Know what personal information we have collected about you and how it has been used and disclosed
- Access a copy of your personal information
- Correct inaccurate personal information
- Delete your personal information
- Opt out of the sale or sharing of personal information, or of targeted advertising (we do not engage in either activity)
- Not receive discriminatory treatment for exercising any of these rights

To exercise any of these rights, contact us at privacy@wagescape.com. We will take reasonable steps to verify your request using the information associated with your subscription and will respond within the time required by applicable law. You may also designate an authorized agent to submit a request on your behalf, subject to verification.

Every LMP briefing email includes an unsubscribe link. Using it removes you from future sends immediately.

9. Children's Privacy

The Service is intended for individuals 18 years of age or older and is not directed to children. We do not knowingly collect personal information from anyone under 18. If we learn that we have done so, we will delete that information.

10. U.S.-Focused Service

Labor Market Pulse is designed around U.S. labor market data and U.S.-based subscribers. If you access the Service from outside the United States, your information will be processed in the United States.

11. Changes to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will update the effective date below and, where appropriate, provide additional notice. Your continued use of the Service after an update constitutes acceptance of the revised Policy.

12. Contact Us

Questions about this Privacy Policy or your personal information can be directed to:

Market Advantage, Inc., d/b/a WageScape

1600 Utica Avenue South

St. Louis Park, MN 55416

privacy@wagescape.com