

Privacy Policy

Rev. June 17, 2019

This privacy policy applies to www.conviva.com (the “Site”) and our services accessed through the Site, which are all owned and operated by Conviva Inc. (“Conviva”, “We”, “Us” or “Our”). This policy tells you about our practices and procedures regarding the collection, use and disclosure of information we receive through our website, or through services provided to our business customers (media companies, broadcasters and operators of online video sites) (“**Customers**”). The policy explains how we use that personal information in order to provide our Customers with data analytics regarding the quality of video engagement by their end-users (the “**Services**”) and, if you are using the Services, how we use information when you access our Services through our user interface or otherwise. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information. To learn more about how our Customers use the information provided through our Services and the choices and requests you can make about your information, please refer to our Customers’ privacy policies.

If we make material changes in the way we use personal information, we will notify you by posting a prominent announcement on our website or sending you an email to the email address you provided when you submitted your personal information on the site prior to the change becoming effective. Users are bound by any changes to the Privacy Policy when they use the website after such changes have been first posted.

Conviva Inc. is the data controller of all personal information collected through the Site and of certain personal information collected as part of the Services provided to our Customers. Conviva Ltd. is Conviva’s EU-based representative and represents Conviva with regard to Conviva’s data protection obligations under this privacy policy.

1. WHAT IS AND ISN’T PERSONAL INFORMATION?

“**Personal information**” is information from which you can be personally identified. This includes your name, email address, location, job title and company or employer,

your user ID and password when you access the Services, and other information you tell us about yourself if such information is tied to other information that identifies you. In the European Union, personal information also includes other information that identifies you, including your subscriber ID and your IP address.

Personal information does not include **“anonymous information”**, which is data collected as part of the Services from which we cannot identify an individual or from which individual identities or other personal information has been removed. It may include information that has been aggregated.

2. INFORMATION THAT WE COLLECT

Information Collected by Conviva

Conviva collects personal information when you use the Site, including IP address, internet service provider (ISP), referring/exit pages (where you go from our Site), date/time stamp, clickstream data (how you came to our Site) as well as your browser and operating system types.

As part of the Services provided to Customers, Conviva also automatically computes and records anonymous information from the Conviva-enabled media player on your computer, cellphone, tablet or other mobile device, such as internet service provider (ISP), information about content being viewed on the Customer’s platform, viewing device type, service quality and statistics, non-specific geolocation information browser and operating system types. Customers may also decide to provide other personal information, such as viewer ID numbers, unique device identifiers and specific geolocation information. Conviva cannot identify individuals using this information.

We store the information described above in log files and provide this to our Customers.

Information collected for administrative and contact purposes

Conviva may keep a record of your contact information if you have contacted us via our Site. Conviva may require our Customers to provide certain personal information of their employees when they become Conviva’s Customers, so we may have received your personal information directly from your employer, if they are a Conviva Customer. If you wish to contact our site or file a support request, we will collect personal information such

as your first and last name, email address and phone number.

3. INFORMATION USE AND DISCLOSURE

How we use your personal information

Conviva uses information we collect for the following general purposes in the performance of our legitimate interests as a business: to provide the Services to our Customers; to enhance your video viewing experience; improve our Services; contact you; conduct innovative research; and provide anonymous intelligent analytic and benchmark reporting for Customers.

In addition, we also use personal information for the following specific purposes:

Newsletters and Opt-out Preferences

If you wish to subscribe to our newsletter(s), we will use your name and email address to send the newsletter to you. You may choose to stop receiving our newsletter or marketing emails by following the unsubscribe instructions included in these emails or you can contact us at privacy@conviva.com.

We may also send you service-related announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email. Generally, you may not opt-out of these communications, which are not promotional in nature.

Testimonials

We display personal testimonials of satisfied customers on our site in addition to other endorsements. With your consent we may post your testimonial along with your name. You may ask us to update or delete your testimonial by contacting us at privacy@conviva.com. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

Blogs

Our website offers publicly accessible blogs or community forums. In order to provide this element of the Service to you, you may choose to post personal information on such blogs or community forums which we will host for your benefit. You should be aware that any information you provide in these areas may be read, collected, and used by others

who access them. To request removal of your personal information from our blog or community forum, contact us at privacy@conviva.com. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

Social Media Widgets

Our website includes social media features, such as Facebook and Twitter buttons and widgets, or interactive mini-programs that run on our Site. In order to provide this element of the Service to you, these features may collect your IP address, which page you are visiting on our Site, and may set a cookie to enable the feature to function properly (for more information please see our Cookie Policy at www.conviva.com/legal). Social media features and widgets are either hosted by a third party or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the company providing the feature.

How we share your personal information and who we share it with

We may disclose information under the following circumstances:

- **Third-party service providers:** When we share personal information with third-party service companies to facilitate or to provide certain services on our behalf. This will include:
 - IT infrastructure companies that facilitate our provision of the Services to you, such as AWS, AT&T, and Google;
 - IT support service providers; and
 - Other third-party service providers, for the purpose of tracking our Customers' use of the Service and the Site.

These companies are authorized to use your personal information *only as necessary to provide* these services to us.

- **Group companies:** We may provide your personal information to our subsidiaries or affiliated companies for the purpose of processing personal information on our behalf to provide the Site and Services to you. These parties are required to process such information based on our instructions and in accordance with this privacy policy. They do not have any independent right to share this information.

- **Compliance with laws and legal proceedings:** When we respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights or defend against legal claims. When we believe in our sole discretion it is necessary to share information in order to investigate, prevent or take actions against illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of Conviva's terms of use, or otherwise required by law.
- **Merger or acquisition:** When we need to transfer information about you if Conviva is acquired by or merged with another company. If Conviva is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified afterwards via email and/or a prominent notice on our Site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

Frames

Some of our pages utilize framing techniques to serve content to or from our partners while preserving the look and feel of our Site. Please be aware that, when you view such content, those third parties may be collecting personal information from you about your viewing of that content.

Links to Other Sites

The Site contains links to other sites that are not owned or controlled by Conviva. Please be aware that we are not responsible for the privacy practices or use of your personal information by such other sites.

We encourage you to be aware when you leave our Site and to read the privacy policies of each and every website that collects personal information.

This privacy policy applies only to information collected by this Site.

4. COOKIES AND OTHER TRACKING TECHNOLOGIES

Technologies such as cookies, beacons, tags and scripts are used by Conviva and our partners, affiliates, or analytics or service providers. These technologies are used in analyzing trends, administering the Site, tracking users' movements around the Site and to gather demographic information about our user base as a whole. We may receive

reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

We use cookies, for example, to remember users' settings (e.g. language preference) and for authentication. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our Site, but your ability to use some features or areas of our Site may be limited. Our Site currently does not respond to "Do Not Track" (DNT) signals and operates as described in this Privacy Policy whether or not a DNT signal is received. If we do so in the future, we will describe how we do so in this Privacy Policy.

Please read more about how we use cookies and what information is collected using cookies in our cookie policy found at www.conviva.com/legal.

5. CONFIDENTIALITY AND SECURITY

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure.

Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

Conviva limits the access to your personal information about you to Conviva employees who are required to handle that information to provide services to you or in order to perform their jobs.

6. OUR POLICY TOWARD CHILDREN

Conviva does not knowingly collect personal information from children under 13. If you become aware that a child under 13 has provided us with personal information without the consent of their parent or guardian, you should contact us. If we become aware that a child under 13 has provided us with personal information, we will delete such information from our files.

7. INTERNATIONAL TRANSFER

Your personal information may be transferred to, and maintained on, computers located outside of your state, province, country or other government jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you are located outside of the United States and choose to provide your personal information to Conviva, please be advised that we transfer all information including personal information to the United States and process it in the United States. If you are using the Services in the European Economic Area (the “**EEA**”), then we will transfer your personal information outside of the EEA in accordance with applicable law, through the use of data transfer agreements authorized by the European Commission or other applicable supervisory authority.

8. ABILITY TO CHANGE OR DELETE YOUR INFORMATION AND EXERCISE OTHER RIGHTS

Upon request and within 30 days (unless we tell you that we need to extend this period), Conviva will grant individuals reasonable access to find out what personal information (if any) we process about you and how we are processing such personal information. On request, we can also provide you with a copy of any of your personal information that we hold. We may require additional information in order to verify your identity before we can respond to your request.

In addition, Conviva will permit individuals to correct, amend, or delete information (in accordance with applicable data protection laws). Please contact privacy@conviva.com to change your personal information gathered on our website.

If you want us to stop using or to delete your personal information, you can contact us and tell us why. In certain circumstances we may not be able to stop using your personal information but, if that is the case, we'll let you know and tell you why.

If your personal information has been previously shared with a Customer, then you will need to contact the Customer directly to request your personal information be removed from their database.

9. DATA RETENTION

We will retain your personal information about your use of the Site for marketing purposes until you request to be removed from our marketing lists, in which case we will delete it except where we need to keep any personal information about you to prevent marketing to you again without your permission, comply with our legal obligations, resolve disputes, or enforce our agreements.

We will retain your personal information collected in connection with your use of the Services, such as account login information, for as long as your account or your employer's account is active (whichever is longer) or as needed to provide you or your employer with the Services. Once you and your employer have closed your account we'll delete your account information (including any personal information) within one month after account closure except where we need to keep any personal information to prevent fraud or other misuse of the Services, as necessary to comply with our legal obligations, resolve disputes, or enforce our agreements. We retain anonymous information, such as service statistics.

10. COMPLAINTS, QUESTIONS AND SUGGESTIONS

If you have any complaints about our Site or Services, please contact us at:

Conviva Inc.

Legal-Privacy Policy Issues

989 East Hillsdale Boulevard, Suite 400

Foster City, CA 94404 USA

(650) 401-8282

Privacy@conviva.com

Conviva's EU-based representative, Conviva Ltd., also can be contacted at:

Conviva Ltd.

1 Pancras Square

Kings Cross

London, N1C 4AG

United Kingdom

Attention: General Manager

privacy@conviva.com

In the EEA, you may make a complaint to our supervisory body for data protection matters (for example, the UK Information Commissioners' Office) or seek a remedy through local courts if you believe your rights have been breached.