



Privacy Policy

Media Futures Market

Media Futures Market B.V.

Privacy policy

Last updated: November 2020

1. Who are we and what do we do?

We are Media Futures Market B.V. (**Media Futures Market**). Media Futures Market is a tech company that connects advertisers (the **Advertiser**) and publishers (the **Publisher**) to buy and sell advertisements in various media segments: television, online video, display, radio, outdoor and print. Embracing transparency, Media Futures Market has developed an independent online platform (the **Platform**) on which advertisement contracts are offered and auctioned. Furthermore, the Platform provides a personal real-time dashboard that keeps track of all advertiser's bids and shows immediately the results of Advertiser's purchases (**Dashboard**) (collectively: our **Services**).

Please find more information about our Services on the website of our Platform: <http://www.mediafuturesmarket.com> (the **Website**).

This Privacy Policy applies to all use of our Services and Website by the Advertiser and Publisher (together, the **Client**).

2. What is this?

This is our **Privacy Policy**. In this document we explain what kind of Personal Data we collect in relation to our Clients' use of the Website and Services. We also explain what role we have in the processing of Personal Data, how we protect and use the Personal Data and what rights you have as a data subject.

3. Privacy and the Privacy Legislation

We are all about respecting the privacy of our Clients and protecting their Personal Data. We process Personal Data. Personal Data means all information by which a person can be directly or indirectly identified – in line with the definitions of the General Data Protection Regulation (GDPR) and other relevant legislation on the protection of Personal Data (collectively referred to as the Privacy Legislation).

4. Our role as Controller

We collect and process the Personal Data in the context of our Services. We determine the purposes and means of these processing activities. This means we act as **Controller** within the meaning of the Privacy Legislation.

5. What Personal Data do we collect?

As Controller we may collect and process the following (Personal) Data of Clients:

- **When a visitor uses our Website:**

Technical information Information on the device used to access our Services, IP-address and information on the used browser.	We use these data to: <ul style="list-style-type: none">• Communicate in the same language of the browser;• Adapt our Website to the used device.	We may process these Personal Data because we have a legitimate interest to provide a good functioning Website.
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- **When our Client uses our Services:**

(Personal) data:	Purpose(s):	Legal ground(s):
<i>Contact details</i> First name and surname, e-mail address, telephone number and other relevant corporate information.	We use these data to: Get in touch and to maintain contact with our (potential) Clients; Approach our Clients appropriately in our communications; Verify the Client and install an account to provide our Clients access to our Platform; Support in connecting the Advertiser and Publisher, in order to close the advertising contract (after an auction was won).	We may process these Personal Data in order to (possibly) enter into, or to perform an existing contract.

<p><i>Auction information</i></p> <p>Information on biddings placed by Advertiser on the Platform, information on offered advertising contracts placed by Publisher on the Platform, purchase/sale results of Clients' sold/purchased advertising contracts.</p>	<p>We use these data to:</p> <p>Provide an online dashboard where Clients can keep track of its personal auction activities, as well as a personal overview of the purchase and sales results of the Advertising Contracts;</p> <p>Register the Clients' participation in the auction;</p> <p>Assess which Client has made the winning bid on the advertising contract.</p>	<p>We may process these Personal Data, because we need these Personal Data to perform our contract with our Clients.</p>
<p><i>Payment and tax details</i></p> <p>Client name and address, contact details of our contact person at our Client, invoicing details, bank details (account number, IBAN and BIC-code) and a VAT identification number.</p>	<p>We use these data to:</p> <p>Send invoices to our Clients;</p> <p>Process and administer payments;</p> <p>Include in our (financial) administration to comply with Tax and Customs Administration regulations.</p>	<p>We may process these Personal Data, because we need these Personal Data to perform our contract with our Clients.</p> <p>We are also legally obligated to process and/or share (some of) these data for/with the national tax authorities.</p>
<p><i>Services history</i></p> <p>Information on the history of Services already rendered to the Client. This includes, among other things, information about earlier correspondence and (technical) reports on rendered Services.</p>	<p>We use these data to:</p> <p>Identify the Clients' history of Services used;</p> <p>Improve further Services we provide to our Clients.</p>	<p>We may process these Personal Data because we have a legitimate interest to process these data in order to provide our Services.</p>

<p>Contact details of (potential) Clients using a contact form on the Website</p> <p>Name, e-mail address, company and any (personal) data included in the message.</p>	<p>We use these data to:</p> <p>Contact these (potential) Clients based on the message;</p> <p>Help with the comment(s) and/or question(s) submitted via the contact form.</p>	<p>We may process these Personal Data because we have a legitimate interest to contact and assist (potential) Clients based on their comment or question.</p>
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- **When a visitor uses our social media pages:**

(Personal) data:	Purpose(s):	Legal ground(s):
<p>Information of visitors who leave a comment or otherwise post something on our social media pages, including the Personal Data within these comments and/or posts.</p>	<p>We use these data to:</p> <ul style="list-style-type: none"> - Contact the visitors in reply of their post and/or comment via our social media pages; - Process the feedback left on our social media pages. 	<p>We may process these Personal Data, because we have a legitimate interest to process these data and because the visitors voluntarily made public such information.</p> <p>Our social media pages are also controlled by the social medium itself. Please check their own privacy policies, to see how each social medium handles Personal Data:</p> <p>Instagram: Privacy Policy</p> <p>LinkedIn: Privacy Policy</p>

6. How long do we keep the Personal Data?

We will delete the Personal Data if they are no longer necessary for the purposes as mentioned above. In any case, we use the following retention periods:

- **Personal Data regarding potential Clients** | These data are stored as long as necessary to determine whether we enter into an agreement with a potential Client and for a maximum period of 24 months after our last contact.
- **Personal Data regarding Clients** | This data is stored as long as our legal relation with our Clients' endures. After our Client terminates the legal relationship, we will delete the data related to the account at the latest two (2) year after the termination of the legal relationship.
- **Personal Data in our records for the tax authorities** | These data are stored for seven (7) years, unless we are legally obliged to retain the data for a longer period.
- **Other information** | We store other Personal Data only for as long as necessary for the purposes. This means that other Personal Data will be deleted as soon as it is no longer necessary for the purposes for which we processed it.

7. Who do we share the Personal Data of our Client with?

We use processors to assist us in our Services provided. Within this context these processors receive Personal Data from us which they process by our order. We use, for instance, processors for hosting our data, managing our (internal) processes, send service updates and e-mails to advertisers and publishers. We enter into a data processing agreement with all of our processors. Our use of processors is in accordance with the Privacy Legislation.

In addition, we may share some of the Personal Data processed as Controller with other controllers. For example, we share our financial administration with the national tax authorities, because we are legally obliged to do so.

Apart from the above, we will not share your Personal Data with third parties, unless we are legally obliged to do so.

8. Export of data outside the European Union

We may transmit Personal Data to parties outside the European Union, if one of our processors is established outside the European Union. The Personal Data will only be transferred to countries and/or parties that provide an adequate level of protection in accordance with the European standards.

The transmission of data outside the EU will always happen in conformity with the Privacy Regulation (chapter 5 of the GDPR).

9. Cookies

We may use cookies on our Website. A cookie is a simple small text file that can be stored in your computer when visiting the Website. This text file identifies your browser and/or computer. When visiting our Website again, the cookie ensures that our Website recognises your browser or computer.

We use the following types of cookies:

Functional cookies | Functional cookies are essential to the operation of our Website. They allow you to navigate through our Website and use the functions incorporated in it.

Analytical or statistical cookies | Analytical cookies are used to review the quality and effectiveness of the Website. For instance, we can see how many users visit the Website and what pages are visited. We use this information to improve our Website and Services.

10. Third party websites

You may find advertising or other (hyper)links on our Website that link to the websites, products and services of partners, suppliers, advertisers, sponsors, licensors or other third parties. We do not control the content or the links that appear on these websites and we are not responsible for the practices employed by websites linked to or from our Website. In addition, these websites, products and services, including their content and links, may be constantly changing. These websites, products and services may have their own privacy policies, user terms and customer service policies. Browsing and interaction on any other website, including websites that are linked to or from our Website, are subject to the terms and policies of that website.

11. Changes of the Privacy Policy

We may update our Privacy Policy from time to time. When we change this Privacy Policy in a significant way, we will notify you via e-mail and post a notification on our Website along with the updated Privacy Policy.

12. Your rights and our contact information

As laid down in the Privacy Legislation, you have the right to:

- Ask the Controller to rectify or update your Personal Data;
- Ask the Controller to remove your Personal Data from its systems;
- Ask the Controller for a copy of the Personal Data processed of you. Such copy may also be transferred to another data controller at your request;
- Withdraw your consent to process your Personal Data. This only affects the processing activities that are based on your consent and does not affect the validity of such processing activities before you have withdrawn your consent;
- Object to the processing of your Personal Data;
- File a complaint with the Dutch Data Protection Authority, if you believe that your Personal Data is processed unlawfully.

If you have any questions, comments or concerns regarding the way we handle your Personal Data, please contact us through the contact information below:

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