

C3 Privacy Policy

INFORMATION YOU GIVE TO US

In order to process your inquiries, requests and orders, it may be necessary to collect personal data from you. This includes, but is not limited to: your name, address, e-mail address, telephone number, credit/debit card information. We may be unable to provide you with certain services if you do not provide certain information to us. You may also be asked to provide additional (non-mandatory) pieces of information such as your interests, preferences, questions, feedback, and survey responses so that we can better understand our customers. We also obtain information about you where we have the appropriate permissions to do so or as otherwise authorized by applicable law.

INFORMATION WE COLLECT AUTOMATICALLY WHEN YOU USE OUR SITES OR SERVICES

We may collect information about your interaction with our sites and services from the devices you use, such as your unique device ID, device type and advertising ID. We may also collect information about your visits and activity on our Platform (and sites operated by our group companies) including the content and any advertisements that you view and interact with, the address of the site from which you arrived and other technical data about your equipment, browsing actions and patterns (such as the pages you view, the links you click, the items you add to your shopping basket, the length of your internet session, your IP address and approximate location at the time of browsing). This information is collected using cookies or similar technologies.

INFORMATION COLLECTED FROM OTHER SOURCES

We may combine your information with information we collect from third parties or public sources, including analytics providers, advertising networks, and publicly available sources. For more information on Cookies, visit C3's [Cookie Policy](#).

HOW WILL WE USE THE INFORMATION ABOUT YOU?

We will or may use your information for the following purposes:

- *Service Access and Registration:* to register you as a new customer when you purchase a service from us or create an account on one of our sites in order to access one of our services.

- *Sales and Fulfillment*: to process your order; to manage payments, fees and charges; to collect and recover money owed to us; to provide you with services you have requested from us when we collected the information from you.
- *Customer Relationship Management*: to contact you about your account, subscription or other order; to provide you with customer service (such as responding to questions, concerns and feedback and contacting you via email, telephone, SMS/text, post, direct message or other similar communication method for this purpose); to notify you of material changes to our terms or this Privacy Policy; to send you service related communications; to ask you to leave a review or take a survey.
- *Sweepstakes, Contests, Events, Product Trials, Surveys, Awards*: to enable you to participate in sweepstakes, contests, product trials, events, awards, surveys, polls and quizzes and to provide you with any prizes, products or awards as applicable.
- *Business Administration, Systems and Security*: to administer and protect our business and our sites such as troubleshooting, testing, system maintenance, support, reporting and hosting data; to ensure network and system security and prevent detect, mitigate and investigate fraud, security breaches and other prohibited or illegal activities; to verify your identity.
- *Data Analytics*: to measure the performance of our marketing campaigns (for example, analyzing open and click rates); to provide insight and analysis of our customers for ourselves and our business partners.
- *Marketing*: to provide you with marketing via email, post, telephone, SMS/text, social media and other digital channels (including Facebook Custom Audiences and Google Custom Match); to make suggestions and recommendations to you about goods and services that could be of interest to you.
- *Advertising*: to select and deliver advertising and content to you and measure the delivery and effectiveness of such advertising and content.
- *Personalization*: to personalize content, services and communications and target advertising, as further explained in Personalization and Advertising below.

PERSONALIZATION AND ADVERTISING

We will use your information to provide you with personalized content, services and communications on our Platform, sites operated by our group companies and selected partner sites. We do this by matching, combining or linking the different sources of information we hold about you (e.g. linking your contact or subscriber information with your

activity across our Platform or by linking your activity on our Platform across all your devices using your email or social media log-in details) or by creating segments based on various factors such as your age and gender, your device details or your inferred interests. We work with data management platform providers to assist with this process.

We also use your information for retargeting (for example, you could see an advertisement on a partner site such as Facebook for a product that you have recently viewed on our sites).

These activities may involve the use of cookies and other similar technologies.

MARKETING

Where we have the appropriate permissions or as otherwise authorized by applicable law, we will use your information to market and advertise our products and services and occasionally third-party products and services that could be of interest to you including third party offers, advertisements, competitions or commercial communications by telephone (mobile and landline when available), post, electronic messaging (including SMS and MMS), email, online or via applications. You could be contacted directly by our third-party service providers for these purposes.

You can always tell us that you wish to stop receiving direct marketing communications from us. But remember, if you do not want us to get in touch, you will miss out on offers.

If you would prefer not to receive direct marketing communications, simply let us know at any time by writing to inbound@c3techadvisors.com, or by following the opt-out instructions in the relevant communication. Please note that this will not stop you from receiving service messages from us.

WHAT IS OUR LEGAL BASIS FOR PROCESSING YOUR DATA?

WE RELY ON ONE OR MORE OF THE FOLLOWING LEGAL BASES WHEN PROCESSING YOUR DATA:

Fulfilling a contract with you and providing you with our services, or to comply with a legal obligation, including to: register you as a new customer or create an account on one of our sites in order to access one of our products and services; process and deliver your order; manage payments, fees and charges; collect and recover money owed to us; contact you about your account, subscription or other order; provide you with customer service (such as responding to questions, concerns and feedback and contacting you via email, telephone, SMS/text, post, direct message or other similar communication method for this

purpose); send you service related communications; provide you with services you have requested from us when we collected the information from you; enable you to participate in sweepstakes, contests, product trials, events, awards, surveys, polls and quizzes and provide you with any prizes, products or awards as applicable; notify you of material changes to our terms or this Privacy Policy; administer and protect our business and our sites such as troubleshooting, testing, system maintenance, support, reporting and hosting data necessary to ensure network and system security and prevent detect, mitigate and investigate fraud, security breaches and other prohibited or illegal activities; verify your identity.

Our legitimate interests (to run an effective and successful business), or the legitimate interests of a third party, where not outweighed by your interests, including to: measure the performance of our marketing campaigns (for example, analyzing open and click rates); provide you with marketing via post, telephone, social media and other digital channels (including Facebook Custom Audiences and Google Custom Match); provide you with marketing via email where you have purchased goods or services from us; ask you to leave a review or take a survey; administer and protect our business and our sites such as troubleshooting, testing, system maintenance, support, reporting and hosting data; use data analytics to provide insight and analysis of our customers for ourselves and our business partners; make suggestions and recommendations to you about goods and services that could be of interest to you; select and deliver advertising and content to you and measure the delivery and effectiveness of such advertising and content; personalize content, services and communications and target advertising; to aggregate and anonymize your data, so that we can use it to enable us to sell advertising and monitor the efficacy of our business partnerships. The legitimate interests we rely on for this processing are: to keep our records updated; to study how customers use our products and services; to improve the customer experience; to develop our products and services; to develop and grow our business; to run our business; to provide administration and IT services; for network security and fraud prevention; in the context of a business reorganization or a group restructuring exercise; to inform our marketing and content strategy; to keep our sites and content updated and relevant.

Your consent, including to: provide you with marketing via email, SMS/text, post and telephone, including from our third-party service providers. You can withdraw your consent at any time – see Marketing, above, for further information.

WHAT WILL WE DISCLOSE AND SHARE WITH THIRD PARTIES?

We share your personal data with our third-party service providers for the purposes outlined in this Privacy Policy, such as to enable them to process a request, order or service; to supply you with a prize in the event you win a competition; or in order to obtain information. Any third parties we contract with to process your data on our behalf are subject to contractual obligations to protect the security of your data in accordance with the terms of this Privacy Policy and we make sure there are adequate protections in place – see the section entitled International Transfers below for further information.

We share your information with advertisers, ad servers, ad networks and content recommendation services to select and deliver advertising and content, and target and personalize advertising and content both on our sites and on selected partner sites. This will not include any information which directly identifies you in the real world, such as your name, email address, address or phone number. However, by interacting with or viewing an advertisement or content, you should be aware that the third party could make the assumption that you meet the targeting criteria used to display the advertisement or content. We also share your information with analytics and search engine providers to assist us in the improvement and optimization of our sites.

We reserve the right to disclose your personal data in order to comply with the law, applicable regulations and government requests. We also reserve the right to use such information in order to protect our operating systems and integrity as well as other users.

HOW DO WE PROTECT YOUR INFORMATION?

Once we have received your data we will take steps to ensure that it is treated in accordance with any applicable laws. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk.

OTHER WEBSITES

Please note that clicking on links on our sites could result in you being transferred to another website, where data privacy practices vary from ours. If transferred to another website you should consult their privacy policy as we are not responsible for, and have no control over, information that is submitted to or collected by these third parties.