

## ANNEX 1

### Notice of Collection, Use, and Disclosure

Category of Information Collected	Examples	Collected From	Purposes	Disclosed to	Sold or Shared	Retention Period
Internet/Network Activity	IP address, your device information, domain name, geolocation, browsers you used to access our Site, webpages viewed, time spent on webpages, links clicks, transactions entered into and site-navigation patterns	<p>Your computer or mobile device, through your online activities and interactions with us, including, without limitation, your online activity on our Site, and on our social media channels or through our third-party sources.</p> <p>Third-party sources such as Google, publicly available data, other companies and referrals.</p>	<p>To better understand how you use our Site;</p> <p>to enhance, modify, or improve our Site, services, and general business;</p> <p>for other marketing, research, legal, and other business purposes;</p> <p>to comply with our policies, procedures, and legal obligations, including complying with law enforcement or governmental authority requests, investigating fraudulent activity, resolving disputes, and enforcing our legal agreements and policies.</p>	<p>Consultants, service providers, and contractors that we use to support our business and operations (e.g. hosting or operating our Site and services, data collection, reporting, Site metrics and analytics, data analysis, fraud detection services) who have agreed to keep the information confidential and use it only to provide the applicable services;</p> <p>Third parties (including, without limitation, governmental agencies) if required to do so by law, regulation or court order; to respond to governmental and/or law enforcement requests;</p> <p>An acquirer or successor-in interest in the event of a reorganization, merger, sale, change of control, consolidation, joint venture, assignment, transfer or other disposition of all or any part of We Are Social or its affiliates including any negotiation thereof.</p>	No	We will retain your Personal Information for as long as it is necessary and to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our legal agreements and policies.
Business-to-Business (“B2B”) Information	Name, phone number, address, email address and other contact and relationship information consistent with your role in facilitating the business relationship.	You, if you are a contact person for any of our business partners, vendors, distributors, suppliers, service providers, contractors, or other entities with which we have a business relationship or potential business relationship.	For internal purposes, including to contact you, send and receive information, and otherwise facilitate the business relationship.	We do not disclose B2B Information outside our business relationship without your consent.	No	We will retain your B2B Information for as long as it is necessary to fulfill the purposes outlined in this Policy and as otherwise needed to comply with applicable law and internal company policies.