

Privacy Notice

Effective Date: September 2020

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, and any other website where this Privacy Notice is posted or linked (collectively, this “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 and its affiliates.

For the purposes of the EU General Data Protection Regulation and any other applicable data protection and privacy laws and regulations, Brandbank Limited and/or its affiliates (“Nielsen Brandbank,” “we,” or “us”) will process Personal Data as a ‘data controller.’ To review a list of all Nielsen affiliates, please click [here](#).

By “Personal Data” we refer to information relating to you as an identified or identifiable individual.

DATA COLLECTION

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.

This 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, industry, and preferred means of communication.

We may automatically receive data when you visit this Site, including your device’s Internet Protocol (IP) address; information about the browser and/or device that you are using; data collected through cookies, pixel tags, and other similar technologies; the date and time of your visit; and the web page you have visited immediately prior to visiting this Site.

DATA USE

We may use the data you voluntarily give us in order to:

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

We may use the data 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 this 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 various purposes, such as calculating usage levels, helping diagnose server problems, and administering this Site.
- **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 computer or device after you close your browser, until you delete them or they expire). We use cookies for security purposes as well as to help you navigate this Site, display information more effectively, and 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 computer or device by cookies, most browsers have a setting that allows you to decline the use of cookies. Some features of this Site may not work properly if you decline the use of cookies. To learn more about cookies generally, please visit <http://www.allaboutcookies.org/>. For more information about our use of cookies on this Site, please see our Cookie Policy.
- **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 users, compile statistics about usage of this Site, and associate non-identifiable demographic and preference data with device-related data (e.g., cookie IDs).

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 using this Site. To learn more about Google Analytics' data practices, please visit <https://support.google.com/analytics/answer/6004245?hl=en>. To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

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. We will never use your Personal Data to advertise, promote, or market third-party goods or services to you.

DATA DISCLOSURES

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

- other entities within the [Nielsen group of companies](#);
- third parties that provide services to us, such as website hosting, data analysis, infrastructure provision, IT services, email delivery services, auditing services, and other similar services;
- other visitors of this Site or Nielsen representatives in order to identify you to anyone to whom you send messages through this Site;
- analytics and search engine providers that assist us in the improvement and optimisation of this Site;
- relevant third parties in the event of a corporation transaction, such as a 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);
- competent governmental and public authorities, in each case to comply with legal or regulatory obligations or requests; and
- other third parties as we believe to be necessary or appropriate: (a) under applicable law; (b) to comply with legal process; (c) to enforce our terms and conditions; (d) to protect our operations or those of any of our affiliates; (e) to protect our rights, privacy, safety, or property and/or that of our affiliates, you, or others; and (f) 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, data, or other practices of any third parties. The inclusion of a link on this 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.

YOUR CHOICES AND LEGAL RIGHTS

If you no longer want to receive electronic newsletters, marketing communications, and other communications related to our products or services, you can click on the "unsubscribe" link available in each email that you receive from us or contact marketing@brandbank.com or your Account Manager and request to be removed from our email marketing database. Please note that if you 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. Depending on your country of residence, you may have the right to:

- request confirmation that we are processing your Personal Data;
- request a copy of the Personal Data we hold about you;
- request that we update the Personal Data we hold about you or correct such data that is inaccurate or incomplete;
- restrict the way in which we use your Personal Data (e.g., if we have no legal right to keep using it) or limit our use of your Personal Data (e.g., if your Personal Data is inaccurate or unlawfully held);
- object to our processing of your Personal Data;
- withdraw the consent that you have given us to process your Personal Data (where we process your Personal Data on the basis of your consent);
- request that we delete the Personal Data we hold about you; and
- lodge a complaint with the appropriate data protection or privacy authority regarding our processing of your Personal Data.

If you wish to exercise one or more of the rights described above, please contact us connect.privacy@nielsen.com. Because we want to avoid taking action regarding your Personal Data at the direction of someone other than you, please note that we may require proof

of your identity before we can give effect to these rights.

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

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 of our legal, accounting, or reporting requirements.

To determine the appropriate retention period, 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 PERSONAL DATA

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 Personal Data for other purposes. We will only rely on consent as a legal basis in relation to processing that is entirely voluntary (i.e., not necessary or obligatory).

If we choose to process your Personal Data under the legal basis of our legitimate interests, we make sure our activity is appropriately balanced by strong privacy protections designed to minimize the risks to you and others.

We may also process your Personal Data if necessary for us to comply with a legal obligation arising under an applicable law to which we are subject.

If you have any questions or concerns about the legal basis upon which we collect and use your Personal Data, please contact us at connect.privacy@nielsen.com.

USE OF THIS SITE BY MINORS

We understand the importance of protecting the privacy of minors, especially in the online environment. This Site is not directed to minors under the age of 18, and we request that minors not use this Site. If we become aware that we have received Personal Data from a minor under the age of 18, we will make reasonable efforts to delete such data from our records.

CROSS-BORDER TRANSFERS

The data processing and disclosures described in this Privacy Notice may result in the transfer of your Personal Data to countries or regions with data protection or privacy laws that differ from 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. If you are based in the EU/EEA, such safeguards may include a data transfer agreement with the data recipient based on standard contractual clauses or such other mechanism as is approved by the European Commission for data transfers to third countries. To see a list of countries to which we may transfer your Personal Data, please click [here](#). For further details relating to the cross-border transfers and the safeguards used with respect to such transfers, please contact us at connect.privacy@nielsen.com.

SENSITIVE DATA

We ask that you neither send nor disclose to us any sensitive personal data (e.g., information related to your racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background, or trade union membership) on or through this Site or otherwise. If we do receive any sensitive personal data about you, we will, where necessary, obtain your explicit consent to use such data 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" 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 this 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

connect.privacy@nielsen.com.

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

CONTACTING US

If you have any questions about this Privacy Notice or wish to contact our EU Data Protection Officer, please email us at connect.privacy@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:

Attn: Legal Dept.
Nielsen
85 Broad Street
New York, NY 10004
USA

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