

Privacy Notice

Effective Date: May 25, 2018

Nielsen Brandbank is committed to protecting your privacy.

This Privacy Notice sets out how Nielsen Brandbank collects, uses, maintains and discloses Personal Data, including any information provided through this website, www.brandbank.com (the “Site”). The practices described in this Privacy Notice are undertaken by Brandbank Limited, a company registered in England with company number 03650275, whose registered office is at 35B Barnard Road, Norwich, Norfolk, NR5 9JB, England (trading as ‘Nielsen Brandbank’).

For the purposes of the General Data Protection Regulations and any other applicable data protection and privacy laws and regulations (“Data Protection Legislation”), Nielsen Brandbank will be the ‘data controller’ for all Personal Data that we determine the means and purpose of processing.

By “Personal Data” we refer to information collected or held by Nielsen Brandbank, that identifies and relates to you as an individual.

WHAT INFORMATION DO WE COLLECT?

Our Services: If you instruct Nielsen Brandbank to provide you with services from time to time, we will collect, use and retain contact information relating to your designated representatives to enable us to provide you with the services. Such Personal Data will include the representatives’ names, job titles, telephone numbers and email addresses.

Our Systems: In order to sign in to your Nielsen Brandbank account within our systems (such as Product Library), you will be asked to provide your email address and password. If you are having problems signing on to your Nielsen Brandbank account, please contact our Customer Services team at customerservices@brandbank.com.

Our Site: When you submit enquiries, request information or give us feedback on or in relation to this Site, we will ask you for certain Personal Data, such as your name, postal address, telephone number and email address. We may also ask you to provide other information in connection with your request, such as your location and industry, and your preferred means of communication.

We may automatically receive information when you visit our Site. This includes information about your Internet Protocol (IP) address, browser information, information collected through cookies, pixel tags, and other technologies, the date and time of your visit, and the web page you have visited immediately prior to visiting this Site. For more information on cookies generally and what cookies Nielsen Brandbank uses, please see the Cookies section below as well as our [Cookie Policy](#).

HOW WE USE THE INFORMATION

We may use the information you voluntarily give us:

- To carry out any obligations owed to you in respect of any contracts for services entered into between you and us;
- To allow you to participate in the activities offered on the Site;
- To respond to your enquiries and fulfil your requests;
- To send you service notifications, information regarding the Site and changes to our services, terms and conditions, and policies and/or other administrative information;
- To send you commercial communications that we believe may be of interest to you (unless you choose not to receive them); and
- For our business purposes, such as data analysis, audits, developing new products, enhancing our Site, improving our services, identifying usage trends and determining the effectiveness of our communications.

We may use the information we receive from your use of this Site in the following ways:

- **Your IP address:** Your IP Address is a number that your Internet Service Provider (ISP) assigns to the device that you are using. An IP Address is identified and logged automatically in our server log files whenever a user visits the Site, along with the time of the visit and the page(s) that were visited. Collecting IP Addresses is standard practice on the Internet and is done automatically by many websites. We use IP Addresses for purposes such as calculating Site usage levels, helping diagnose server problems, and administering the Site;
- **Your browser:** Certain information is collected through most browsers, such as your device’s Media Access Control (MAC) address, computer type (e.g., Windows or Macintosh), screen resolution, operating system version and Internet browser type and version;
- **Cookies:** Cookies are small text files that web servers place on your computer or device. This Site may use session cookies (which expire when you close your browser) and persistent cookies (which remain on your device after you close your browser, until you delete them or they expire). We use cookies for security purposes, to help you navigate this Site, to display information more effectively, and to better serve you with tailored information on this Site. We also use cookies to gather statistical information about how visitors use this Site in order to continually improve its design and functions. If you do not want data to be collected from your device by cookies, most browsers have a setting that allows you to decline the use of cookies. Some features of this the site may not work properly if you decline the use of cookies. To learn more about cookies, please visit <http://www.allaboutcookies.org/>. For more information on cookies generally and what cookies Nielsen Brandbank uses, please see our Cookie Policy;

- **Google Analytics:** We use Google Analytics to help us analyse how visitors use this Site. Among other things, Google Analytics uses cookies to collect data about the number of visitors to this Site, the web page that referred visitors to this Site, and the pages that visitors view while on within this Site. Both Google Analytics uses persistent cookies. To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>; and
- **Pixel tags, web beacons, clear GIFs and other similar technologies.** We may use these technologies in connection with some pages on this Site to track the actions of Site users, compile statistics about Site usage, and associate non-identifiable demographic and preference data with device-related data (e.g. cookie IDs).

We may use and disclose this information in accordance with the applicable Data Protection Legislation.

WHEN WE SHARE YOUR INFORMATION

In connection with one or more of the purposes described above, we may disclose your information:

- To other members of Nielsen Brandbank's corporate group or the [Nielsen group of companies](#) for the purposes described in this Privacy Notice;
- To third party service providers who provide services such as website hosting, data analysis, infrastructure provision, IT services, customer service, email delivery services, auditing services and other similar services to enable them to provide services;
- To other Site visitors or Nielsen representatives in order to identify you to anyone to whom you send messages through the Site;
- To analytics and search engine providers that assist us in the improvement and optimisation of the Site;
- To a third party in the event of any reorganisation, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings); and
- As we believe to be necessary or appropriate: (a) under applicable law (b) to comply with legal processes; (c) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

THIRD-PARTY SITES

This Privacy Notice does not address, and we are not responsible for, the privacy, information or other practices of any third parties. The inclusion of any third party operating any site to which this Site contains a link. The inclusion of a link on the Site does not imply endorsement of the linked site by us or by our affiliates.

DATA SECURITY

We use reasonable organisational, technical and administrative measures to protect Personal Data under our control. Unfortunately, no data transmission over the Internet or data storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), please immediately notify us of the problem by contacting us in accordance with the "Contacting Us" section below.

CHOICES AND ACCESS

If you no longer want to receive electronic newsletters, marketing communications, and other communications related to other products or services offered by us, you can click on the "unsubscribe" link available in each email or contact us and request to be removed from our email marketing database. Please also note that if you do opt-out of receiving marketing-related messages from us, we may still send you important administrative messages as part of your ongoing use of our services.

You have rights in relation to any Personal Data that we hold about you. If you wish to access your Personal Data you may make a formal subject access request by contacting Nielsen Brandbank as described in the Contacting Us section below.

The information you request must relate to you or another person that you have authority to act on their behalf. Nielsen Brandbank will require a confirmation of your identification prior to providing any information about the data we hold. If you are unable to provide sufficient information to prove your identification, Nielsen Brandbank reserves the right to refuse your request for access to Personal Data. The rights you have in relation to the Personal Data we hold regarding you are:

- the right to rectify any inaccuracies in the information we hold;
- the right to erasure of information in specific circumstances;
- the right to request transfer of your information to another controller; and
- the right to object to processing in certain circumstances.

If you have provided us with consent to process your information, you always reserve the right to withdraw this consent via the method detailed in the paragraph below. We are committed to ensuring that your wishes are respected and upon notification that you wish to withdraw your consent, Nielsen Brandbank will immediately cease processing the information in question.

Please send your request to Nielsen Brandbank by emailing privacy.department@nielsen.com. We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

DATA RETENTION PERIOD

We will retain your personal data for the period necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for Personal Data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

LEGAL BASIS FOR PROCESSING

We will only process your Personal Data for as long as we have a relevant legal basis to do so. This is usually in order to provide you with the contractual services you have requested from Nielsen Brandbank (contractual necessity) or if you have provided us with adequate consent to process your information for other purposes.

If we choose to process your information under the legal basis of legitimate interests, we make sure our activity is appropriately balanced by strong privacy protections designed to minimize the risks to data subjects.

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us at privacy.department@nielsen.com.

USE OF SITE BY MINORS

The Site is not directed to minors and we request that minors do not provide Personal Data through the Site. If we become aware that we have received information about a child under the age of 13, we will make reasonable efforts to delete such information from our records.

CROSS-BORDER TRANSFER

The information you provide or the data we collect via this Site may be stored and processed in any country where we or our service providers operate and/or have facilities. As a result, your Personal Data may be transferred to countries or regions without data protection or privacy laws similar to those in effect in your home country. In such cases, we will ensure that there are adequate safeguards in place to protect your personal data. To see a list of countries to which we may transfer your personal data, please click [here](#).

SENSITIVE INFORMATION

We ask that you do not send us, and you not disclose to us any sensitive personal information (e.g. information related to racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background or trade union membership) on or through the Site or otherwise. If we do receive any sensitive personal data about you, we will, where necessary, obtain your explicit consent to collect and use such information in accordance with applicable Data Protection Laws.

UPDATES TO THIS PRIVACY NOTICE

We may change this Privacy Notice at any time to ensure it always accurately reflects the way we collect, use and safeguard your Personal Data.

Please take a look at the "Effective Date" legend at the top of this page to see when this Privacy Notice was last revised. Any changes will become effective when we post the revised Privacy Notice on the Site.

We recommend that you print a copy of this page for your reference.

HOW CAN YOU MAKE A COMPLAINT?

Please note that if you are not satisfied with the processing of your personal data as set out in this Privacy Notice, please contact us at privacy.department@nielsen.com.

You have the right to issue a complaint directly with the Information Commissioner's Office, the data protection supervisory authority for England and Wales (<https://ico.org.uk/concerns/>).

CONTACTING US

If you have any questions about this Privacy Notice, or if you wish to contact our EU Data Protection Officer, please email privacy.department@nielsen.com. You may also send us a letter at the following addresses:

From EU Countries:

Attn: Legal Dept.
Nielsen
Nielsen House
Oxford Business Park South
John Smith Drive
Oxford
Oxfordshire
OX4 2WB.

From Other Countries:

Nielsen
85 Broad Street
New York, NY 10004
USA

Please note that online communications are not always secure, so please do not include sensitive information in your enquiry to us.