

BLOCKCHAIN4MEDIA

<https://www.blockchain4media.com>

Effective date: 01 January 2019

This privacy notice tells you what to expect us to do with your personal information when you make contact with us or use one of our services and what choices you have with respect to the information. We have worked to make the Privacy Policy clearer and more understandable by organising it into sections.

APPLICABILITY

This Privacy Policy applies to **Custom Blockchain Solutions** and its subsidiaries (“**Blockchain4Media**,” “**we**,” “**us**,” or “**our**”) advertising measurement, verification and analytics services (the “**Services**”), [blockchain4media.com](https://www.blockchain4media.com) and other Blockchain4Media websites, their subdomains (the “**Websites**”), and any other interactions (e.g. customer service enquiries, business enquiries etc.) you may have with us.

INFORMATION WE COLLECT AND RECEIVE

Customers and partners of Blockchain4media use the Service, to monitor and analyze online advertising campaigns, presented to viewers of websites, mobile websites, and users of mobile applications or consumers of other media types like video or audio etc. (“**End Users**”)

We may collect and receive **Customer Data**, **Personal Data**, and other information (“**Other Data**”) and data in the following ways:

- **Customer Data:** data collected by the Service on behalf of our Customers. Blockchain4media uses various technologies collectively known as pixels to collect and analyze specific details of End Users’ session where a given advertisement was presented. The Services’ pixels in order to collect information about a given ad display, are placed either on a webpage or installed on the server. Information collected through the aforementioned technology is used as a basis of providing the Services. The following data is collected as part of the pixels operation:
 - Parts of the HTTP Header
 - Data about the interaction of a user with a given ad
 - Technical details of the browser viewing the ad

Our implementations of the pixel technology does not use Cookies or mobile device

identifiers (IDFA or AAID or similar) to provide the Services, and does not allow for identification of End Users between sessions.

- **Personal Data:** We collect business contact information from visitors and clients who wish to obtain information or support, or to purchase the Services. Contact information is provided via browser forms, online order forms, email, and during events via submission of business cards or physical forms and include first name, last name, business email address, job title, name of the organization, country, business phone number, and organization type.
- **Other Data:**
 - **Account information:** our customers gain access to the Services, by providing us the email address, phone number, password, name of the organization and similar account information.
 - **Log Data:** As our services are delivered over the Internet, our servers collect information when you access or use Websites and Services. This log data may be recorded in log files and data may include the Internet Protocol (IP) address, the address of the web page visited before using Website or Services, browser type and settings, the date and time the Services were used, browser configuration and plugins, language preferences and cookie data.
 - **Device information:** We collect information about devices accessing the Services, including type of the device, what operating system is used, device settings, and crash data. Whether we collect some or all of this data depends on the type of the device that is used to communicate with the Services and its configuration.
 - **Cookie information:** We use cookies and similar technologies in order to extend or enable proper functioning of the Websites and Services. The Websites may also include cookies and tracking technologies of third parties, which may collect Other Data about you via the Website. Please refer to our Cookie Policy section, for a more detailed overview how these technologies are used.
 - **Third-Party Data:** Our Services may receive data related to the specifics of the advertising campaigns from Customers, affiliates, partners or others to enhance the information we hold and collect by making it more useful or better.

How We Use Information

Blockchain4Media does not collect Personally Identifiable Information (“PII”) through the operation of the Services. We do collect non-PII information based on the technical metadata provided by the technologies used or anonymous advertisement interaction data of a user during a webpage visit (e.g. mouse click information and others). This information combined with Third-Party Data provided by the Customers is used to provide the Services. Information collected is also used in improving the Services by data analysis..

Customer Data is used by Blockchain4Media in accordance to the Customer’s instructions

agreed between Blockchain4Media and the Customer, and as required by applicable law. Blockchain4Media is the processor of Customer Data and the Customer is the Controller.

DATA RETENTION

Blockchain4Media will retain Customer Data in accordance with Customer's instructions, including any applicable terms in the agreements between Blockchain4Media and the Customer, the Customer's use of the Services, and as required by applicable law.

HOW WE SHARE INFORMATION

Blockchain4Media does not share the collected information except for the following:

1. **Customer's request:** Based on the Customer's request, we might disclose Customer Data in accordance with the Customer's instructions and in compliance with applicable law and legal requirements.
2. **Aggregated anonymous data:** To provide anonymised aggregates of collected data for marketing purposes, which can be shared with our partners, businesses we work with or the public
3. **Third-party service providers and partners:** For sharing with our partners or service providers where partners or service providers are used to support our business. These third parties might provide services like: cloud services, customer support.
4. **In an event of reorganisation:** In the event of a merger, sale, joint venture, transfer or any change of the Blockchain4Media's business.
5. **To comply with laws:** As required by any applicable law or to comply with legal processes and regulations.
6. **Corporate affiliates:** Blockchain4Media might share Other Data with affiliates, subsidiaries and/or parents.

SECURITY

Blockchain4Media works hard to ensure the security and integrity of collected data. We work towards ensuring that both Customer Data and Other Data collected by us is protected from loss, misuse and unauthorised access or disclosure. Due to the fact that information, either transmitted over the Internet or stored electronically is never secure to the point of certainty, we cannot guarantee that the data will be absolutely safe from intrusion. We will make every reasonable and appropriate effort to make sure that the aforementioned data is safe.

COOKIE POLICY

What is a cookie?

A cookie is a small piece of data that a server sends to the user's web browser. The browser may store it as a text file and send it back when communicating back with the same server. Typically, it's used to tell if two requests came from the same browser — keeping a user logged-in, for example. There are different kinds of cookies: session-based and persistent. Session-based cookies last only while your browser is open and are deleted when you close your browser. Persistent cookies will last until explicitly deleted by you or your browser or until they expire.

Does Blockchain4Media use Cookies?

Yes. We use cookies and similar technologies — both session-based and persistent. Cookies are used across Blockchain4Media.com Websites and its subdomains, Customer dashboards of the Services, and coming from third-parties, in our case Google Analytics.

How does Blockchain4Media use Cookies?

We use cookies to enable the operation of Customer facing websites. Across our Websites and Services, we use the following types of cookies:

- **Authentication and Security:** to enable the Customers to sign in to the Services and enable security features.
- **Customer User Preferences:** to enable customizations of the Customer's experience across the Services.
- **Analytics:** We use a third-party analytics vendor for traffic measurement purposes on our Blockchain4Media.com website.

We do not collect or drop cookies (or similar) on End Users website visits or as part of the data collection process through the operation of the Services.

Third-party Cookies

We use Google Analytics for Website's traffic analysis. Google Analytics sets the following cookies:

- Cookie name: **_ga**
Expiration: 2 years
Purpose: To distinguish users accessing website.
- Cookie name: **_gid**
Expiration: 24hrs
Purpose: To distinguish users accessing website.

If you wish to opt out from being tracked by Google Analytics when accessing Blockchain4Media.com please visit: <https://tools.google.com/dlpage/gaoptout/>

INTERNATIONAL DATA TRANSFERS

Our servers are located in the U.S. and E.U. If you are located outside of the U.S., please be aware that any information provided to us or collected by us, including Personal Data, will be transferred from your country of origin to our servers in the U.S. or E.U. For Personal Data transferred from our subsidiaries located within the EU to Blockchain4Media, note that we have executed European commission's standard contractual clauses to legally transfer such data. Contact Information and billing information are transferred for central management purposes. Please be aware that the U.S. may not offer the same level of data protection as your country of residence, although our collection, storage and use of your personal data will continue to be governed by this Privacy Policy.

IDENTIFYING THE DATA CONTROLLER AND PROCESSOR

Certain countries' data protection laws differentiate between "Controllers" and "Processors" of information. Our Customers are Controllers of the Customer Data that we collect on their behalf. Blockchain4Media is the Processor of Customer Data. In terms of Personal Data and Other Data, Blockchain4Media is the Controller of data.

YOUR RIGHTS

The right to access Personal Data: Although we do not collect any PII information of End Users, if you think we might be holding any data that might be PII, please inquire at privacy@blockchain4media.com. You have the following rights in regards to that:

- To request that your user information be deleted from our records
- To request that your user information will not be used to contact you
- To request that we correct any errors, omissions, or outdated information that we might hold

If you live in the European Economic Area (EEA) you have the right to lodge a complaint at any time about our processing of your Personal Data with your local [data protection authority](#).

The right to Opt-Out from Data Collection: At the moment we're not honouring the proposed Do-Not-Track standard proposed by the Electronic Frontier Foundation (EFF). If you want to know more, please follow the link to the EFF's [do not track website](#).

As an End User what you can opt out from is the Internet-Based Advertising. In the event of opting out from Internet-Based Advertising, we will still be monitoring certain campaigns of our Customers, and you will still see advertisements, although they will be less relevant to your preferences and interests. Please visit <https://optout.networkadvertising.org/> or <https://optout.aboutads.info> to get information about how to opt out of Internet-Based Advertising.

If you feel that we might be collecting your PII, please exercise your right to access Personal Data and inquire at privacy@blockchain4media.com or contact your [data protection authority](#).

The right to Opt-Out for Direct Marketing; Email Management: You may opt out at any time from the use of your Personal Data for direct marketing purposes, and/or the transfer of your Personal Data to third parties for direct marketing purposes, by emailing privacy@blockchain4media.com. Please allow us a reasonable time to process your request.

CHANGES TO THIS PRIVACY POLICY

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time and will post any changes on our Website as soon as they go into effect. By accessing our Website after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please refer back to this Privacy Policy on a regular basis.

CONTACT Us

If you have questions about this Privacy Policy, please contact in one of the following ways:

E-mail us at privacy@blockchain4media.com

Call us at +1-310-683-9696

Or write to us at: Blockchain4Media

1540 Vine St Suite 334

Los Angeles, CA 90028

Attn: General Counsel