

## PRIVACY POLICY

Welcome to [www.digitech.com](http://www.digitech.com) (the “DigiTech Database”). This Database is owned and operated by GroupM (“we”, “us”, “our”). We are committed to protecting your privacy. This policy applies to GroupM’s authorized technology vendors (“you”, “your”) supplying information to the database via the Database Portal located at [dt.groupm.com](http://dt.groupm.com). The Policy provides you with details on the information we collect from you and the uses we make of your personal information. **This policy may be updated from time to time without prior notice, so please check back periodically. If you continue to visit this database and use the services made available to you after such changes have been made, you hereby provide your consent to the changes.**

We encourage you to read this policy to learn more about what information of yours we collect and how we use it and how you can “opt-out” of receiving communications from us. Additionally, this policy includes information about how we endeavor to protect your data. If you have any questions about our collection and use of your information, please contact us at [digitech@groupm.com](mailto:digitech@groupm.com).

### **1. Information Collected; Use of Information; Sharing of Information**

#### **a. Personally Identifiable Information**

If you contact us, we may keep a record of that correspondence. We may collect personally identifiable information (“Personal Information”) such as your name and e-mail address from you. Personal Information is collected via voluntary submissions from you. If you do not want to provide us with your Personal Information, you may still access or submit to the Database but certain areas may not be accessible to you.

Your Personal Information may be used by us (i) to communicate with you; (ii) administer assistance to you when requested; and (iii) as required by applicable laws, rules or regulations, or the Terms of Use applicable to this Database. We may share your Personal Information with third parties, including clients, employees, other vendors, or subcontractors, to further the purpose for which you provided such information to us. We also share your Personal Information with third parties if we believe that the law requires us to do so, to protect our own property or the property of our affiliates, to prevent harm to us or to third parties, or to investigate or respond to allegations of fraud. Additionally, in the event of a corporate restructuring (such as, a sale, merger or other asset transfer), we may share your Personal Information with a third party. All third parties with whom we share your Personal Information in the course of business, such as clients, subcontractors, clients, other vendors, or business partners, will only be authorized to use such Personal Information only for the benefit of GroupM.

#### **b. Non-Personally Identifiable Information**

Certain non-personally identifiable information (“Non-Personal Information”) about our visitors and/or visitor usage may be collected by the standard operation of our Internet servers and through the collection of clickstream and/or pageview data. We reserve the right to disclose or utilize any of this information in aggregate form, for any purpose, in our sole judgment. The Non-Personal Information we collect is used by us to improve the content of our Database and enhance your experience.

**2. Security.** We are committed to using commercially reasonable efforts to maintaining the security of your Personal Information. To help prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of information, we adhere to industry standard practices and procedures to help safeguard and secure the information we collect.

**3. Links to Other Websites.** This Database contains links to other websites for the purchase of third party products and services. Please be aware that we are not responsible for such third party sites in any manner including without limitation, the privacy practices of other websites. We encourage you to be aware when you access any such third party links and to read the privacy policies of each website that you access. This Privacy Policy only applies to information collected by us from this Database Portal.

**4. Data Retention.** We will retain your personal information for as long as the Database is active or as needed to provide you services. We also may retain your Personal Information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. Even if we delete some or all of your personal information, we may continue to retain and use aggregate, anonymous data previously collected and/or anonymize and aggregate your Personal Information.

**5. Contact Us.** If you have any questions, comments or concerns regarding this Privacy Policy and/or the practices described herein, please email us at [digitech@groupm.com](mailto:digitech@groupm.com) or write us at **487 7<sup>th</sup> Ave, New York, NY 10001**.

**6. Servers in the United States of America.** Our servers are maintained in the United States of America (“USA”). By using the Database, you freely and specifically give us your consent to export your personal information to the USA and to store and use it in the USA as specified in this Privacy Policy. You understand that data stored in the USA may be subject to lawful requests by the courts or law enforcement authorities in the USA. All users are responsible for compliance with local law.

**7. Governing Law.** This Privacy Policy and our legal obligations hereunder are subject to the laws of New York, U.S.A., regardless of your location. You hereby consent to the non-exclusive jurisdiction of and venue in the federal and state courts located in New York County, New York, U.S.A. in all disputes arising out of or relating to the Services.

**Your use of this Database is governed by, and subject to, the legal notices and disclaimers located at [dt.groupm.com](http://dt.groupm.com) and is subject at all times to all such legal notices and disclaimers. Furthermore, your use and access of the Database constitutes your agreement to be bound by the provisions contained in the Terms of Use and in this Privacy Policy.**

**This Privacy Policy was last updated on February 27, 2014.**