

## Privacy

### Introduction to this Website Privacy Policy

This website (hereinafter referred to as "the Site/s") is owned and operated by Elements Media Ltd ("Elements"). As used in this Website Privacy Policy, "we," "our" and "us" means Elements and its affiliates.

At Elements, we recognize the importance of privacy to you and are firmly committed to protecting your privacy when you visit the Site and provide information to us. As a result, we have instituted this Website Privacy Policy (the "Privacy Policy"). Elements is providing this Privacy Policy to explain how we collect, use, disclose and protect the Personal Data you submit to us when accessing and using the Site. Elements is the controller within the meaning of applicable data protection laws.

In general, you may visit the Site and view its content while remaining anonymous by not providing any Personal Data. If you do not agree with this Privacy Policy, please do not provide us any information and do not use the Site.

### The meaning of Personal Data

"Personal Data" is defined in data protection laws applicable in your country. It includes any information relating to an identified or identifiable natural person.

### Important notice about international transfers from the EU to non-EU countries

Due to the global nature of our business, your Personal Data may be stored and transferred to parties located in other countries, including outside the European Economic Area. These countries may have different data protection laws than your country of residence and may not be deemed by the European Commission as providing adequate protection for Personal Data.

### The categories of Personal Data we may collect, the purpose and the lawful basis

Personal Data collected from you include the following:

<u>Categories of Personal Data</u>	<u>Purpose</u>	<u>Lawful Basis</u>
Application data (e.g. name, CV)	Processing of this personal data is required to enable Elements to administer the recruiting process, including the set-up of an electronic job applicant HR file, managing your application, organizing interviews.	Processing is necessary for us to enter into a contract with you.
Contact information (e.g. full name, postal address, e-mail address, employer/business and professional information, job titles, telephone and fax numbers)	Managing and responding to your queries.	Legitimate interests – it is important that we can respond to your enquiries
Contact information (e.g. full name, postal address, e-mail address, payment details)	Processing orders submitted via our online shop. Setting up your account to grant you access to	Performance of contract

	information, news and our business relationship.	
Browsing information (IP address, browser information)	Monitoring and producing statistical information regarding the use of our platforms, and analysing and improving their functionality.	Legitimate interests - we need to perform this limited routine monitoring to make sure our Sites work properly, to diagnose any problems with our server and administer our Site.
E-Mail address, name	We use this data to send you newsletters and marketing information. Establishing and enforcing our legal rights and obligations and monitoring to identify and record fraudulent activity Complying with instructions from law enforcement agencies, any court or otherwise as required by law	Your consent
All information	For our general record-keeping and customer relationship management Managing the proposed sale, restructuring or merging of any or all part(s) of our business, including to respond to queries from the prospective buyer or merging organisation Resolving any complaints from or disputes with you	Legitimate interest (see column on left)

In summary, we need certain categories of Personal Data because it is necessary to administer any contract with you (where relevant). Certain other Personal Data is processed for our legitimate interests in cases where this does not result in prejudice to you.

### Keeping you informed and direct marketing

With your consent, where relevant we will keep your name, address and contact details (including telephone numbers and email addresses) in our databases and may from time to time use that information to make you aware of our own related products and services as well as updates on developments in our industry sector generally which may be of interest to you.

We may contact you in writing, by telephone, fax or email for this. If at any time you decide that you do not want your contact details used for these purposes, please tell us through using the "unsubscribe" function on the correspondence or contact us (see "**Contact us**" below).

### Cookies and analytic tools

We may from time to time use cookies on our Site. Cookies are small text files that your web browser leaves on your hard drive to recognize you as a repeat user of our Site, track your use of our Site and target advertising. This allows for personalization of certain aspects of your visit to our Site.

Information gathered from cookies in this way is only used on an aggregate basis. Unless a visitor specifically provides their identity to us, e.g., by registering at our Site, providing information through an online form or sending us correspondence from the Site, we will not know the identification of individual visitors. We may use cookies to store preferences, record session information, develop information about Site visitors' preferences and interests, record past activity at a website in order to provide better service when you return to our Site, or customize web page content based on information you voluntarily provide.

You can disable cookies using your Internet browser settings. Please consult your browser's help function for information on how to disable cookies. Note that if you disable cookies, certain features of our Site may not function properly.

### ***Google Analytics***

Elements uses Google Analytics on basis of legitimate interest, which is a web analysis service of Google Inc. ("Google") on our Site. Google Analytics uses cookies, i.e. text files stored on your computer to enable analysis of website usage by you. Information generated by the cookie about your use of this website is usually transmitted to a Google server in the United States and stored there. However, in case of activated IP anonymization on this website, your IP address is previously truncated by Google within member states of the European Union or in other states which are party to the agreement on the European Economic Area. Only in exceptional cases is a full IP address transmitted to a Google server in the United States and truncated there. On behalf this website's owner, Google will use this information to evaluate your use of the website, compile reports about website activities, and provide the website's operator with further services related to website and Internet usage. The IP address sent from your browser as part of Google Analytics is not merged with other data by Google. You can prevent storage of cookies by appropriately setting your browser software; in this case, however, please note that you might not be able to fully use all functions offered by this website. In addition, you can prevent data generated by the cookie and relating to your use of the website (including your IP address) from being collected and processed by Google, by downloading and installing a browser plug-in from the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>

Elements uses Google Analytics on the Websites with the extension "anonymizeIP()", IP addresses being truncated before further processing in order to rule out direct associations to persons.

### ***Google Maps***

Our Websites use Google Maps. Google Maps is operated by Google Inc. By using Google Maps, data can automatically be collected by Google. An overview of the collected data can be found in Google's privacy policy at [www.google.com/intl/de\\_ALL/policies/privacy/](http://www.google.com/intl/de_ALL/policies/privacy/)

### **Disclosure of your Personal Data to third parties**

We may disclose your Personal Data to third parties, including but not limited to as follows:

1. within our group of companies for the purposes of use described in this Privacy Policy;
2. to third parties who supply services to us and who help us and our group of companies to operate our business. For example, sometimes a third party may have access to your Personal Data in order to support our information technology or to handle mailings on our behalf (e.g. Rackspace, MailChimp, Inxmail);
3. to our legal and other professional advisers;
4. as necessary in order to comply with a legal requirement (including, where appropriate, any imposed on our group companies in the United States), for the administration of justice, to

- protect vital interests, to protect the security or integrity of our databases or this Site, to take precautions against legal liability; and
5. to regulatory authorities, courts and governmental agencies to comply with legal orders, legal or regulatory requirements and government requests.

## **Security of Personal Data**

We endeavor to use appropriate technical and physical security measures to protect Personal Data which is transmitted, stored or otherwise processed by us, from an unlawful destruction, loss, alteration, unauthorized disclosure of, or access, in connection with our Site. These measures include computer safeguards and secured files and facilities. Our service providers are also selected carefully and required to use appropriate protective measures. In certain areas, Elements uses industry-standard SSL-encryption to protect data transmissions. Most current browsers support the level of security needed to use these areas.

In particular, we endeavor to implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk, including as appropriate: (a) pseudonymization (such as where data is separated from direct identifiers so that linkage to an identity is not possible without additional information that is held separately) and encryption, (b) ensuring the ongoing confidentiality, integrity, availability and resilience of systems and services used to process your Personal Data, (c) ensuring the ability to restore the availability and access to Personal Data in a timely manner in the event of a physical or technical incident; and (d) ensuring a process for regular testing, assessing and evaluating the effectiveness of technical and organizational security measures.

## **Retention period or criteria used to determine the retention period**

We keep your Personal Data for as long as it is necessary to do so to fulfil the purposes for which it was collected as described above.

### ***General Retention***

The criteria we use to determine data retention periods for Personal Data includes the following: (i) Retention in accordance with legal and regulatory requirements.

### ***Applicant Data***

If your application for employment is successful and you commence employment with Elements, your Personal Data will be transferred to your personnel file and will be processed for employment purposes. If your application for employment is not successful, we will keep your Personal Data in accordance with our Global Records Management Policy and corresponding schedules for a period of six (6) months upon notification that your application was not successful.

## **Your rights under data privacy laws**

You have various rights under data privacy laws in your country. These may include (as relevant): the right to request access to the Personal Data we hold about you; the right to rectification including to require us to correct inaccurate Personal Data; the right to request restriction of processing concerning you or to object to processing of your Personal Data, the right to request the erasure of your Personal Data where it is no longer necessary for us to retain it; the right to data portability including to obtain Personal Data in a commonly used machine readable format in certain circumstances such as where our processing of it is based on a consent; the right object to automated decision making including profiling (if any) that has a legal or significant effect on you as an individual; and the right to withdraw your consent to any processing for which you have previously given that consent. You can also lodge a complaint with a supervisory authority.

Please see **“Contact Us”** if you wish to exercise any of these rights (as relevant).

### **Links to Other Websites**

This Site may contain hyperlinks to websites that are not operated by us. These hyperlinks are provided for your reference and convenience only and do not imply any endorsement of the activities of these third-party websites or any association with their operators. We do not control these websites and are not responsible for their data or privacy practices. We urge you to review any privacy policy posted on any website you visit before using the site or providing any Personal Data.

### **Updated and changes to this Privacy Policy**

We may decide to change this Privacy Policy. If the change is fundamental or may significantly affect you, we will make the updated Privacy Policy available in advance of the change taking effect. We encourage you to review the content of this Privacy Policy regularly.

### **Contact Details**

If you wish to exercise your data protection rights, please e-mail [info@elementsmedia.co](mailto:info@elementsmedia.co)

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