

MovieAds SSP

Privacy Policy

Tallinn

02.02.2022

The privacy policy of personal information (hereinafter referred to as the Policy) applies to all information that the Customer (MovieAds OÜ) can receive about the Contractor - an individual - while using the MovieAds SSP Platform to place the Customer's Multimedia Materials on Internet resources on the principles of an electronic auction.

The use of MovieAds SSP means the Contractor's unconditional consent to this Policy and the conditions for processing his personal information specified therein; in case of disagreement with these conditions, the Contractor must refrain from using the MovieAds SSP platform.

1. Personal information of the Contractor processed by the Customer

- 1.1 For the purposes of this Policy, "the Contractor's personal information" means personal information that the Contractor provides about himself when registering (creating an account) or in the process of using MovieAds SSP, including the Contractor's personal data. Mandatory information is marked in a special way. Other information is provided by the Contractor at its discretion.
- 1.2 This Policy only applies to information processed in the course of using MovieAds SSP.
- 1.3 The Customer does not verify the accuracy of the personal information provided by the Contractor and is not able to assess its legal capacity. However, the Customer assumes that the Contractor provides reliable and sufficient personal information and keeps this information up to date. If the Contractor provides incorrect information or the Customer has reason to believe that the information provided by the Contractor is incomplete or unreliable, the Customer has the right, at its own discretion, to block or delete the Contractor's account and refuse the Contractor to use MovieAds SSP.

2. Purposes of processing the Contractor's personal information

- 2.1 The Customer collects and stores only the personal information that is necessary for the operation of MovieAds SSP and the provision of services to the Contractor, except in cases where the law provides for the mandatory storage of personal information for a period specified by law.
- 2.2 All personal information of the Contractor is processed by the Customer for the following purposes:
 - 2.2.1 Identification of the party under the Agreement (Offer);
 - 2.2.2 Communication with the Contractor, including sending notifications, requests and information regarding the use of MovieAds SSP, the execution of agreements and contracts, as well as processing requests and applications from the Contractor;
 - 2.2.3 Improving the quality of MovieAds SSP, its usability, developing new services.

3. Conditions for the processing of personal information of the Contractor and its transfer to third parties

- 3.1 With regard to the personal information of the Contractor, its confidentiality is maintained, except in cases where the Contractor voluntarily provides information about himself for general access to an unlimited number of people. When using MovieAds SSP for certain types of placements, the Contractor agrees that a certain part of his personal information becomes publicly available.
- 3.2 The Customer has the right to transfer the Contractor's personal information to third parties in the following cases:
 - 3.2.1 The Contractor has agreed to such actions;
 - 3.2.2 The transfer is necessary for the Contractor's use of MovieAds SSP or

for the performance of a specific agreement or contract with the Contractor;

- 3.2.3 The transfer is provided for by the Applicable Law within the framework of the procedure established by law;
 - 3.2.4 Such transfer occurs as part of the sale or other transfer of business (in whole or in part), while the acquirer transfers all obligations to comply with the terms of this Policy in relation to the personal information received by him;
 - 3.2.5 In order to ensure the possibility of protecting the rights and legitimate interests of the Customer or third parties in cases where the Contractor violates the Agreement (Offer), this Policy or the Mandatory Documents;
 - 3.2.6 As a result of the processing of the Contractor's personal information by depersonalizing it, depersonalized statistical data were obtained, which are transferred to a third party for research, performance of work or provision of services on behalf of the Customer in order to achieve the goals in accordance with clause 2 of the Policy.
- 3.3 When processing personal data by the Contractor, the Customer is guided by the Privacy Policy Law of the Republic of Estonia.

4. Change and deletion of personal information. Mandatory data storage.

- 4.1 The Contractor may at any time change (update, supplement) the personal information provided by him or part of it, using the personal data editing function in the MovieAds SSP Client Interface.
- 4.2 The rights provided for in paragraphs. 4.1. of this Policy may be limited in accordance with the requirements of Applicable Law. In particular, such restrictions may provide for the obligation of the Customer to keep the information changed or deleted by the Contractor for the period established by the Applicable Law, and transfer such information in accordance with the legally established procedure to the state body.

5. Measures taken to protect the Contractor's personal information

- 5.1 The Customer takes the necessary and sufficient organizational and technical measures to protect the Contractor's personal information from unauthorized or accidental access, destruction, modification, blocking, copying, distribution, as well as from other illegal actions of third parties with it.

6. Changing the Privacy Policy. Applicable law

- 6.1 The Customer has the right to make changes to this Privacy Policy. When making changes in the current version, the date of the last update is indicated. The new version of the Policy comes into force from the moment it is posted, unless otherwise provided by the new version of the Policy.
- 6.2 To this Policy and the relationship between the Contractor and the Customer arising in connection with the application of the Privacy Policy, the law of the Republic of Estonia shall be applied as the Applicable Law.

7. Feedback. Questions and suggestions

- 7.1 All suggestions or questions about this Policy, the Contractor has the right to send to e-mail info@movieads.eu