

Introduction

Any data collected including personal information, will only be used for the purposes set out at II in this Privacy Notice. Once collected, personal information will not be used for a different incompatible purpose without your consent. **Publicis Media UK, 2 Television Centre, 101 Wood Lane, London W12 7FR** is regarded as the Data Controller.

Please read this Privacy Notice thoroughly. **If you disagree with the way personal information will be used, please do not use this tool or provide your personal information through the tool.**

We may include links on the tool to other websites including social media platforms. This Privacy Notice only covers how we use personal information and does not cover these other websites. We encourage you to read the privacy notices available on other websites you visit.

I. What personal information do we collect and process?

The following table describes the categories of personal information we collect and the sources of such personal information.

Category	Categories of Sources
<i>First name, last name, company e-mail address</i>	We will collect this directly from you when you register to use the tool.

II. Purpose of data collection and legal grounds we rely on

The following table provides information about our purposes for collecting your personal information:

Our Purposes for collecting and using personal information	Basis for processing
To provide you with access to the tool	<p>Performance of a contract to which you are a party.</p> <p>Consent, where you indicate that you accept the terms and conditions at point of registering.</p>
To contact you where you have indicated you wish to receive news and other associated marketing from us	For visitors from the European Union, we rely on your consent, where you indicate

	that you want to receive marketing material from us
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III. With whom do we share personal information?

Sharing with other group entities or service providers: As a global organization, we are always susceptible to share limited data with other entities within our group or with selected service providers, either to benefit from additional support (technical or otherwise), or to provide you with services you have requested from us.

Sharing for Legal Purposes: In addition, we may share personal information with third parties in order to: (a) comply with legal process or a regulatory investigation (e.g. regulatory authorities' investigation, subpoena, or court order); (b) enforce our Terms of Service, this Privacy Policy, or other contracts with you, including investigation of potential violations thereof; (c) respond to claims that any content violates the rights of third parties; and/or (d) protect the rights, property or personal safety of us, our platform, our customers, our agents and affiliates, its users and/or the public. We likewise may provide information to other companies and organizations (including law enforcement) for fraud protection, and spam/malware prevention, and similar purposes.

IV. Your rights regarding your personal information

You may exercise the following legal rights regarding any personal information that we hold about you.

- The right of access
- The right to rectification
- The right to erasure
- The right to object
- The right to restrict processing
- The right to data portability
- The right to withdraw your consent to the processing of your personal information at any time

Your personal information will be stored in accordance with our applicable data retention requirements and corporate policies. The retention period for your personal information varies depending on the type of personal information and the purposes of processing it.

V. Viewing, Editing, Updating or Deletion of your personal information:

Please contact us if you want to see any personal information stored about you in our records. We will honor your legal right to view your personal information in accordance with applicable privacy law. If you think that any of the personal information collected through the tool is incorrect, confusing or incomplete, please contact us. You may also ask us to erase, restrict or port your personal information and you may tell us if you object to our use of your personal information.

Personal information will be stored by us in accordance with our applicable data retention requirements and corporate policies.



VI. Data Security

We use a variety of methods, such as firewalls, intrusion detection software and manual security procedures, to secure your data against loss or damage and to help protect the accuracy and security of personal information and to prevent unauthorized access or improper use. If you think that the tool or any personal information is not secure or that there has been unauthorized access to the tool or your personal information, please contact us immediately.

VII. Confidentiality

Please note that we treat personal information as strictly confidential.

VIII. Data Transfers

Your personal information is transferred to the US and India which is not considered to have the same level of data protection as in the EU. However we ensure all data transfers comply with applicable legal requirements (for example under intercompany agreements with appropriate contractual protections).

IX. Notification of changes

Should we wish to change this Privacy Notice, if you have already provided personal information through this tool, we will contact you to inform you of the new Privacy Notice and, in some circumstances, we may need to obtain your consent to the changes. In other circumstances, any such changes to this Privacy Notice will be promptly communicated on this page and you should check back to see whether there are any changes. Continued use of the tool after a change in the Privacy Notice indicates your acknowledgement and acceptance of the use of personal information in accordance with the amended Privacy Notice.

If you wish to save this text, please mark the entire statement (e.g. with your mouse) and copy-paste by pushing ctrl-c.

X. Further Information

For further information on **Publicis Media UK, 2 Television Centre, 101 Wood Lane, London W12 7FR** please visit our website – www.publicisgroupe.com

If you consider that we are not complying with this Privacy Notice or if you have any questions in relation to this Privacy Notice, please contact us. You may also lodge a formal complaint with your competent data protection authority.

If you have any questions about Publicis Media's collection of your data, you wish to exercise your rights or know about the contractual protections in place, please contact the Publicis Chief Data Privacy Officer on privacyofficer@publicisgroupe.com.

If you think that we are not compliant with the principles set out in this Privacy Notice, if you are unsatisfied with the way we process your personal information or if your request to exercise your rights set forth above has been rejected, you may also lodge a formal complaint with your local competent data protection authority.

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