Big Think+ Privacy Policy

Last Modified on 10/01/2026 6:30 pm EDT

Freethink Media, Inc. ("Freethink") knows that you care about how your personal information is used and shared, and takes your privacy seriously. Please read the following to learn more about our Privacy Policy. By visiting the Big Think+ website at https://plus.bigthink.com ("plus.bigthink.com"), or using any of our services, you acknowledge that you accept the practices and policies outlined in this Privacy Policy.

What Does This Privacy Policy Cover?

This Privacy Policy covers Freethink's treatment of personally identifiable information ("Personal Information") that Freethink gathers when you are accessing Big Think+ and when you use our services. This policy does not apply to the practices of companies that Freethink does not own or control, or to individuals that Freethink does not employ or manage.

What Personal Information Does Freethink Display or Collect?

The information we gather from users enables us to personalize and improve our services, and to allow our users to set up a user account and profile that can be used to interact with other users through Big Think+.

We collect the following types of information from our users.

1. Personal Information You Provide to Us: We receive and store any information you enter on plus.bigthink.com or provide to us in any other way. The types of Personal Information collected include or may include in the future your name, e-mail address, job title, and geography. You may choose not to provide us with certain information, but then you may not be able to take advantage of many of our special features. The Personal Information you provide is used for such purposes as responding to your requests for certain information, products and services, customizing the content you see, and communicating with you about specials and new features. This also includes content you submit while using our services, such as responses, reflections, and messages you enter into interactive or AI-powered learning tools. We store this content for as long as your account is active or as set out in our agreement with your Organization, and authorized Freethink personnel may review it to operate, support, and improve our services. This content is not shared with your Organization in a form that identifies you.

2. Personal Information Collected Automatically: We receive and store certain types of information whenever you interact with plus.bigthink.com or obtain services from us.

Freethink automatically receives and records information on our server logs from your browser, including your IP address, Big Think+ cookie information, and the page you requested. We also record the details of your transactions on plus.bigthink.com. Generally, our service automatically collects usage information, such as the numbers and frequency of visitors to our site and its components, similar to TV ratings that indicate how many people watched a particular show. Freethink only uses this data in aggregate form, that is, as a statistical measure, and not in a manner that would identify you personally. This type of aggregate data enables us to figure out how often users use parts of plus.bigthink.com or services so that we can make plus.bigthink.com appealing to as many users as possible and improve those services.

3. E-mail Communications: We often receive a confirmation when you open an email from Freethink if your computer supports this type of program. Freethink uses this confirmation to help us make emails more interesting and helpful. We also compare our user list to lists received from other companies, in an effort to avoid sending unnecessary messages to our users.

What About Cookies?

Cookies are data that we transfer to your computer's hard drive through your browser to enable our systems to recognize your browser and tell us how and when pages in our site are visited and by how many people. Big Think+ cookies do not collect Personal Information, and we do not combine the general information collected through cookies with other Personal Information to tell us who you are or what your screen name or email address is.

Most browsers have an option for turning off the cookie feature, which will prevent your browser from accepting new cookies, as well as (depending on the sophistication of your browser software) allowing you to decide on acceptance of each new cookie in a variety of ways. We strongly recommend that you leave the cookies activated, however, because cookies enable you to take advantage of some of plus.bigthink.com's most attractive features.

Will Freethink Share Any of the Personal Information it Receives?

Personal Information about our users is an integral part of our business. We neither rent nor sell your Personal Information to anyone. We share your Personal Information only as described below.

1. Client: All users of plus.bigthink.com are associated with an Organization. Personal Information will be shared with the designated agents of the Organization with whom the user is associated. No Personal Information will be shared with an Organization

unaffiliated with the user.

2. Service Providers: We use trusted third-party service providers, including providers of artificial intelligence technology, to help operate and deliver our services. These providers process information only on our behalf, are contractually required to keep it confidential, and may not use it for their own purposes, including to train their own models.

3. Business Transfers: In some cases, we may choose to buy or sell assets. In these types of transactions, user information is typically one of the business assets that is transferred. Moreover, if Freethink, or substantially all of its assets were acquired, or in the unlikely event that Freethink goes out of business or enters bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of Freethink may continue to use your Personal Information as set forth in this policy.

4. Protection of Freethink and Others: We may release Personal Information when we believe in good faith that release is necessary to comply with that law; enforce or apply our Terms of Use and other agreements; or protect the rights, property, or safety of Freethink, our employees, our users, or others. This includes, without limitation, exchanging information with other companies and organizations for fraud protection.

5. With Your Consent: Except as set forth above, you will be notified when your Personal Information may be shared with third parties, and will be given the option to prevent the sharing of this information.

Is Personal Information About Me Secure?

Your Big Think+ account Personal Information is protected by a password for your privacy and security. You need to ensure that there is no unauthorized access to your account and Personal Information by selecting and protecting your password appropriately and limiting access to your computer and browser by signing off after you have finished accessing your account.

Freethink endeavors to protect user information to ensure that user account information is kept private, however, Freethink cannot guarantee the security of user account information. Unauthorized entry or use, hardware or software failure, and other factors may compromise the security of user information at any time. For additional information about the security measures Freethink uses in connection with plus.bigthink.com, please contact us at support@bigthink.com.

What Personal Information Can I Access?

Freethink allows you to access the following information about you for the purpose of viewing, and in certain situations, updating that information. This list will change as plus.bigthink.com changes. You may currently access the following information:

1. Account information
2. User profile
3. Aggregate statistics from the organization associated with the user
4. Video and image content in your account

What Other Choices Do I Have?

As stated previously, you can always opt not to disclose information, even though it may be needed to take advantage of certain Big Think+ features. In addition, the Organization counterparty can choose to remove all Personal Information collection fields on plus.bigthink.com so no Personal Information can be collected.

Changes to this Privacy Policy

Freethink may make changes to this Privacy Policy from time to time for any reason. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is used or collected. If we make changes in the way we use Personal

Information, we will notify you via e-mail or by posting an announcement on plus.bigthink.com. Users are bound by any changes to the Privacy Policy when he or she uses plus.bigthink.com after such changes have been first posted.

Last updated: 1 October 2026