Privacy Policy

Krealinks and any of its worldwide subsidiaries and affiliates are committed to protecting and respecting your privacy. This privacy policy describes how we collect, use, share and secure the personal information you provide on our website www.Krealinks.com, affiliated websites and mobile application (collectively the “Site”).

Should you have any questions regarding this Policy, you can contact our Privacy Officer by email at info@krealinks.com or by mail at:

Krealinks
34 boulevard des Italiens 75009 Paris
France
Attention : Privacy Officer

Information Collection

We build and maintain large online consumer panels, providing real-time digital consumer insights to our clients via our market research survey and analytics platforms. You can be assured your privacy and the confidentiality of your information is of the utmost importance to us.

Your participation in any of our panels and surveys is voluntary. To become a panel member, you must fill out a registration form, available on our Website or via links displayed on our partners’ websites, that gathers some personal and general consumer information about you. By doing so, you acknowledge and agree that you provide personal information to our company; Krealinks and that such information will be stored on servers owned by us. We

ask for your email address so that we can send you email invitations to participate in our upcoming surveys. The other information we gather, such as your name, address, gender, birthday, household size, income, education and employment status is for matching you with the appropriate marketing research projects.

Automatically, passively submitted: When you visit the Site, your browser and computer automatically provide to us information on how you arrive at the Site including the URL that referred you, your browser type and version, your device type, your internet protocol (IP) address, your location, the pages you visit as you navigate through the site (clickstream data), how long you stay on those pages, and the hyperlinks you click on. This information is collected using various technologies including server logs, cookies, web beacons, and other tracking technologies which are described in greater detail in our cookie policy.

Actively provided: You may also actively provide us with personal information when you use our Site or otherwise interact with us. For example, you will actively submit personal information to us when you fill out a form, create an account, or send an email to our Support team. In this context, we may ask you to provide contact information such as your name, email address, and physical address; social media information such as your social profile; login information such as user name and password; and other information such as survey responses, photo uploads, and forum posts. In each instance, you will know what data categories you provide, because you will be actively entering the information.

Combined: We may link information that you automatically provide with information that you actively submit. When such a linkage occurs, we treat all of the combined data as personal data.

Information Use (only for community panels)*

The information you provide to us is processed for the purpose of building and operating a worldwide proprietary database of panelists, in order to conduct marketing and market research studies. If you are a member of Krealinks community, your information is stored in our proprietary database so we may call upon it to determine which people match up with specific research studies.

When you become a member of communities we own, you will receive regular invites and service emails as part of your ongoing membership, and will be contacted to administer rewards such as sweepstakes/contests. You may at any time choose to stop receiving emails from Krealinks platform by suspending or deleting your account in your « my account » area.

Our proprietary database is hosted by our partner Google Commerce Limited and managed by Krealinks and your data may be accessed and used by other Krealinks companies and Krealinks clients worldwideto conduct studies.

We also use automatically, passively provided information on your technical environment and browsing history to operate and optimize our Site.

We use information you actively provide to respond to your requests and to contact you with invitations to take surveys and with marketing emails. We use your contact information including

your email address and phone number to send you the information you have requested; for example, when you fill out the Contact Us or Watch a Demo forms on our site, sign up for newsletters and promotions, subscribe to our blog or apply for a job.

Your personal information is not retained by us for longer than necessary for the legally permissible purposes for which it was collected as outlined in this Policy, as required under applicable retention policies and as required or permitted in accordance with applicable law.

*If you are recruited for an ad hoc study, such as blog or bulletin board, you are not concerned by this paragraph.

Access to Your Information, Member Services Area/Update, Correct, Delete Information

Upon request, Krealinks will provide you with information about whether we hold any of your personal information. You may access, correct, or request deletion of your personal information, or terminate your membership by logging into your Member Account.

By following the appropriate directions, your information should be automatically updated in our database. For these purposes, and if you are unable to correct your personal information yourself via the area « My account », you may write to us at the postal address indicated at the beginning of the document, or contact us by email at customers-support@Krealinks.com. We will respond to all requests within a reasonable timeframe.

If you are a panel member and terminate your membership, we will no longer use your personal information for any purposes, but in accordance with our backup procedures, we will retain your personal information until your personal information is eventually destroyed in accordance with our policies and we will continue to employ the security procedures and technologies to keep your Personal Information safe.

Opt-Out Policy

By becoming a Krealinks community member, you agree to receive Emails inviting you to participate in surveys that we feel may match your experiences, background and demographic statistics or information. We will automatically ensure you are eligible for prize draws and your personal information will be used to set up your personal prize account. From time to time, we will also email newsletters to you to make you aware of new features or contests running on our site. You may opt out of such emails as mentioned in this document.

By following the appropriate directions, your information should be automatically updated in our database. For these purposes, and if you are unable to correct your personal information yourself via the area « My account », you may write to us at the postal address indicated at the beginning of the document, or contact us by email at customers-support@Krealinks.com. We will respond to all requests within a reasonable timeframe.

If you are a panel member and terminate your membership, we will no longer use your personal information for any purposes, but in accordance with our backup procedures, we will retain your personal information until your personal information is eventually destroyed in accordance

with our policies and we will continue to employ the security procedures and technologies to keep your Personal Information safe.

Delete/Deactivate policy

If you choose to end your membership with Krealinks or to require us to cease processing your personal information, you may automatically discontinue your membership by going to "Account" and selecting "Deactivation and deletion of my account". By following the appropriate directions, your record will be marked as « do not contact », and you will no longer receive communications from Krealinks. In addition, you will forfeit any incentive balance that has not been requested as of the time you opt out. In most cases it will take 2 to 3 days to process this change, but please allow up to two full weeks for your status to be finalized. In the meantime, you may receive emails from us. As an alternative, you may send an email directly to customers-support@Krealinks.com requesting to be removed.

Data Recipients

We do not share your personal information with third parties, except in the following cases:

- With your consent
- With affiliated and unaffiliated services providers that act on our behalf and under our instructions to help us operate our business (data processors)
- In redacted or aggregated form that cannot be used to identify you individually.
  If required or permitted by law, including as necessary to comply with the law, to protect the rights or safety of our website, other users, or third parties (e.g., for fraud protection and credit risk reduction purposes; for protecting and defending the rights or property of Krealinks, its customers, other users, or members of the public), or
- With a buyer of all or substantially all of our assets relating to a particular business line or division, or in connection with a merger, acquisition, reorganization or restructuring.

From time to time, Krealinks may use third-party software for email list management and email distribution or may use third party list management providers to match our panel members to members of other lists or panels or to validate the accuracy of personal information you provide.

We may use third parties to provide us with their data they have previously collected about you and append this data to your demographic profile. In such cases only aggregated information based on your responses to our surveys and/or your applicable Krealinks panel id number are transferred to these third parties so as to enable them to perform specific functions on our behalf or on our clients' behalf.

We may also share your personal information with our service providers for the purposes of administering and/or providing prizes you have won or other incentives we grant to you in return for your participation in our panels.

Your choices

You have a variety of choices regarding which personal information we may collect, process and use and for what purposes. Wherever reasonably practical, we will provide you with the ability to use the features of the Site without submitting personal information to us or to use a pseudonym. Some areas of the Site however, such as registration forms, questionnaires require you to provide accurate and up to date personal information and your choice is to not use such areas and features.

You can contact us to request that we correct or stop using your personal information, or to find out what personal information we have collected about you:

- Email Communications – You may opt-out of receiving marketing and other promotional emails from us at any time by clicking the Unsubscribe links embedded within the emails we send, or by contacting us directly at customers-support@Krealinks.com . Members of communities we own can opt-out of participating by using the Unsubscribe links embedded in emails. You may at any time choose to stop receiving emails from Krealinks platform by suspending or deleting your account in your « my account » area. Some emails are transactional in nature, including emails we send to our clients regarding the services they have purchased. These emails do not provide the ability to opt-out.
- Web Monitoring – If you wish to browse the Site without being tracked by cookies, there are a number of options available to you depending on the specific type of opt-out you wish to perform. To learn more about your options, please visit our cookie policy.
- Data Access, Correction & Deletion – You may request access to your personal information to confirm that it is in our possession, to ensure that it is accurate and to make corrections, or to request that it be removed/anonymized. We will respond to your request as quickly as possible and will need to verify your identity before providing you with access to the personal information we hold about you.

In some cases, we may be unable to accommodate your request if we are unable to verify your identity, if we are prohibited by law, if disclosure would result in the disclosure of the personal information of others, or if the request is unreasonable or impractical. If we are unable to process your request for these or any other reasons, we will provide you with an explanation of the reason for denial, and you will be permitted to request a review.

All requests for information should be sent by email to customers-support@Krealinks.com or to the mailing address listed above.

International Considerations and Data Transfers

Information collected on this Site may be processed outside of the country you are visiting from. For Europe, we process personal information in Germany and for other continents, we have servers in the United States and in Australia. Occasionally, we use service providers located in other jurisdictions to process data on our behalf and under our instructions. At all times, we take appropriate measures to ensure that your personal information is processed securely, and in accordance with international data transfer laws and this Policy.

Links

From time to time we may offer visitors the ability to voluntarily link to other sites. Krealinks does not review, and is not responsible for, the content or effect of the privacy policies of these sites.

Your use of an external website or any information or other content found on an external website is subject to and governed only by the terms and conditions of such website.

Krealinks does not endorse or make any representations or warranties concerning, and will not in any way be liable for any content, products, services, or other materials available on or through an external website. Krealinks encourages you to review the privacy policies and terms of use of external websites before you submit any personal information to them.

Security

We take stringent measures to ensure every aspect of your information is kept secure.

Krealinks has implemented commercially reasonable safeguards and precautions to protect your personal information, including technical and organizational measures against unauthorized access, improper use, alteration, unlawful or accidental destruction, and accidental loss. These measures include utilizing secure connections for data collected via our platform, employee training, policies, and secure facilities. Access to personal information is restricted to employees and contractors who have a need to know and who are required to maintain the confidentiality and security of information. Failure to meet these requirements can result in termination and/or criminal prosecution where applicable.

Our Clients

This Policy does not apply to our collection, use and other processing of information for our clients under separate service agreements. Krealinks develops an industry-leading platform that allows our clients to gain valuable insight from their customers. Our clients maintain direct relationships with their customers, and any data they collect via our platform is governed solely by their own privacy policies. If you have any questions or concerns about our client's use of your personal information, please contact them directly using the contact information provided within their privacy policy. If you prefer to contact us directly, you may email us at customers-support@Krealinks.com.

AUP / Reporting Abuse – Krealinks disclaims any responsibility for clients who use our services to engage in illegal or unethical behavior and will take any action we deem necessary should we discover such activity is taking place including suspension or termination of service. If you suspect a breach of the AUP, or have concerns with the manner in which our clients are using our services, please immediately contact us at customers- support@Krealinks.com.

Krealinks Communications to our Clients – When we are required to do so in order to provide services to our clients, we may send service related emails such as maintenance notifications, responses to Support inquiries, billing notices, account management emails, and password

reset emails. Generally, you may not opt-out of these types of communications, as they are not promotional in nature. We will occasionally send promotional emails as well, which do provide you the ability to opt-out of similar communications. We may also communicate with you by phone or postal mail.

Children's Data

This site is not intended for or directed at children and we do not knowingly collect personal information from any person under the age of 13. If we discover that we have inadvertently collected personal information from a person under 13 years of age, we will promptly take commercially reasonable measures to delete such information from our systems.

Changes to this Policy

We may change the terms of this Policy at any time at our sole discretion so please review it periodically.