

## PRIVACY POLICY

At MEDIA iQ Digital Media, privacy is a top priority and we provide this Privacy Policy to outline our practices and procedures with respect to use of cookie collection and storage to enable you to make an informed decision about sharing information with us.

When targeting advertising campaigns on behalf of our clients we may or may not choose to target users based on their Non-Personally Identifiable Information (Non-PII), this includes but is not limited to IP host address, the date and time of activity online, the pages viewed, browser type, referring URL, Internet Service Provider and operating system. We do not collect Personally Identifiable Information (PII) such as name, address, phone number, email, address, credit card information, or anything else that can personally identify individuals on behalf of our clients. We also will not take into account when targeting advertising campaigns, personally sensitive data such as racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, health or sex life. Our use of Non-PII when targeting advertising campaigns is to ensure that MEDIA iQ deliver the most appropriate and / or tailored ads to audiences online.

### INTRODUCTION

Below is a summary of key terms applicable to user privacy:

#### Summary

Information NOT Collected - PII We do not collect personally identifiable information (data collected with an intention to identify and contact a person such as name, address, telephone number or e-mail address) (hereinafter "PII").

Information Collected - Non-PII The non-personally identifiable information we collect may include as an example, IP address, browser types, operating systems, domain names, access dates and times, referring website addresses, online transactions and browsing and search activity.

How Used We may use your Non-PII ("Information") for the following general purposes: improved targeting and optimisation to deliver more relevant advertisements.

Sharing Your Information We may share your Non-PII Information with third party service providers we have contracted with.

Security We use reasonable and appropriate security measures to protect your Non-PII data.

Changes We may change the Privacy Policy at any time by posting the revised Privacy Policy on the Website and if such changes are material, a notice of the changes will also be posted along with the revised Privacy Policy.

Retention Aggregate Non-PII data for reporting may be retained for a longer period.

Contact Us If you have any questions relating to the MEDIA iQ Digital privacy policy please email us at [privacy@mediaiqdigital.com](mailto:privacy@mediaiqdigital.com).

## INFORMATION WE COLLECT

### Non-Personally Identifiable Information.

As part of our on-going efforts to deliver the most applicably targeted advertisements to our clients MEDIA iQ Digital Media may use log files, web beacons and cookies to collect data from browsers, advertiser and third party sites ("Sites") to aggregate Information. The Information collected is used for targeting purposes only, and enables us to determine which advertisements perform well, allows us to more effectively match advertisements and website content to your interests, assists us in improving the operation of our services, helps us to maintain the quality of our services, enhances our services to our business partners and clients and enables us to provide general statistics to our business partners and clients regarding use of MEDIA iQ Digital Media's services.

"Log files" track actions occurring on Sites and collect data including, as an example, your IP address, browser type, Internet service provider, referring/exit pages, operating system, date/time stamp, click data and types of advertisements viewed.

"Web beacons" are electronic files used to track your navigation of a website or collection of sites, the completion of transactions, submittal of applications and browsing behavior.

"Cookies" are files (e.g. HTTP cookies) that are stored on your Internet enabled device (which may include, as an example, your computer, tablet, BlackBerry, smartphone or other PDA). Cookies are used to improve the experience web users have when they see web advertisements and ensure that when a web user clicks on an advertisement, they are sent to the correct click-through destination. We may use Cookies for purposes that include estimating the total reach of an advertising campaign, as well as frequency of display. This allows advertisers to determine with greater accuracy the composition of the audience they reach. Cookies may also be used to control the delivery of a series of advertisements to a web browser, and to limit the number of times a web browser receives any one advertisement.

There are two classes of Cookies based on how long they remain on your system: (i) "Session Cookies" are used only during your visit to the Sites and are erased once you close your browser, and (ii) "Persistent Cookies" remain on your browser for 2 years from your last visit to the Sites and enable us to remember you on subsequent visits to the Sites and provide more relevant content to you on such Sites.

A useful resource on understanding Cookies may be found at <http://www.allaboutcookies.org>.

## SHARING YOUR INFORMATION

### Information Shared by MEDIA iQ Digital Media.

MEDIA iQ Digital Media will only share your Information for the limited purposes provided for in this Privacy Policy. This includes sharing Information (1) to enable third party service providers to assist or facilitate in the services we provide to our clients; (2) to comply with applicable laws and regulations or to respond to a subpoena, search warrant or other lawful request for information received by Us, whether or not a response is required by applicable law; (3) to enforce our terms of use or to protect our rights ; (4) to protect the safety of members of the public and users of the service; (5) with other MEDIA iQ Digital entities and third party marketing partners (including advertisers and publishers) for marketing purposes; (6) with vendors, administrative service providers, technology providers, and carefully selected partners for data validation, enhancement, information verification and suppression services or (7) for

any other purpose for which you provide consent. We also may share Information with advertisers, publishers and other third parties for marketing purposes, but such Information does not include PII.

#### **Information Collected by Third Party Sites.**

Please be aware that the websites of our advertiser clients as well as the websites on which we place advertisements or any third party websites linked to one of our sites also may collect Non-PII information from you. Such information may include non-personally identifiable information through the use of Cookies and other technology and any personally identifiable information you may choose to give in registering and transacting with such website.

#### **YOUR CHOICES**

MEDIA iQ Digital Media will also offer an “opt-out Cookie” to block the placement of future MEDIA iQ Digital Media Cookies on your system from the time you opted out. If you have multiple internet browsers or users on the same computer or device, you will need to perform the opt-out operation for each browser, device and/or user. If you or your privacy software deletes the opt-out Cookie from your computer, browser or device, you will need to repeat the process.

[Install the MEDIA iQ Digital Media Opt-Out Cookie](#) from our website

Install the MEDIA iQ Digital Opt-Out Cookie from IAB Online Choices:

North America: <http://www.youronlinechoices.com/opt-out>

United Kingdom: <http://www.youronlinechoices.com/uk/your-ad-choices>

Please note that the above links for an opt-out Cookie are only applicable to MEDIA iQ Digital Media. Also, please note that use of the opt-out Cookie will affect our ability to provide you content and advertisements that will more effectively match your interests and may prevent us from controlling the frequency with which you may view any particular advertisement. Please report any problems related to the opt-out process, or any complaints with regards to OBA data and its use, please email to [privacy@mediaiqdigital.com](mailto:privacy@mediaiqdigital.com)

#### **CHANGES**

As the standards governing Internet privacy continue to evolve, MEDIA iQ Digital Media may find it appropriate or necessary to update this Privacy Policy from time to time. As a result, we reserve the right to change this privacy policy at any time and shall post such changes on the Website. Our Website will state the date the Privacy Policy was last updated. We encourage you to review the Privacy Policy whenever you use this Website to make sure you understand how your information will be used. If we materially change how we use your Information, we will notify via a prominent notice on the Website prior to implementing the change

#### **RETENTION**

We retain Non-PII for use to more effectively match advertisements and website content to your interests for an indefinite period.

## MISCELLANEOUS

### Children's Privacy.

MEDIA IQ Digital Media is very sensitive to the issue of the privacy rights of children. MEDIA IQ Digital Media Websites and services generally are neither developed for, nor directed at, children.

### Your Representations.

YOU UNDERSTAND AND AGREE THAT ANY DISPUTE OVER PRIVACY IS SUBJECT TO THE TERMS AND CONDITIONS OF THIS PRIVACY POLICY AND APPLICABLE SITE TERMS AND CONDITIONS. You also agree that you have provided notice to, and obtained consent from, any third party individuals whose Information you supply to us with regard to: (a) the purposes for which such third party's Information has been collected; (b) the intended recipients or categories of recipients of the third party's Information; (c) which of the third party's data are obligatory and which data, if any, are voluntary; and (d) how the third party can access and, if necessary, rectify the data held about them.

### EDAA.

Media IQ adhere to the EDAA principles.