

# ViewersLogic Ltd. - Privacy Policy

## **Privacy Statement**

Welcome to ViewersLogic Ltd. (“**VL**”) We’ve put together this Privacy Policy to describe our collection, use and disclosure of information from users of our applications, including but not limited to applications for mobile devices such as Apple’s iPad and iPhone, and devices running the Android operating system (each an “**Application**” and “**Device**”) and other features, products and services, as now offered and/or may be offered in the and any other services we offer or may offer (collectively the “**Services**”). When using any of our Services (including downloading the Application) you consent to the collection, disclosure and other uses of your information described below. We’re constantly improving things at VL, and our Privacy Policy may be updated from time to time. We will not make important changes to the Privacy Policy without providing advance notice of those changes through our Services.

## **Acceptance of Policy**

Please read this Privacy Policy carefully before using any of the Services. Please be aware that by accessing the Services and entering Your User I.D. and password at the registration process, You accept this Privacy Policy and agree to be bound thereby, including your consent that VL's and/or any third party will use and transfer the information we gather, from your country to any other country, including countries that may have less stringent data protections laws, for the purposes described in this Privacy Policy.

If You intend to use any of the Services, this Privacy Policy should be read together with the VL's Terms of Use and End License Agreement (the “**Terms**”), and together they constitute the entire agreement between You and VL.

## **Scope of Privacy Statement**

For the purposes of this Privacy Policy, “**Personally Identifying Information**” shall mean information which is identifiable to You, including, *inter alia*, Your first and last name, email address, and/or other information, provided by You during Your use of the Services, per Your request and upon Your explicit consent. “**Non-Personal Usage Information**” shall mean information regarding the use of the Services which does not enable identification of an individual user.

## **Changes of the Privacy Policy**

VL reserves the right to change or modify this Privacy Policy at any time. In such event, VL will let You know of such changes or modifications, and You shall be entitled to decide if You want to continue to use the Services under the revised Privacy Policy. However please note, that Your continued use of the Services will indicate Your acceptance of any revised Privacy Policy. If You will not agree to the revised Privacy Policy, please refrain from using any of the Services.

## **Collecting the Information**

VL's Application collects data when installed on Your Device, and processes the data to VL's servers located on a cloud. The Application allows us to monitor Your mobile and TV activities, preferences, behavior, communications, and interactions and to gather information regarding the TV channels You watch, the websites that You visits, the apps or social networks that You use, Your interaction with them (including information from you social media accounts such as your “comments” and “Likes” and any other information you make available to Your his/her friends or followers), the date and time of Your visits and the information for which the panellist searched and viewed on the Internet.

## **Information Collected Using the Services**

VL collects a significant amount of information on You while using the Application and/or the Services:

**Information you actively provide us:** During the setup process and/or thereafter You shall be required to provide certain Personally Identifying Information, including, but not limited to, Your first and last name, email address, date of birth and gender .We may also ask you to personalize your user experience with other information such as Your location and Your individual preferences. In addition, from time to time, you may provide information as part of our surveys.

**Information Collected by the Application:** We collect information on you through the Application, the kinds of information we collect from you will depend on the information requested by our Clients. The collected information mainly pertains to five main areas:

- General Device Information: Device type, I.P., charging time, Device is on or off, Wi-Fi networks etc.
- TV Watching: We collect information about Your TV watching patterns and preferences, including but not limited to: whether your TV is on or off, the TV channels you are watching, the time you watch each channel etc.

- Online Activities: We may collect information on Your online activities, conducted from Your Device, including but not limited to: The identity of the websites you visit, browsing history, the search terms you are using and their results, any files downloaded by you etc.
- Geographic Location: We may collect information on Your Device Location.
- Social Media - We may collect information on Your Social Media use. In this regard, we will have access to the same information as Your friends and/or followers on such social media medium have, including but not limited to: profile information, posts, notifications, comments, likes.

WE DO NOT COLLECT ANY INFORMATION WITH RESPECT TO THE SITES VISITED BY YOU AND THE SEARCHES PERFORMED BY YOU WHILE YOU ARE IN “PRIVATE BROWSING MODE”, AS WELL AS CONTENT OF MESSAGES, E-MAILS, PHONE CALLS, AND ANY OTHER ACTION PERFORMED WITHIN THE APPLICATION INSTALLED ON YOUR DEVICE.

In order to collect TV information, Location Information, and some of the Social Media information You may have to change your Device and/or Social Media settings. For further information please see the user manual at:

<http://www.viewerslogic.com/docs/ApplicationUserManual-Android.pdf>

In addition, VL may collect Non Personal Usage Information of the users in order to ensure the quality of the Services and to continuously improve the performance of the Services as described below.

VL may collect, including by using third parties' analytics services, aggregated Non Personal Usage Information about the time, type and manner of use of the Services. This Information may include, *inter alia*, information regarding the IP Address and Geo-IP parameters, non-personal usage statistics (e.g. time of usages, number of clicks on each link etc.), crash reports, information regarding use of the Services. VL may use such information to understand how its users use the Services, to analyze retention, to ensure that the Services are up to date and provide automatic updates of new versions of its Services, and to improve the Services and enhance the experience of the users.

Please note, that VL may use your e-mail address, from time to time, in order to send You notices regarding the Services.

**BY INSTALLING THE APPLICATION, YOU ALLOW US, TO COLLECT INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY. IF YOU DO NOT WISH THAT WE WILL COLLECT INFORMATION ABOUT YOU PLEASE DELETE THE APPLICATION AND REFRAIN FROM USING THE SERVICES.**

## **Use of Collected Information**

The information that VL collects for this trial will be shared with YouGov. It will NOT be made available to other VL clients and business partners without the agreement between YouGov and ViewersLogic on content and format to be shared (Including but not limited to: advertisers, advertising agencies, market research firms, and media companies) (“**Clients**”).

IN NO EVENT WE WILL PROVIDE OUR CLIENTS WITH ANY NON PUBLIC PERSONALLY IDENTIFYING INFORMATION.

We may use certain trusted third party companies and/or individuals to help VL to provide, and improve the Services (including but not limited to third party providing services of data storage, maintenance and/or support, database management, web analytics, business development and improvement of the Services’ features). These third parties may have access to Your information (including Personally Identifying Information) only for purposes of performing these tasks on VL's behalf and under obligations similar to those in this Privacy Policy.

VL may disclose information to a parent company, any subsidiaries, joint ventures, or other companies under a common control (“**Affiliate**”), in which case we will require our Affiliate to honour this Privacy Policy. In connection with a merger, acquisition, reorganization or sale of assets or in the event of bankruptcy, VL may sell, transfer or otherwise share some or all of its assets, including the information identified in this Privacy Policy.

Notwithstanding the above VL reserves the right to disclose any gathered information as required by law and when VL believes that such disclosure is necessary to protect its rights, the integrity of the Services, VL's systems and technology, and/or to comply with a judicial proceeding, court order, or legal process served in connection with the Services.

Any information collected by VL is stored by VL, whether in its internal servers and/or in third party's external servers or cloud services used by VL, and are secured by VL as further described in the "*Information Security*" paragraph below.

## **Information Security**

VL is committed to protect the security of its users’ information and takes reasonable measures available to assure information security. However, no method of internet transmission or electronic storage is 100% secure and VL cannot guarantee its absolute security. By using the Services, You expressly agree that VL will not be liable for any third party action, misuse, abuse or infringement of data and information security.

## **Disclaimer Regarding third parties or Linked Sites**

Our Services may contain links to other websites and online services. If you choose to visit a third party service or an advertiser by “clicking on” a third party link, you will be directed to that third party’s website or online service. The fact that we link to a website, content or present a banner ad or other type of advertisement is not an endorsement, authorization or representation of our affiliation with that third party, nor is it an endorsement of their privacy or information security policies or practices. Other websites and services follow different rules regarding the use or disclosure of the personal information you submit to them. We encourage you to read the privacy policies or statements of the other websites and services you use. We do not exercise control over third party websites or services.

## **Feedback**

VL may, from time to time, ask You to provide information regarding Your experience while using the Services, for the purpose of measuring and improving the quality of the Services and the user's experience. This feedback is very important to us, but You are not obligated to provide any information. However, any and all information that You voluntarily choose to provide us in feedback forms, and any survey that You may participate in, shall be used solely and anonymously for the purpose of reviewing the feedback and improving our Services.

## **Assignment**

VL is allowed, at its sole discretion, to assign this Privacy Policy or any rights hereunder to any third party, without giving prior notice. In any event of assignment as aforesaid, all the provisions of this Privacy Policy shall apply to the assigned party, *mutatis mutandis*.

For any additional information regarding this Privacy Policy, please contact: [support@viewerslogic.com](mailto:support@viewerslogic.com).

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