

# Privacy Policy

## KCK GLOBAL Limited PRIVACY Policy

### 1. Privacy Policy

Please read this Privacy Policy carefully to learn how KCK Global Limited, and its affiliates (collectively, “KCK Global”, “we”, “our” or “us”) collect, use, share and otherwise process information relating to individuals (“Personal Data”), and to learn about your rights and choices regarding the processing of your Personal Data.

This policy does not describe the privacy practices of the publishers and other clients for whom KCK Global Limited may act as a service provider (collectively, “KCK Global Clients”). We encourage you to review their privacy policies and other similar statements.

### 2. When does this Privacy Policy Apply?

This Privacy Policy applies when KCK Global Limited is the controller of your Personal Data as described in this Privacy Policy. This Privacy Policy does not apply to the extent we process Personal Data in the role of a processor on behalf of our customers, including when we offer to our customers various services through which our customers and/or their affiliates collect, use, share or process Personal Data via our services.

We are not responsible for the privacy or data security practices of our customers, which may differ from those set forth in this Privacy Policy. Also, please see “Your Rights Relating to Customer Data” below.

### 3. What Information do We Collect Directly from You?

KCK Global obtains different types of information, including personal information, when you use the Site. This information may be provided by you directly, such as when you complete a form on the Site, it may be automatically collected from your browser or mobile device using technologies such as cookies, or it may be obtained from other sources.

#### **Information we collect directly from you:**

We may ask you to provide your information when you use the Site, such as when you sign up to our email list. You may not be able to use certain features if you choose not to submit the requested information.

The information you give us may include details such as:

- ) Contact information (e.g., name, email address, company name and address).
- ) Demographic and interests’ information (e.g., region and industry sector).

- )] Other information you choose to share with us (e.g., when you complete a “Contact Us” form on the Site).
- )] Transactional and active information (e.g., when you request a White Paper).

### **Information automatically collected:**

We and our service providers may automatically obtain certain information when you access the Site from your web browser or mobile device, such as information about the number and frequency of visitors, technical information about browsers and devices used to access the Site, and information about crashes or other technical issues. In addition, we and third parties may automatically collect certain information through automated means about your activities over time across the browsers and devices you use to access the Site as well as across third-party sites, apps, or other media. These technologies may assign or collect a unique identifier on your browser or device, and may reside, among other places, on your computer or device, within webpages or mobile apps. We may use these technologies to administer the Site, understand usage of the Site and improve the content and offerings of the Site.

### **Information we obtain from other sources:**

We may combine information we obtain through the Site with other information we may have about you, including information obtained offline. If you are a representative of a KCK Global Client or potential KCK Global Client, we may obtain information about you from your organization, for example, through the contract negotiation process. We may obtain your information if you attend an industry conference or event. We may also obtain information from third-party data providers.

## **4. How we use the information we obtain**

KCK Global may use the information we obtain in connection with the operation of the Site for several purposes, including, but not limited to:

- )] Providing you with the Site, as well as information you may request.
- )] Sending you communications, including marketing and advertising KCK Global products and services.
- )] Improving the Site and the services we provide and customizing the user experience.
- )] Generating and analyzing statistics about your use of the Site.
- )] Detecting, preventing, and responding to violations of this Notice or the Terms of Use, violations of law, or other misuse of the Site.

## **5. With whom we share information**

KCK Global may share the information we obtain from you through the Site:

- )] With our affiliates and subsidiaries.
- )] With third parties that provide services or handle transactions on our behalf.
- )] As we believe is necessary or appropriate to protect, enforce, or defend our legal rights, the privacy or safety of our employees, users of the Site or other individuals and entities, or to

comply with or enforce applicable law or legal process, including responding to court orders, warrants, subpoenas, and other requests from public and government authorities.

We also reserve the right to transfer any of the information we have about you to proceed with the consideration, negotiation, or completion of a sale or transfer of all or a portion of our business or assets to a third party, such as in the event of a merger, acquisition or other disposition, or in connection with a bankruptcy reorganization, dissolution, or liquidation; and we may share your information with third parties when you consent to or request such sharing.

## 6. How we protect our information

We maintain reasonable administrative, technical, and physical safeguards to protect the personal information we obtain through the Site. However, no method of transmission over the internet, or method of electronic storage, is 100% secure. Therefore, while we make reasonable efforts to protect your personal information, we cannot guarantee its absolute security.

## 7. Third-Party links and features

The Site may contain links to third-party websites, mobile apps, or features, including through social media features and widgets on our website. KCK Global is not responsible for the collection or use of your information by such third parties. We encourage you to review the privacy policies or other similar statements applicable to third-party websites, mobile apps, or features.

## 8. Your rights relating to your personal data

You have certain rights relating to your Personal Data, subject to local data protection laws. Depending on the applicable laws and if you are in the EU/EEA, these rights may include:

- ) To access your Personal Data held by us (right to access);
- ) To rectify inaccurate Personal Data and, taking into account the purpose of processing the Personal Data, ensure it is complete (right to rectification);
- ) To erase/delete your Personal Data, to the extent permitted by applicable data protection laws (right to erasure; right to be forgotten);
- ) To restrict our processing of your Personal Data, to the extent permitted by law (right to restriction of processing);
- ) To transfer your Personal Data to another controller, to the extent possible (right to data portability);
- ) To object to any processing of your Personal Data carried out based on our legitimate interests (right to object). Where we process your Personal Data for direct marketing purposes or share it with third parties for their own direct marketing purposes, you can exercise your right to object at any time to such processing without having to provide any specific reason for such objection;
- ) Not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects ("Automated Decision-Making"). Automated Decision-Making currently does not take place on our websites or in our services; and

- ) To the extent we base the collection, processing and sharing of your Personal Data on your consent, to withdraw your consent at any time, without affecting the lawfulness of the processing based on such consent before its withdrawal.

## 9. How to exercise your rights

To exercise your rights, please contact us by using the information in the “Contacting us” section, below. Please note that the rights enumerated in the “Your Rights Relating to Your Personal Data” section above are subject to local data protection laws, and therefore may not be applicable to you if you are not located in the EU/EEA. We try to respond to all legitimate requests within one month and will contact you if we need additional information from you to honor your request. Occasionally it may take us longer than a month, considering the complexity and number of requests we receive. If you are an employee of KCK Global Limited, we recommend you contact your company’s system administrator for assistance in correcting or updating your information. If you are a customer of KCK Global Limited, please contact support at [privacy@kckglobal.com](mailto:privacy@kckglobal.com) to update your information and/or request return or deletion of your Personal Data and other information associated with your account.

## 10. Your right relating to customer data

As described above, we may also process Personal Data submitted by or for a customer to our services. If not stated otherwise in this Privacy Policy or in a separate agreement, we process such Personal Data in the role of a mere processor on behalf of a customer (and/or its affiliates) who is the responsible controller of the Personal Data concerned. We are not responsible for and have no control over the privacy and data security practices of our customers, which may differ from those set forth in this Privacy Policy. If your data has been submitted to us by or on behalf of a KCK Global customer, and you wish to exercise any rights you may have under applicable data protection laws, please inquire with the applicable customer directly. Because we may only access a customer’s data upon instruction from that customer, if you wish to make your request directly to us, please provide us with the name of the Company customer who submitted your data to us. We will refer your request to that customer and will support them as needed in responding to your request within a reasonable timeframe.

## 11. Change to this privacy policy

We will update this Privacy Policy from time to time as needed to be compliant with legal requirements and our internal procedures, as well as to reflect changes in technology. If we decide to change our privacy policy, we will post those changes on this page and the “Last Updated” date at the top of this Privacy Policy will be updated accordingly. We encourage you to periodically review this Privacy Policy to stay informed about our collection, processing and sharing of your Personal Data.