



## Overview

Our corporate website at [www.audiencerate.com](http://www.audiencerate.com) (the "Website") is designed for those seeking information about Audiencerate. This privacy policy (the "Policy") explains how we collect, share and use personal data about you when you use our website, and how you can exercise your privacy rights. This Policy only relates to the data that is collected via the Website, from our visitors in the course of Audiencerate's business operations (the "Visitors Data").

Audiencerate is a data technology platform. We and our partners collect and use data to provide data owners a bridge to the world's largest data marketplaces with full transparency and best in class performance.

Visitors Data collected from [audiencerate.com](http://audiencerate.com) is not used or combined with any other data.

## Company

Audiencerate LTD

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## Data Protection Officer

Audiencerate Data Protection Officer (RPD or DPO) is Mr. Lapo Curini Galletti that may be contact by e-mail at: [dpo@audiencerate.com](mailto:dpo@audiencerate.com).

## How We Collect Visitors Data

Audiencerate collects Visitors Data as detailed below:

### 1. Personal data provided voluntarily on [audiencerate.com](http://audiencerate.com).

Certain parts of the Website may allow you to provide personal data voluntarily. Such information includes:

- Submitting enquiries to Audiencerate
- Completing the form in the "Contact Us", "Data Owner" and "Marketers" areas of the website

The personal data that you are required to provide in these areas will be used only for the purpose of being contact back from our team for answering your queries.



## 2. Personal data collected automatically during your visit on audiencerate.com

The only data collected during your visit to audiencerate.com, is collected by third parties' services for analytic purposes.

Third parties will collect certain information automatically from your device including:

- IP address
- Device type
- Unique device identification numbers
- Browser-type
- Broad geographic location (e.g. country or city-level location)
- We may also collect information about how your device has interacted with our Website, including the pages accessed and links clicked.

Collecting this information enables us to run website analytics, detect and prevent malicious behavior on the Website and improve and organize the content and features of the Website.

The third parties collecting such information are specified in the following table, together with the link to their policies:

Third Party	C o o k i e ' s category	Link to the policy
G o o g l e Analytics	Analytics	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>

## 3. Personal data we collect in operating our business

In the course of business, we may ask you to provide Visitors Data voluntarily in order to respond to general inquiries.

### Your Rights

You have the following data protection rights:

For any information related to Policy, Visitors may contact the Audiencerate at any time, using the following methods:

- By sending a registered letter with return receipt to Audiencerate's registered office;
- By sending an e-mail to [privacy@audiencerate.com](mailto:privacy@audiencerate.com).

You can also contact the Data Protection Officer (RPD or DPO) of the Company, whose contact details are: Mr Lapo Curini Galletti, mail [dpo@audiencerate.com](mailto:dpo@audiencerate.com).

If we have collected and processed your personal data with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect the processing of your personal data conducted in reliance on lawful processing grounds other than consent.

You have the right to complain to a data protection authority about our collection and use of your personal data. For more information, please contact your local data protection authority.

### **Legal Basis for Processing Personal data**

Audiencerate will collect personal data from you only when:

- the processing is in our legitimate interests and not overridden by your rights;
- we have your consent to process your personal data
- personal data to fulfill a contractual necessity.

If we collect and use your personal data in relation to our legitimate interests (or those of any third party), this interest will normally be to operate our platform and communicate with you as necessary to provide our services to you and for our legitimate commercial interest, for instance, when responding to your queries, improving our platform, or for the purposes of detecting or preventing illegal activities.

We may have other legitimate interests and if appropriate we will make clear to you at the relevant time what those legitimate interests are.

If we ask you to provide personal data to comply with a legal requirement or to perform a contract with you, we will notify you at the time and advise you whether the provision of your personal data is mandatory or not (as well as of the possible consequences if you do not provide your personal data).

For further information concerning the legal basis on which we collect and use your personal data, please contact us by sending an e-mail to [privacy@audiencerate.com](mailto:privacy@audiencerate.com)

You can also contact the Data Protection Officer (RPD or DPO) of the Company, whose contact details are shown below: Mr Lapo Curini Galletti, mail [dpo@audiencerate.com](mailto:dpo@audiencerate.com).

### **How long do you keep Visitors Data for?**



We retain Visitors Data for as long as we have an active relationship with the Visitors unless otherwise specified, or until it is deleted following a request from them.

When we have no ongoing legitimate business need to process your personal data, we will either delete it when it reaches a maximum storage time limit (currently 12-months after the last interaction with a Visitor) or anonymize it.

### **Sharing of Visitors Data**

As part of operating our business, Audiencerate does not share Visitors Data other than with authorized employees and affiliates, to perform services on our behalf that are related to the purposes stated in this Policy. We may also need to share your personal info with:

- any competent law enforcement body, regulatory, government agency, court or other third party in case it should occur that we believe disclosure is necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights, or (iii) to protect your vital interests or those of any other person;
- a potential acquirer of Audiencerate and its agents/advisers in connection with any actual or proposed purchase, merger or acquisition of any part of our business, provided that we inform the buyer it must use your personal data only for the purposes disclosed in this Privacy Notice;
- any other person with your consent to the disclosure.

### **International Transfer of Visitors Data**

Your personal data may be transferred to and processed in, countries other than the country in which you reside. These countries may have data protection laws that are different to the laws of your country (and, in some cases, may not be as protective).

In order to deliver appropriate safeguards to require that your personal data will remain protected in accordance with this Privacy Notice, we operate under European Commission's Standard Contractual Clauses for transfers of personal data between our group companies, which require all group companies to protect the personal data they process from the EEA in accordance with European Union data protection law.

Our Standard Contractual Clauses can be provided on request.

### **How does Audiencerate keep my personal data secure?**

We use appropriate technical and organizational measures to protect your personal data. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal data.

