

Privacy Information

RedRoute International Limited Data Privacy and Cookies Policy

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1. Introduction & General Policy

RedRoute International Limited (RRI) is committed to protecting your personal information whenever you may be using our services either directly for your own needs or when data relating to you has been passed to us by a client for the purposes of providing them with market research and data processing services.

This Data Privacy and Cookies Policy relates to our use of personal information obtained from any of the following sources:

- any RedRoute International Limited website
- any data obtained from social media
- any mobile device, online or electronic software and Applications (“Apps”)
- the Red Button or Red Button+ service of TV providers
- any data provided to us by our clients for processing on their behalf
- panellist details provided to us by a research agency or client
- publicly available data
- data collected by third-parties via face-to-face meetings
- data collected directly respondents to research surveys of all kinds

It also relates to our use of any personal information provided to us by phone, SMS, email, in letters and other correspondence and in person; and to employee personal information provided to us by clients for the purposes of executing and delivering the services for which we have been contracted by them.

This Data Privacy and Cookies Policy document explains the following:

- the types of personal information we may hold
- how we use personal information in the provision of our services
- how we manage and protect all personal data that we hold
- when we may use your personal data to contact you
- whether we would ever disclose your details to anyone else
- your choices regarding our use of any personal data we may hold about you
- the use of cookies and how you can reject the usage of them

RRI is committed to safeguarding all Personally Identifiable Information that we may hold. Whenever you or our clients provide us with such information, we are legally obliged to use your information in line with all applicable laws concerning the protection of personal information, including the Data Protection Act, UK & European Union General Data Protection Regulations, Privacy & Electronic Communications Regulations and any future e-Privacy Regulations.

These laws and regulations are referred to collectively in this Data Privacy and Cookies Policy as the "Data Protection Laws", abbreviated in this document as the “DPA Requirements”.

2. What is defined as ‘Personally Identifiable Information’ and ‘Personal Data’?

PII or ‘*Personally Identifiable Information*’, also referred to as ‘*Personal Data*’, is any information relating to an identified or identifiable natural person (the “Data Subject”). An identifiable natural person is defined as anyone who is still alive today and who can be identified directly or indirectly by the data either when used on its own or when used together with other data, in particular by reference to an identifier such as a name, description, identification number, location, online identifier or by one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Examples of Personally Identifiable Information includes but are not limited to:

- Name
- Job title
- Date of birth
- Passport details (including biometric measures)
- Driving licence details (including biometric measures)
- Private address (and in some countries, business address)
- Private telephone number (and in some countries business telephone number)
- Private email address (and in some countries business email address)
- Emergency contact name and contact details (e.g. as listed in your passport)
- Employee number
- Computer IP address
- Employment status (active, inactive, or another descriptor)
- Department identification number (does not need to be a unique ID)
- Name of supervisor or their ID
- Work location
- Images captured by CCTV or other video imaging equipment
- Number of days of absence
- Cause of days absence
- Holiday entitlement
- Educational qualifications
- Curriculum Vitae or Resumé
- Work history e.g. length of employment or other details of past engagement
- Working hours (or statement of whether full-time or part-time)
- Performance or Appraisal data
- Compensation data
- Payroll or personal invoice data
- Bank account, credit card, or other personal financial details
- Transaction data from credit cards and retail loyalty cards
- Travelling preferences, communication preferences, etc

Any data that is, or could be defined as, Personal Data under the terms of the DPA regulations is therefore subject to governance by our Data Privacy and Cookie Policy.

3. Our commitment to managing personal data fairly and securely

All personal information we hold is managed by RRI in accordance to the industry-recognised ten **FairData** principles, details of which can be found at this website: <http://www.fairdata.org.uk/>.

In addition, we specifically commit to:

- a) Only hold your personal data where we have your informed consent to do so
- b) Hold all personal data securely in encrypted and password-protected files
- c) If transferring data, to do so using secure, encrypted channels and files and only via channels protected by the international “Privacy Shield” standard (for further information on Privacy Shield please see www.privacyshield.gov)
- d) Only collect and hold personal data sufficient for the purposes for which it will be used and to not gathering excessive or unnecessary personal data
- e) Only use personal data for the purposes for which we have your informed consent to do so or for uses deemed to be in the legitimate interests of the Data Controller, as defined within the terms of the DPA regulations, where they do not conflict with or override your rights as the owner of your personal data
- f) Not to hold any personal data for longer than 2 years without obtaining new and informed consents to do so unless we are required to do so by other laws
- g) Document all our processes for data management and accountability purposes

Please note that no website or electronic service can ever be completely secure; if you have any concerns your data could have been compromised e.g. someone could have discovered the password you use to access our website/online services, or that our client may have given us your personal information without having first obtained your consent to do so, then please get in touch with us straight away.

Please also note that our online web sites and social media pages may contain hyperlinks to websites owned and operated by third parties. These third-party websites have their own privacy policies and are likely to use cookies. We recommend you to review how they operate and the privacy policies they apply to them as they are not covered by RRI's privacy policies. The third-party websites or Apps concerned will govern their use of personal information you submit to them, which may also be collected by cookies. We cannot accept any responsibility or liability for the privacy practices of third-party websites and Apps so please be aware that the use of such websites is undertaken at your own risk.

If you do not agree with our Data Privacy and Cookie Policy then please do not use our websites, social media or email to submit personal information to RRI. Instead, please write to our Data Protection Officer at the address shown at the end of this document to provide us with your personal data preferences.

4. Who are we?

RedRoute International Limited is a Marketing Effectiveness Agency providing services to large corporate clients who wish to maximise the effectiveness of their marketing budgets. RRI provides services on a global basis from its central hub in the UK. The company is fully independent and privately owned. Its registered office is at Gautam House, 1-3 Shenley Avenue, Ruislip Manor, Middlesex HA4 6BP, UK, its UK company number is 6082694, and its Trading Address is at The Business Centre, 180 Piccadilly, London, W1J 9HF, UK.

Our income is derived solely from the sale of marketing services to client companies and we do not act as data brokers nor do we, as a Data Controller, provide, share or sell any data we hold to third-parties at any time. We do not sell or provide services to the general public and we do not undertake any direct marketing or provide any software or Apps for consumer marketing purposes.

RRI does undertake business-to-business marketing activities and provide online services, software and Apps for the purposes of marketing its own services to potential client companies. We may therefore process personal information for that purpose. The use of data for that purpose is also covered by, and managed according to, this Data Privacy and Cookies Policy.

Our main websites can be found at www.redrouteinternational.com and at www.myredroute.com with a number of connected microsites. For full details of the web sites please visit www.redrouteinternational.com

5. What information might you hold about me?

a) Data Collected Directly from You

When you register for any of our online or offline services, login to our websites or Apps, take part in surveys or prize draws where you provide your name and contact details, comment on our social media, or contact us via any electronic means we may receive personal information about you.

This can consist of information such as your name, email address, postal address, telephone or mobile number, gender or date of birth, as well as information collected about your use of our services (such as date of access; duration of access; pages visited; what items you downloaded from our site; links you clicked to leave our site; and your contact preferences).

For all such data, RRI act as the Data Controller within the terms of the DPA regulations.

Any personal information that you, yourself, provide to us directly is used solely for the purposes for which you gave the consent for us to hold it and for no other purpose. The data is never passed to third-parties and is held securely.

If you are aged under 18 then we would not collect any personally identifiable information about you directly and we would only process the personal information of such persons on behalf of our clients if they provide evidence to us that they have permission for us to process the data on their behalf and in full compliance with all DPA regulations.

When we conduct market research surveys we may sometimes ask you to provide additional personal information, and sometimes sensitive personal information. When we do this, we will always provide further information about why we are collecting your information and how we will use it, which will always be in accordance with the DPA regulations for such data.

Where we undertake data modelling of personal data provided to us by our clients, we may ask your permission to also include data about you provided to us by third-parties, for example, from Twitter or Facebook feeds, so that we can provide our client with the most effective information for improving the quality of the service they provide to you and their other customers. However, none of your personal data will ever be used in that way without having first obtained your explicit and informed consent.

RRI also collects information about how you use our Apps, websites or other online content and the device(s) you use to access those services. This includes collecting unique online identifiers such as IP addresses, which are numbers that can uniquely identify a specific computer or other network device on the internet.

For more information, please see section 15 of this policy, on our use of cookies and similar technologies, and section 17, on information collected when you use our Apps.

b) Data Provided to Us by Clients or Third-Parties

To provide our market research and analysis services to our clients we act within the terms of the DPA regulations as a Data Processor for the client. Any personal data we receive from them can only be provided to us if they have obtained your prior consent to their use of your personal data for market research and data analysis purposes.

Such data may include your contact details, details of your usage of our client's services, and could include data defined by the DPA regulations as 'sensitive data' (such as date of birth, political preference, religion, ethnicity, etc). Note that no data can be provided to us by the client if you have not given your prior explicit consent to their use of your personal data for research & analysis.

6. How might RRI use the information it holds about me?

Provided informed and explicit prior consent has been obtained from you for the use of your personal information for these purposes, RRI primarily uses personal information to facilitate our undertaking of the following types of activities:

- As contact lists for conducting market research surveys and interviews
- For modelling the effectiveness of marketing activities
- For market segmentation and propensity modelling

Personal data that you (yourself) provide to us directly via the use of our Apps, websites and all other methods of communication, and which is not collected from you on behalf of a client for the purposes of providing them with our marketing effectiveness consultancy services, may also, but only where your prior consent to this has been obtained, be used to:

- provide you with our services and online content, information about these, and to deal with your requests and enquiries;
- provide you with the most user-friendly online navigation experience;
- execute tasks for "service administration purposes", which means we may contact you for reasons related to the service, activity or online content you have signed up for, as set out in section 5 below (e.g. to provide you with password reminders; to notify you that a particular service, activity or online content has been suspended for maintenance; to notify you of updates to our Data Privacy and Cookies Policy or Terms of Use; to let you know if your account has become dormant and ask if you would like it to be closed);
- analyse the information you supply, as well as your activity on our (and other) services, so that we can offer you and other users of our services a more relevant, tailored service. For instance, we may provide personal recommendations on new services or, if you are signed-into or subscribed to our social media pages you may have the option to receive personalised information. If you don't want to receive these services you can disable personalization using the controls on the social media platform concerned.
- contact you about a submission you have made, including any content you provide through your use of our Apps or social media pages;
- use IP addresses and device identifiers to identify the location of users, to block disruptive use, to establish the number of visits from different regions and countries, and to determine whether you are accessing our services from the UK or not;
- undertake market research and analysis for our own purposes so that we may improve the services we offer to our clients. This may include using geo-demographic and attitudinal information from external sources, if this may help ensure we are making something suitable for everyone;
- use and disclose aggregated data (where no individuals are identified) for our marketing and strategic development purposes; and
- administer and execute the delivery of our services to you through direct online, electronic, verbal and written communications of all kinds

If RRI should wish to use your personal information for any other purposes we will ensure that we notify you first. Please see Section 18 below for details of this.

7. Your RRI Online Account(s)

If you have registered with any of our online websites or Apps then this may also allow you to login to other Apps or to the registered users section of our website. Any personal data you upload onto these sites is confidential and encrypted and may not be able to be retrieved or reversed. Therefore, if you forget your password you may be prompted to re-apply for a new account and in order to recover and transfer any information from your original account we may need to ask for additional proof of identity such as describing some of the content of the site to which you no longer have access. If you cannot supply us with this information then it may be necessary for you to re-enter / re-upload any relevant information. Therefore, please be aware that our Apps and websites that you may use are covered by this Data Privacy and Cookies Policy but may also be subject to further restrictions in terms of re-access. If you do not use an App or your website Registered Users account for a period of more than one year then it will be defined as “Dormant” and usage will be suspended until you contact us again. If you do not contact us for more than two years then the account and all the data will be deleted.

8. When will RRI contact me?

If you, yourself, have personally and directly registered your contact details with us then we may contact you:

- in relation to any service, activity or online content you have signed up for in order to ensure we can deliver those services to you, e.g. to verify your email address when you sign up for an account; to help you reset your password; or to inform you if / when your account will shortly be defined as dormant and / or will be deleted;
- in relation to any correspondence we receive from you or any comment or complaint you make about RRI or the services we provide;
- in relation to any personalised services you are using;
- in relation to any contribution you have submitted to us e.g. comments on our blogs; emails you have sent to us; or other written or electronic communications or messages;
- to invite you to participate in surveys conducted by RRI for its own market research purposes; or to participate in surveys we are conducting on behalf of our clients (please note, such participation is always voluntary and your decision to take part and your consent as to how your data will be used will always be obtained as part of the invitation to participate); or for the purposes of administering such surveys once you have agreed to participate
- to update you on any material changes to our policies and practices if they are relevant to you and you have consented to receive such updates; and
- potentially for marketing purposes, as set out in section 7, in support of the services we provide to clients

If we hold your details as a consequence of our fulfilment of a marketing effectiveness service for a particular client, then we will only ever contact you to invite you to take part in market research surveys we may run on behalf of the client who has provided us with that personal information. We will not contact you at any other time or for any other purposes except if you win an award in any prize draw that may have been run as a reward for taking part in the survey. If the latter applies we may contact you to reconfirm your contact details and arrange for the delivery of the prize.

We will never contact you to ask for your account password, or other login information. Please be cautious if you receive any emails or calls from people asking for this information and claiming to be from RRI.

9. Will I be contacted for marketing purposes?

RRI will only ever send you marketing communications or contact you via other platforms or media if you have personally both (a) supplied your contact details to us or to those platforms directly and (b) have done so for reasons other than to take part in a survey we are running on behalf of a client company. If either or both of these two conditions do not apply then we will not send you any direct marketing communications.

Our electronic personal communications may include emails, text messages, social media messages and telephone communications and we may personalise the content of these communications to meet your needs. You will only receive communications via media channels you have explicitly consented to us using. From time to time we may contact you to confirm your communication preferences.

Subject to satisfying the communication channel and general consent conditions outlined above, we may use information which we hold about you to show you relevant advertising on third-party sites (e.g. Linked-In, Facebook, Google, Instagram, Snapchat, Twitter). This could involve showing you an advertising message where we know you have an RRI account and have used RRI services and/or Apps. If you do not want to be shown targeted advertising messages from RRI, some third-party sites allow you to request not to see messages from specific advertisers on that site in future. If you want to stop all personalised services from RRI, including targeted advertising messages on third-party sites, please send a request to us at redroute.dpo@redrouteinternational.com and ask us to update the communication preferences we hold for you.

10. Will RRI share my personal information with anyone else?

We will keep your personal information within RRI at all times except where disclosure is required or requested by law (for example to government bodies and law enforcement agencies, including for purpose of child protection) or for specific other reasons as described elsewhere in this section and section 9.

If your personal information has been supplied to us by a client for the delivery of services to them as a Data Processor then your data will never be shared with any third-party unless we are explicitly directed to do so in writing by the client concerned and only then after we have confirmed with the client that you have given your explicit consent to them that your data can be shared.

If you, yourself, have supplied your personal data to us as part of a market research survey we have conducted on behalf of a client then, in accordance with the conditions set out by the UK Market Research Society, any personal information you provide to us or that is gathered as part of the execution of that survey, including your contact details, IP address, personal data of any kind as defined within the terms of the DPA regulations, will not be disclosed to any third-party, including to the client company, unless you specifically instruct us to do so. In addition, your answers to the survey questions will never be disclosed to any third-party, including the client company, except in a fully anonymized manner that will not allow that information to be personally attributed to you in any way, unless and only if you have specifically given your consent either to RRI or to the client company that the data can be so shared. Where such consent is unclear, RRI will contact you to confirm that you wish your information to be shared with the client company.

If you, yourself, have supplied personal data to us, or we hold personal data about you for reasons other than for the purposes of conducting market research surveys and statistical analyses on behalf of a client, then your information will only be used within RRI and not shared outside of RRI unless you have specifically requested this in writing and given your informed consent. We may, however, share some personal data with third party sites (e.g. Facebook, Google, Instagram, Snapchat and Twitter) and / or our appointed marketing agencies to allow us to send you relevant advertising either directly or via third-party sites, as set out in section 7. Whenever data is shared in this way it will never include any information which is defined within the terms of the DPA regulations as 'sensitive data' and will always only be transferred in encrypted form and via a secure transfer platform that conforms to Privacy Shield specifications or equivalent security standards.

Wherever RRI use third-parties to process your information for purposes on our behalf, for example to provide services or undertake analysis, RRI requires these third-parties to comply strictly with its instructions, not to use your personal information for their own business purposes (unless you had explicitly consented to the use of your personal information in that way) and to have in place a Data Processing Agreement for the provision of their services that fully encompasses all aspects of our Data Privacy and Cookies Policy as set out in this document.

To access RRI services via a voice-enabled device, you will need to allow your device to connect to your RRI account. An identifier for your RRI account will be shared with the voice service. If you do not want that to happen, you can continue to use RRI

services in your usual way, without using a voice-enabled device, and do so by not implementing any voice connection.

11. Offensive or inappropriate content on RRI websites or social media pages

If you post or send any content or data on, or to, any RRI websites or social media, or engage in any behaviour which we may reasonably deem to be offensive, inappropriate, disruptive or objectionable then RRI may remove such content or data from our computer systems without notice.

Where RRI may reasonably believe that you are, or may be, in breach of any applicable laws, for example on hate speech, we may disclose your personal information to relevant third parties, including to law enforcement agencies or to your internet provider. This would only be done in circumstances where such disclosure is permitted under applicable laws, including the DPA regulations.

12. What if I am a user aged under 18?

If you are under 18 years of age you will not be able to provide us directly with any personal information. If you are aged under 18 and your data has been provided to us by a client it will only be retained and used by us if the client provides documentary evidence that they have the appropriate consents consistent with the UK DPA regulations for us to process the data on their behalf.

13. How long will RRI keep my personal information?

The length of time that your personal data will be held for will depend on the purposes for which either you or our client have given RRI the information. In all cases RRI will only hold your personal information on our systems for as long as is necessary to execute the purpose for which it was provided, or for as long as is set out in any relevant contract you may have with RRI and only, within each of those time frames, for as long as it remains accurate.

The following examples may apply:

- a) Where you have provided us with your personal information for the purposes of using our website or online Apps, if you do not login to your account in a particular website or App for a period of more than 12 months then it will be defined as “Dormant” and usage will be suspended until you contact us again. If you do not contact us for more than two years then the account and all the data will be deleted. We will seek to contact you before the data is deleted to ask whether you wish to keep the account.
- b) Where either you or your employer have provided us with your personal information in order to allow RRI to deliver contracted services to yourself or your employer, or to allow you to provide contracted services to RRI, then your personal data will be held for the period of time agreed in the Data Processing

Agreement or other contractual document relating to the agreed programme of services to be provided

- c) Where your personal details have been provided to us by a client for the purposes of undertaking market research surveys and/or statistical analyses on their behalf, or where you have provided personal information to RRI as a result of participating in a survey conducted for a client company (including participating in any associated prize draw run in conjunction with the survey), then we will hold the data for as long as specified in RRI's Data Processing Agreement with the client as the period of time that will be needed for the purposes of carrying out the contracted services to which your relevant informed consent applies. In addition, any personal data held for these purposes by RRI will be converted into anonymized or pseudonymized data at the earliest opportunity during the execution of the services and, notwithstanding the above, will not be held for a period of longer than 2 years following the completion of the purpose for which it was originally provided to RRI either by yourself or our client. After this point personal data is deleted and all other data is anonymized and only used for anonymized and aggregated statistical analyses.

14. Will you transfer or store my personal data outside of the UK?

For the purposes of contacting you and gathering data through market research surveys we may need to transfer your data outside of the UK. Any such transfers will only be to a country within the Privacy Shield group (see www.privacyshield.gov) which at present includes the USA, UK, EU, and Switzerland. Personal data held by RRI that is not used for the purposes of contacting you but is only used for research and analysis purposes is held by RRI within the UK at all times.

15. Can I delete my data?

If you would like us to delete your personal data then, irrespective of the purpose for which we may have held the data, please contact the RRI Data Protection Officer at this address: *redroute.dpo@redrouteinternational.com* requesting the deletion of your personal data.

Please include details of the purpose for which we may have been holding your personal information and a verification item such as the email address, phone number, or postal address we may hold, and/or the App, service, RRI client or other context that the information may be held for.

Please note that we may retain for analysis purposes only, and in a fully anonymized manner, non-personal data that was connected with the purpose for which your personal data was being held. This may include company names, your geographic region, general demographic or other data held in a manner in which you would not

be identifiable. If you would like, instead, for us to delete all data that we may hold about you then please include this preference in your email.

Please also note that deleting your personal details may mean that we will no longer be able to hold any communication preferences you may have given us. If you would like us to retain your communication preferences, including any opt-outs you may have given us in the past, please let us know. We will retain, however, for our records and for a period of up to two years, a copy of your email request for your data to be deleted.

16. Can I find out what personal information RRI holds about me?

Under the Data Protection Act you have the right to request a copy of the personal information RRI holds about you and to have any inaccuracies corrected. Note that we will require you to prove your identity with 2 pieces of approved identification (such as a birth certificate, passport, driving licence, utility bill received in the past 3 months, current rent book, bank statement received in the past 3 months, or a current vehicle registration certificate).

We will use reasonable efforts consistent with our legal duty to supply, correct or delete personal information about you on our files. Please address requests and questions about this or any other question about this Data Privacy and Cookies Policy by post to: The Data Protection Officer, RedRoute International Limited, The Business Centre, 180 Piccadilly, London. W1J 9HF, UK, or send your request by email to this email address: redroute.dpo@redrouteinternational.com.

Please note that if you are requesting information about your personal details from records we are holding on behalf of a client company as either a Data Processor or as a Joint Data Controller, then we will also need to inform the client company or other partner as they will need to know that your request has been made.

17. Web browser cookies

a) What is a cookie?

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer, tablet or mobile phone (all referred to here as a "device") web browser from a website's computer and is stored on your device's hard drive. Each website can send its own cookie to your web browser if your browser's preferences allow it. Many websites do this whenever a user visits their website in order to track online traffic flows. Similar technologies are also often used within emails to understand whether the email has been read or if any links have been clicked. If you continue without changing your settings, we'll assume that you are happy to receive all cookies. However, you can change your cookie settings at any time.

RRI's websites and Apps do not currently use cookies but we may introduce them at some future time. If they are introduced then you will be asked whenever you visit the site to confirm that you are happy for cookies to be used. Please also note that other third-party sites you may use in connection with us, such as online survey software sites, RRI social media pages, and other similar platforms may use cookies to better understand your online preferences in order to better tailor their services to your needs and interests.

b) How does RRI use the information gathered by cookies?

Information supplied by cookies can help us to understand the profile of our visitors and to provide you with a better user experience. It also helps us to recognise when you are, for example, completing an online survey.

If in the future RRI introduced cookies on its own web sites then, for example, if on a previous visit you went to one of our specific service pages, we might find this out from your cookie and highlight new information about that service to you on your second and subsequent visits.

c) Third Party Cookies in embedded content on RRI pages

Please note that during your visits to RRI websites and social media pages you may notice some cookies that are not related to RRI or its contractors. This may occur because, for example, we are commenting or referencing material embedded from other social media platforms and websites. As a result, when you visit a page containing such content, you may be presented with cookies from these websites and these third-party cookies may track your use of the RRI website or social media pages. RRI does not control the dissemination of these cookies and you should check the relevant third-party's website for more information. If you continue without changing your settings, we'll assume that you are happy to receive all cookies on the RRI website. If, however, you wish to change your browser settings to not receive cookies then please refer to the 'settings' controls of your web browser.

Also, please note that where RRI embeds content from social media and other third-party websites, some websites may use Google Analytics to collect data about user behaviour for their own purposes. RRI does not control this. For more information, see the Google webpage "How Google uses data when you use our partners' sites or apps".

Sharing Tools

You may also see embedded 'share' buttons on some RRI web pages (e.g. in "Schezzer's Blog" page). These are to enable users to easily share content with

their friends through a number of popular social networks. When you click on one of these buttons, a cookie may be set by the service you have chosen to share content through. Again, RRI does not control the dissemination of these cookies. If you continue without changing your settings, we'll assume that you are happy to receive all cookies. However, you can change your cookie settings at any time via your web browser.

d) Other information collected from web browsers

Your web browser may also provide RRI with information about your device, such as an IP address and details about the browser that you are using. Where requesting local news or weather, it may be possible for you to choose to provide RRI with access to your device's location through the web-browser. We use information provided by your browser or by the link that you have clicked to understand the webpage that directed you to our site and this may be captured by performance cookies.

If you have any concerns about the way that we use cookies or respect your settings, please contact us at redroute.dpo@redrouteinternational.com

18. Do Not Track (DNT) browser setting

DNT is a feature offered by some browsers which, when enabled, sends a signal to websites to request that your browsing is not tracked, such as by third-party ad networks, social networks and analytic companies. RRI's websites do not currently respond to DNT requests but may do so in the future. However, please note that RRI websites and Apps, and the websites and Apps we use for data collection and dissemination do not feature any embedded adverts for other third-parties.

19. Apps, Devices and TVs

RRI do not currently provide Apps that can be downloaded onto mobile devices or accessed via platforms other than a web browser. We may however, use third-party software which enables such use e.g. the Survey-Monkey App. When you download or use apps on your mobile device or TV, information may be accessed from or stored to your device. Most often this is used in a similar way to a web browser cookie, such as by enabling the app to 'remember' you or provide you content you have requested.

Your web browser or device may also provide RRI with information about your device, such as a device identifier or IP address. Device identifiers may be collected automatically, such as the device ID, IP address, MAC address, IMEI number and app ID (a unique identifier relating to the particular copy of the app you are running).

When you sign into these third-party Apps, your sign-in details may be stored securely on the device you are using, so you can access other Apps on the same device without needing to enter your sign-in details again. If you have any concerns about the

information which might be accessed from or stored on your device by such Apps, you may wish to only access RRI content through a web browser where you can review your web browser settings.

20. Future changes to RRI's Data Privacy and Cookies Policy

Given the rapidly changing nature of the information and digital industry, as well as to frequent revisions of the regulations for data privacy and its management, our Data Privacy and Cookies Policy will be updated from time to time so you may wish to check the latest version each time you submit personal information to RRI.

The date of the current version of the policy is shown on the title page of this document. If we make any material changes to the policy, for instance affecting how we would like to use your personal information, we will provide a more prominent notice (including, for certain services, direct notification of Privacy Policy changes) via our website, social media pages and email as required

21. Contacting RRI about this Data Privacy and Cookies Policy

If you have any questions or comments about this Data Privacy and Cookies Policy please contact us at this address:

*The Data Protection Officer
RedRoute International Limited
The Business Centre
180 Piccadilly
London
W1J 9HF
UK*

or send your enquiry by email to:

redoute.dpo@redrouteinternational.com