

# PRIVACY POLICY

TECH53 Media BV respects your privacy and is committed to safeguarding any personal information that may be collected through our website or through the services we provide. The following policy describes such collection and usage in order to ensure that you are fully informed as to how your personal information will be used.

## 1. INFORMATION COLLECTED AND HOW WE COLLECT IT

In visiting our website and using our services, there are several ways that we may collect information from you:

First, we may ask you to provide personal information as part of providing you with our services or when corresponding with you. This may include the following instances:

- Contact us to learn more about our services, we may ask you to provide certain information about you and your business. This may include your business' name, email address, physical address, phone number (“**Contact Information**”). We may also ask you some questions about your business in order to learn more about you so that we can assist you with your advertising needs; such information may include the number of employees in your business, the field in which you operate, your advertising budget and your website address.
- When you contact us with questions, comments or for purposes of customer/technical support, we collect the information contained in your message, which may include your Contact Information and any other personal information you provide. We will also collect such information when you ask to be included in our mailing lists or express an interest in hearing more about our services, in order to send you information in the future regarding our services, our partners, related services, promotions or events.
- We may collect your Contact Information through surveys we may conduct from time to time in respect of our services. Participation and providing information in surveys is optional.

In addition to the above, we may collect further information from you automatically. Whenever you visit our website or use our services, web servers may automatically collect and aggregate information in respect of your visit through the use of “cookies” and otherwise. This information may include referring website, browser type, browser language, operating system, the pages that you access, your Internet Protocol (“IP”) address, and the actions you take on our website or through our services.

We use cookies to allow us to automate access and the data entry functions of our website, tailor our website to your preferences or interests or customize promotions or marketing. In addition, cookies allow us to track use of our website to determine those areas which are useful or popular and those that are not thereby enabling us to improve and update our website effectively. In general, this aggregate information collected by the cookies will not identify anyone personally unless correlated with other personally identifying information.

Our services may also include third party advertising and analytics cookies, which are placed by or on behalf of third-party advertisers who are advertising through our services. These cookies may be placed within the advertisement and elsewhere on our online assets. The information collected by these cookies is anonymous and cannot identify individuals. Rather, such cookies are used for statistical analysis as they allow the advertiser, for example, to count how many people have seen their advertisement or have seen it more than once. Such cookies also might also allow the advertiser to tailor advertising to you when you visit other websites. If you wish to know more about this practice and related options, you may visit the Network

Advertising Initiative (“NAI”) web-website: <http://www.networkadvertising.org>, which is a cooperative of online advertising companies who are committed to responsible practices and consumer protection.

Cookies may also be placed by Google as part of our use of various Google analytics tools (the “**Tools**”). Similarly to the practice by third-party advertisers, we also have no control over such practice conducted by Google and the information collected by it. The usage of such cookies placed by any third party is subject to its own privacy policy and is not covered by this Privacy Policy.

Most web browsers can either alert you to the use of cookies or refuse to accept cookies entirely. You may also delete your computer or device's cookies at any time. If you would like to disable "third party" cookies generated by advertisers or providers of targeted advertising services, you can turn them off by going to the third party's website and getting them to generate a one-time "no thanks" cookie that will stop any further cookies being written to your machine. You can also visit the trade body representing these advertising companies for more information on how to opt-out of these cookies: <http://www.youronlinechoices.com>.

You can also (i) opt out of the cookies placed on the Tools by following [THESE](#) instructions, (ii) use the ads settings to manage the Google ads you see and opt out of interest-based ads by following [THESE](#) instructions, and (iii) manage the cookies in your web browser by following [THESE](#) instructions. However, you should be aware that if you elect not to accept cookies, some parts of our website may not function properly or permit access

Here is a [link](#) to opt out of interest-based advertising with AppNexus.

## **2. PUBLIC CONTENT SUBMITTED**

Please note that any information which you choose to distribute via the advertisements placed through the Services may be viewed by third-parties. Please be aware that you should have no expectation of privacy for such content.

## **3. WHAT WE DO OR MIGHT DO WITH THE INFORMATION COLLECTED**

We may use the information provided to us to:

- Collect and store it for your use of the Services;
- Contact you from time to time with critical user or service updates or other information important to support the Services. We may contact you to ensure that the information we have in our records is accurate or when in need of additional information to complete your profile;
- Receive feedback and comments from you about our Services and inquire about any features you would like to see in future offerings. We may also contact you to ask for your satisfaction rate, inform you of technical issues, or offer you upgrades, promotions and additional products that you may be interested in;
- Send out newsletters to you with articles and information which we believe may be of interest to you;
- Customize, measure and improve our services, content and advertising;
- Bill you as applicable, which might require the use of third-party billing providers. We do not store any of your personal payment information.
- Evaluate your use, preferences, and trends for our own internal statistical and analytical purposes;
- Prevent activity we determine to be potentially illegal;
- Enforce this Privacy Policy and/or our Terms or any other purpose referenced herein or therein.

## **4. DISCLOSURE OF INFORMATION**

We will not use your personal information for any purpose, other than those outlined in this Privacy Policy unless we have your consent. We will not share your personally identifiable information with any other third parties without your permission, unless:

(1) We are required to do so by law or when necessary to comply with a current judicial proceeding, a court order or legal process served on TECH53 Media BV, or when we believe in good faith that disclosure of information is necessary to prevent imminent physical harm, financial loss or to report suspected illegal activity. In all cases, such information will only be disclosed in accordance with applicable laws and regulations.

(2) In the event of a sale, merger, liquidation, dissolution, reorganization or acquisition of our company so long as the party acquiring the information agrees to be bound by the terms of this Privacy Policy.

Having said that, we may provide aggregate statistics about users, sales, traffic patterns, and other information to third parties, but these statistics will not include any personally identifiable information.

## **5. LINKS AND THIRD PARTY SERVICE PROVIDERS**

We may offer links from our website to other websites which may be hosted by our partners or by unrelated companies which we think may be of interest to you. Such websites are not governed by this Privacy Policy and TECH53 Media BV makes no representation as to their practices for dealing with your personal information. We recommend that you check the privacy policy of any website at the beginning of your visit.

## **6. SECURING THE INFORMATION**

We take reasonable technical and organizational measures to guard against unauthorized or unlawful processing of the information collected and against accidental loss or destruction of, or damage to, your personal data. While no system is completely secure, we believe the measures implemented by our website reduce the likelihood of security problems to a level appropriate to the type of data involved.

## **7. ACCESS, MODIFICATION, AND ACCURACY OF INFORMATION COLLECTED**

You can access and modify your TECH53 Media BV account information directly at any time by logging into your account, and going to your account settings.

## **8. CHANGES TO THIS PRIVACY POLICY**

We may change the terms of this Privacy Policy from time to time in order to reflect our practices and provide greater protection for your information. Information collected by us will be dealt within accordance with the provisions of our policy which were in effect at the time of collection.

## **9. ACCEPTANCE OF OUR PRIVACY POLICY**

By using our services and/or accessing our website you are consenting to the practices relating to information collection and use that are described in this privacy policy.

## **10. CONTACTING US**

Any requests for access to your information, modification of your information or questions in respect of this policy should be sent to the following email address [privacy@tech53.com](mailto:privacy@tech53.com)

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