

Welcome to the Marketperf Corp. US Privacy Policy

Effective Date: June 12th, 2020

We ask that you read this privacy notice ('Notice') carefully as it contains important information, such as: (a) who we are; (b) how, why and when we may collect, store, use and share your personal data; (c) your rights in relation to your personal data; and (d) what to do if you have a complaint.

Business information

The site <https://www.marketperf.com/> and our Services are not intended for use by consumers or private individuals. We collect your business contact information, such as your full name and your business name, email address, telephone number, address and other work-related information you provide to us in the course of providing our Services to you or your organization.

We take your privacy and the protection of your personal information seriously. We will only store, process and disclose your personal information in accordance with applicable law. We will make it clear when we collect personal information and will explain what we intend to do with it. We do our best to protect your privacy through the appropriate use of information security measures.

1. Who we are?

Marketperf ('we', 'us' and 'our' in this Notice) respects your privacy and is committed to protecting your personal data.

Our clients ("Clients") are companies looking to advertise their products or services online, and our Clients use our Platform to ask us to buy advertising space on their behalf on websites offering such space ("Websites").

For the purposes of what we do and our interactions with you, we are a 'processor' of your personal data, and we are appointed as a processor, by our Client. Our Client is the 'controller', who is ultimately responsible for your personal data and deciding how it is used.

We are also a member of the Interactive Advertising Bureau ("IAB") and comply with the IAB industry standards, guidelines and best practices : <https://www.iab.com/>

2. What do we do?

We use our Platform to help our Clients place targeted online display advertising on Websites that are typically owned by publishers or online service providers ("Website Owners"). Tailoring which advertisements are displayed is known as "behavioural" or "targeted advertising".

By providing targeted online advertising, it is more likely to: (a) make the advertising you see more relevant and useful to you; (b) make the advertising more effective for our Clients; and (c) allow the Website Owner to sell the advertising space for a higher price and increase the flow of funding from advertisements that it receives.

Targeted advertising

There are 2 common methods that we use to try to 'target' the most appropriate advert to the most appropriate audience:

(1) “Contextual Targeting” is where we show advertisements on a specific Website because we believe it will be relevant to the type of audience that may be visiting the Website. For example, we might show an advertisement for basketball products on a basketball news website.

This type of targeting does not specifically target you or your device and all visitors to the Website could receive the same advertisement.

(2) “Behavioural Targeting” is where we show advertisements on a specific Website on the basis that we understand your device has been used by someone to show interest in a particular type of product or service. For example, we might recognize that your device has previously been used to visit the basketball product section of our Client’s website and we could then place an advertisement for the same Client’s basketball products if you visit an unrelated Website (e.g. yahoo.com or eBay).

This type of targeting may use unique device identifiers such as cookies placed on your device (further information about identifiers are provided below). Anyone using your device could receive the same advertisement.

In summary, when you (or any other user) visits a Website, whilst the website is loading, we receive a notification that the Website wishes to sell advertising space to display to you (or the relevant user). We would then look at the contents of any cookies on your browser. If your browser is set to not collect cookies or if the cookie is set as an anonymous number, we cannot associate it with any other information or recognize any historic behavior, so any targeted advertising we place would use Contextual Targeting.

If you research a product or service on the internet and then receive a display advert on your device relating to a similar product or service, this is usually because a company like ours has facilitated the relevant advert being shown to you.

3. Data processed by us:

The basis on which we process your personal data

We rely on the following legal grounds to process your personal data, namely:

Performance of a contract – We may need to collect and use your personal data to enter into a contract or to perform a contract that you or your Marketperf Corp. has with us.

Consent – Where required by applicable laws, we will rely on your consent for collecting your personal data.

Legitimate interests – We may use your personal data for our legitimate interests to improve our services. Consistent with our legitimate interests and any choices that we offer or consents that may be required under applicable laws, we may use technical information as described in this Privacy Policy and International Policy and use personal data for our marketing purposes.

We will only process personal data for a specific purpose or for any other purposes specifically permitted by applicable data protection legislation.

As explained above, in the course of providing targeted online advertising for our Clients, we process the following information that is given to us by our Client, who has collected it from you. This information includes:

- Cookie ID, web beacons, mobile device identifier and IP addresses,
- Geo-location information; and
- Our Client may also provide us with other unique identifier information such as a customer ID number, which will relate back to information on their systems, but does not identify you to us.

Even though most of this information relates to the identity of your device (not necessarily you), this information is considered personal data under the GDPR, and therefore we protect and use it in a way that complies with data protection laws.

We do not know your name, address, phone number, email address or other contact information.

We may also collect data from third parties or publicly available sources such as geo-location information for your device and associated information such as weather conditions.

We may also create, use, and share aggregated data such as statistical or demographic data for any purpose. Aggregated data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate data relating to the advertisements we have placed on behalf of our Clients.

We do not knowingly collect any “Special Categories” of personal data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

We do not knowingly use or collect data to target advertising to children under the age of 13 or those in sensitive groups, as defined by the data protection legislation.

Third-party advertising and analytics

We use third-party service providers to provide site metrics and other analytics services. These third parties may use cookies, web beacons and other technologies to collect information, such as your IP address, identifiers associated with your device, other applications on your device, the browsers you use to access our sites and Services, webpages viewed, time spent on webpages, links clicked and conversion information (e.g., transactions entered into). This information may be used by Marketperf Corp. and third-party service providers on behalf of Marketperf Corp. to analyze and track usage of our sites and Services, to determine the popularity of certain content and to better understand how you use our sites and Services. The service providers that we engage are bound by confidentiality obligations and other restrictions with respect to their use and collection of your information.

This Privacy Policy does not apply to, and we are not responsible for, third-party cookies, web beacons or other tracking technologies, which are covered by such third-parties’ privacy policies. For more information, we encourage you to check the privacy policies of these third parties to learn about their privacy practices. For more information about targeted advertising specifically, please visit <http://www.aboutads.info/choices>

4. How your personal data is collected:

Information you provide to us directly

Marketperf Corp may collect different information from or about you depending on the manner in which you use our sites or Services. The following examples are provided to help you better understand the information we may collect through your use of the sites or in the course of us providing our Services.

For Individuals: We may collect, use, store and transfer different kinds of personal information about you, which we have grouped together as follows:

Identity Information includes first name, middle initial, last name, date of birth, gender, username, or similar identifier.

Contact Information includes personal mailing address, email address, telephone number.

Financial Information includes bank account information and payment card details.

Transaction Information includes details about the products and services you have purchased from us and the corresponding transactions.

Technical Information includes, cookie information, location pixel, browsing time, website history, internet protocol (IP) address, your login data, time zone setting and location (geocodes), geolocation data, auth0 logs, pages visited, pages viewed, events and page loads, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

Profile Information includes your username and password, your preferences.

Usage Information includes information about how you use our website, products and services.

Marketing and Communications Information includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We do not have any direct interaction with you or your device and do not collect any personal data directly from you.

Collection of technical information and usage information

When you access Marketperf Corp. sites, we automatically collect certain information. This information may include without limitation: (a) technical information about your computer or Wireless Device, such as your IP address, geolocation information, device type, operating system type and version, unique device ID, browser, browser language, domain and other systems information or platform types (collectively "Technical Information"); and (b) usage statistics about your interaction with Marketperf Corp. sites, including pages accessed, referring website address(es) time spent on pages, pages visited, search queries, click data, date and time and other information regarding your use of Marketperf Corp. sites (collectively "Usage Information").

Information received through our clients and third-party platforms

We only receive personal data from our Client and third parties. Our Clients should have obtained your personal data in accordance with the terms of their own privacy notice. For example, you may have consented to receive targeted online advertising through agreement with our Client's website cookie policy or you may have clicked on an online advert posted on a Website on behalf of our Client.

5. How we use your personal information?

How does this relate to my privacy and personal data?

We may use your personal data listed above and provided by our Client (such as cookies, web beacons and device ID's) to serve Behaviorally Targeted online adverts to you, as a potential customer of our Client.

The data provided from our Client falls within the technical legal definition of personal data because, if combined with other data from a third party, it could technically be possible to identify a specific individual user (and therefore should be treated the same as other personal data).

However, we are only able to use such data to recognise your device in order to serve a targeted advertisement to it; we cannot specifically identify any individual using the device (you) directly from this data alone and we do not combine this data with any additional data that would enable us to know who you are.

For advertising and marketing

Creating customized advertisements to display for you on participating websites and to analyze if the advertising resulted in a desired action, such as sales; and

Communicating with you about opportunities, products, services, promotions, discounts, incentives, and/or rewards offered by us and select partners. If we send you marketing emails, each email will contain instructions permitting you to “opt out” of receiving future marketing or other communications.

Providing, improving, and developing our services

Reviewing and analyzing user browser and wireless device technical information.

Reviewing user activity across sites (for example, Marketperf Corp. analyzes trends, user traffic and usage information to determine the performance of content, research reports or events).

Displaying your historical transaction information.

Providing, maintaining, and improving our Services.

Developing new products and Services.

Delivering the information and support you request.

Improving, personalizing, and facilitating your use of our Services; and

Measuring, tracking, and analyzing trends and usage in connection with your use or the performance of our Services.

Bidding for advertising space

Within the advertising ecosystem there are large number of Website Owners selling space for advertisements and advertisers (such as our Clients) wishing to buy that space to advertise online. To facilitate this marketplace Website Owners can either sell directly to advertisers (such as our Clients) or use intermediaries to facilitate the sale (such as us).

We use cookie IDs to match the Website Owners with our Clients and help our Clients to decide which adverts you are likely to be interested in. We then bid to the Website Owner on behalf of our Client for that advertising space and if our bid is successful, our Client will get the advertising space.

Displaying and measuring the success of the advertisements

In order to serve targeted display advertisements to you and to measure the effectiveness of advertisements, we may disclose your IP address or other device identifier to other third parties in the advertising network.

To the extent we pass personal data to third parties, we put in place contractual cover and security measures as required by GDPR (and as set out below).

Fraud prevention

We take various measure to minimize fraud within the advertising network and to drive transparency.

6. What steps do we take to keep your personal data safe?

We have put in place appropriate security measures to prevent personal data from being accidentally lost or used or accessed in an unauthorized way. We take reasonable measures, including administrative, technical, and physical safeguards, to protect your information from loss, theft, misuse, and unauthorized access, disclosure, alteration, and destruction.

In addition, we limit access to your personal data to those of our personnel and other third parties who have a genuine business need to know it. They will only process your personal data on our (or the Client's) instructions and they are subject to a duty of confidentiality.

We ask our Clients to limit the personal data they share with us to the extent necessary (i.e. a cookie ID) or any other data that is strictly necessary for us to process your data in a compliant way. We also anonymize personal data where possible, for example, we truncate IP address to ensure that we do not retain your full IP address.

We also have procedures in place to deal with any suspected data security breach. To the extent possible, we will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so. However, given the nature of the personal data we may process it is unlikely we would be able to contact you directly.

7. Why can we process your personal data?

As explained above, we are an advertising intermediary and we have no direct relationship with you or any other users. Our Client is responsible for your personal data and, usually, we would expect our Client to either have a legitimate interest in allowing us to process your personal data in this way or they will have obtained your consent. If a Client has decided to obtain your consent to allow us to process your personal data in this way and advertise to you on their behalf, normally this is done either: (a) when you visit our Client's website by having a 'pop-up message' asking on the website landing page whether you give consent for your cookie data to be stored or used to enable advertising to you; or (b) when you sign up as a customer of our Client.

We consider that we act as a processor of your personal data since we follow the instructions of our Client in relation to how your personal data can be used by us to arrange the display of advertisements served to you.

Our Clients (and Website Owners) may also collect other information about you as part of the service they provide to you. For example, if you are an existing customer or if you have a subscription or relationship of any type with them, they may collect your name, contact details or other information. Our Client's collection of any such personal data is outside the scope of this Notice and our Client will do so as a controller pursuant to their own privacy notice. Our Client may give us additional information that they have collected, but we insist that they limit this information in such a way to ensure that it does not allow us to directly identify an individual from such information and therefore such information should not be personal data.

We may use your personal data to inform our Client about the Behaviorally Targeted advertisements (including across various devices) and to report on the success or other aspects of the services we provide to our Client. This is necessary for our legitimate interests and the legitimate interests of our Client (in order to keep our records updated and to study how our Clients use our services to develop them, and to enable us and our Client to grow our respective businesses) and given the limited personal data we process.

We may also process your personal data in order to monitor for fraudulent advertising activity. We can do this processing as there is a legitimate interest in restricting fraud within advertising.

8. Transfer of your information out of the EEA

Many of the Website Owners are based outside of the EU or host their servers in locations outside the EU (such as the United States), which may require use to transfer your personal data (such as cookie ID) outside the European Union ("EU").

Whenever we transfer your personal data out of the EU, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see European Commission Adequacy of the protection of personal data in non-EU countries :

https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en

Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see European Commission Model contracts for the transfer of personal data to third countries :

https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en

Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between the Europe and the US. For further details, see European Commission EU-US Privacy Shield :

https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/eu-us-data-transfers_en

9. How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes it was transferred to us, including for the purposes of satisfying any legal, accounting, or reporting requirements. Cookies will last for a maximum of six months; however, you can decide to delete them earlier as we mention below. In addition, we may delete cookies sooner as often they are only used for a specific marketing campaign. As a result of this, the typical lifetime of a cookie is more like two weeks.

10. How not to receive behaviorally targeted advertisements

Can you tell us not to send behaviorally Targeted advertising to you?

Yes, you can. You can do this either by not consenting to advertising if our Client asks you for your consent to receiving a cookie or notify our Client that you do not wish to receive this type of advertisements or marketing from them. You may also amend your privacy settings for your applications, browsers and platforms or services that you subscribe to.

However, please be aware that, stopping behaviorally Targeted advertising will not mean you will not see any advertising at all. When you visit a Website, an advert may still be placed, by us or a third party, which may be Contextually Targeted or untargeted.

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, some parts of websites you access may become inaccessible or some functionality may be lost.

For more information about how to delete cookies or opt-out of behaviorally Targeted advertising, please refer to our Client's cookie policy, the Website Owner's cookie policy or privacy settings within any application or subscription service you use.

How to avoid web beacons and other tracking technologies

You can normally make web beacons and other tracking technologies ineffective by switching off cookies in your browser. There are also browser add-ons and extensions that can specifically block web beacons.

To avoid web beacons in emails, you can turn off images in your email service. Check your email's "Help" section to find out how to do this.

The “Do Not Track” (DNT) setting

Some internet browsers have a DNT setting. This sends a signal to websites asking them not to track your browsing.

How to restrict cookies?

You can adjust the settings in your browser in order to restrict or block cookies that are set by the sites (or any other website on the Internet). Your browser may include information on how to adjust your settings. Alternatively, you may visit www.allaboutcookies.org to obtain comprehensive general information about cookies and how to adjust the cookie settings on various browsers. This site also explains how to delete cookies from your computer.

You can control and delete these cookies through your browser settings through the following:

Google Chrome :

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>

Mozilla Firefox : <https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectlocale=en-US&redirectslug=enable-and-disable-cookies-website-preference>

Safari : <https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

Opera : <https://help.opera.com/en/latest/security-and-privacy/>

Microsoft Internet Explorer : <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies>

Microsoft Edge : <https://support.microsoft.com/en-us/help/4468242/microsoft-edge-browsing-data-and-privacy>

Safari for iOS (iPhone and iPad) : <https://support.apple.com/en-us/HT201265>

Chrome for Android :

<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en>

Or you can also use the following cookie management and disposal tool from Google Analytics by downloading and installing the browser plug-in from the following link:

<http://tools.google.com/dlpage/gaoptout>

Please be aware that restricting cookies may impact the functionality of the Services. Most browsers allow you to refuse to accept cookies. Additional general information about cookies, including how to be notified about the placement of new cookies and how to disable cookies, can be found at <https://www.allaboutcookies.org/>

Opt-out of marketing and promotional communications and advertising

If you no longer wish to receive advertising based on your interests or other web-browsing behavior, the online advertising industry provides websites from which you may opt out of interest-based advertising from Marketperf Corp. and other companies that participate in industry self-regulatory programs.

The US-based opt out pages are <http://www.aboutads.info/choices> and <http://www.networkadvertising.org/choices>. The European based page is <http://www.youronlinechoices.com/>. In Canada, use <http://www.youradchoices.ca/choices>.

Digital Advertising alliance compliance disclosure

We comply with the cross-industry Self-Regulatory Program for Online Behavioral Advertising managed by the Digital Advertising Alliance : <https://www.aboutads.info/>

As part of this service, our online advertisements are sometimes delivered with icons to help you choose and control how your data is supplied and used.

Children's online privacy protection act (COPPA) compliance and related information

The Children's Online Privacy and Protection Act (COPPA) regulates online collection of information from persons under the age of 13. It is our policy to refrain from knowingly collecting or maintaining personal information relating to any person under the age of 18. If you are under the age of 18, please do not supply any personal information through the sites. If you are under the age of 18 and have already provided personal information through the sites, please have your parent or guardian contact us immediately using the information provided under CONTACT US (<https://www.marketperf.com/#contact>) so that we can remove such information from our files.

California consumers

The California Consumer Privacy Act ("CCPA") permits residents of California to have the following additional rights. For more information, or if you have questions, you can contact us. For your protection, Marketperf Corp. is required to collect certain information from you to verify your identity before we respond to any request submitted by you. The information you provide to verify your identity will only be used for verification purposes, and a record of your request, including certain information contained within it, will be maintained by Marketperf Corp. for its files.

California residents have the right to request Marketperf Corp. disclose what Information it collects, uses and discloses

California residents have the right to request that Marketperf Corp. disclose what personal information Marketperf Corp. collects, uses and discloses about them now and in the last twelve (12) months. If you are a California resident and would like to request the personal information that Marketperf Corp. collects, uses and discloses about you, please complete the contact form and send it to Marketperf Corp. using the information.

California residents have the right to request the deletion of their personal information maintained by Marketperf Corp.

California residents have the right to request that Marketperf Corp. delete the personal information Marketperf Corp. maintains about them. Marketperf Corp. will make every effort to comply with California residents' requests to delete their personal information, however, certain laws or other legal requirements might prevent some personal information from being deleted. If you are a California resident and would like to request the deletion of your personal information, please complete the contact form : <https://www.marketperf.com/#contact>. To verify any request to delete personal information, you will be required to provide the information contained in the request form. Failure to do so could result in Marketperf Corp.'s inability to comply with your request.

California residents have the right to non-discrimination for the exercise of their privacy rights under the CCPA

Under the CCPA, California residents have the right not to receive discriminatory treatment by Marketperf Corp for the exercise of their privacy rights. However, the exercise of certain privacy rights by California residents will make it so that Marketperf Corp. is no longer able to provide those residents with certain services. For example, if, at the request of a California resident, Marketperf Corp. deletes all of the California resident's personal information that it maintains, Marketperf Corp. will no longer be able to send marketing communications to that California resident.

Do not sell my personal information: California residents can opt-out of the sale of their personal information

The CCPA provides California residents the right to opt-out of the sale of their personal information by Marketperf Corp. If you are a California resident and would like to opt-out of the sale of your personal information, please complete this contact form: <https://www.marketperf.com/#contact>. California residents may choose to use an authorized agent to exercise their right to opt-out of the sale of their personal information, subject to the requirements in the below section on designating an authorized agent.

California residents can designate an authorized agent to make a request under the CCPA on their behalf

California residents can designate an authorized agent to make requests under the CCPA related to the residents' personal information. Marketperf Corp. can deny any request made by an agent who does not submit proof that he or she has been authorized by the California resident to act on the California resident's behalf. For more information on submitting a request on behalf of a California resident as an authorized agent, you can contact us: <https://www.marketperf.com/#contact>

Nevada consumers

Nevada law provides Nevada residents the ability to opt-out of the sale of their personally identifiable information collected by Marketperf Corp. If you are a Nevada resident and would like to opt-out of the sale of your personally identifiable information, please complete this contact form : <https://www.marketperf.com/#contact>

For your protection, Marketperf Corp. is required to collect certain information from you to verify your identity before we respond to any request submitted by you. The information you provide to verify your identity will only be used for verification purposes, and a record of your request, including certain information contained within it, will be maintained by Marketperf Corp. for its files.

11. How can I see what information you have about me?

Under certain circumstances, you have rights under data protection laws (such as the GDPR) in relation to your personal data.

However, as we have explained above, given the nature of the personal data we may process about you it is unlikely that we would be able to identify you as the individual using the relevant device and therefore, you are more likely to be able to control, restrict or amend your personal data that are processed by using one of the methods set out above or by contacting the relevant Client.

If you still wish to contact us, please see our contact information below. However, in order to identify you from the device-specific personal data we may process about you, it is likely that you will have to provide us with more personal data than we already hold. As such we recommend you take the opt-out steps set out above first.

12. Can I delete my data?

Under data protection laws (such as the GDPR), you may have the right to ask us to suspend the processing of your personal data. However, as explained above, we are unlikely to be able to identify you from the device-specific personal data we may process about you and therefore, you would need to provide further personal data to allow us to identify you as the individual using a specific device and therefore we recommend you take the opt-out steps set out above first.

13. Marketperf contact information

To get in touch with us with regards to privacy and your personal data or in connection with the advertising services we manage for our Clients, you may contact us by this form :

<https://www.marketperf.com/#contact> .

Or by email or mail at the following addresses:

Email: privacy@marketperf.com

Mail: Marketperf Corp. - Customer Care, 1375 BROADWAY #504 New York, NY 10018

14. How to complain

We hope that we can resolve any query or concern you raise about our use of your information.

The General Data Protection Regulation : <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32016R0679&from=EN> also gives you right to lodge a complaint with a data protection supervisory authority, in particular in the European Union state where you work, normally live or where any alleged infringement of data protection laws occurred.

15. Changes to this notice

This Notice was published on November 2018 and last updated on June 2020.

From time to time we may change our privacy policies, we make will be posted on this page. Please check back regularly to keep informed of updates or changes to this Notice.