

**ELIXIR HOLDING INC** (Elixir Video) respects your right to privacy and takes it very seriously. This Privacy Notice is intended to govern and detail who we are, how we collect, share and use personal data and how you can exercise your privacy rights. This Privacy Notice applies to personal data that we collect through our website, [www.elixirvideo.co](http://www.elixirvideo.co) (“Website”).

As used herein, “personal data” refers to any information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular Elixir Video customer or consumer or his or her household.

If you have questions or concerns about the way in which we use your personal data, please contact us using the contact details provided at the bottom of this page. Please note that we may update or change this privacy policy. If we revise our privacy policy, we will post those changes to this privacy statement.

### **What does Elixir Video do?**

Elixir Video is a leading provider of real time online advertising technology, headquartered in Delaware, United States. Our services empower buyers and sellers of online advertising to trade media with each other. For more information about Elixir Video, please see the “Elixir Media Holding” section of our Website at [www.elixirvideo.co](http://www.elixirvideo.co)

## **What information do we collect?**

Information that you provide voluntarily: We collect personally identifiable information, including identifiers, such as your name, phone number, company name and email address, directly from you when you choose to enter it on our website, for example when you complete the “Contact Us” form or email us.

Information that we collect automatically: When you visit our Website, we may collect information automatically from your device. In specific, the information we collect automatically may include information such as your IP address, device type, unique device identification numbers, browser-type, broad geographic location (e.g. country or city-level location) and other types of technical information. We may also collect information about how your device has interacted with our Website, including the pages accessed and links clicked.

**Information that we obtain from third-party sources:** Elixir Video uses cookies or similar technologies to collect information, including cookies and web beacons. If you would wish to opt out of cookie based technologies.

Website opt out:

Please refer to the support page of the browser you are using. In this regard, following are some links which you may find useful:

- **Google**  
**Chrome:** <https://support.google.com/chrome/answer/95647?hl=en>;
- **Firefox:** <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>;
- **Internet Explorer:** <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>;
- **Safari:** <https://support.apple.com/kb/PH21411>;
- **Edge:** <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>(Edge);
- **Opera:** <http://www.opera.com/help/tutorials/security/cookies/>;

#### Mobile Opt-out:

Please refer to the support page of the browser you are using. In this regard, following are some links which you may find useful:

- Learn how to opt-out from **Android**– <https://support.google.com/ads/answer/2662922>;
- Learn how to opt-out from **iOS**– <https://support.apple.com/en-il/HT205223>;
- You may control how your browser responds to cookies by adjusting the privacy and security settings of your web browser.

## **For what purposes do we use your information for?**

Any of the personal data that we collect from you may be used in one of the following ways:

- To help personalize your online experience (your information helps us to better respond to your individual needs);
- Debugging, identifying, and repairing errors: We may use data to fix issues that impair the functionality of our Services.
- To make improvements on our website (we continually strive to improve our website offerings based on the information and feedback we receive from you);
- To improve our customer service (your information helps us to more effectively respond to your enquiries, applications and support needs);
- To administer a survey or other website feature;
- To send emails; or
- For any other purpose with your informed consent.

Note: If at any time you would like to stop receiving emails or communications from us, you can contact us at [privacy@elixirvideo.co](mailto:privacy@elixirvideo.co) and we will remove you from our database.

## **How do we protect your information?**

We implement a variety of security measures to maintain the security of your personal data. The measures we use are

designed to provide a level of security appropriate to the risk of processing your personal data. Nevertheless, transmission via the internet is not completely secure and we cannot guarantee the security of information about you.

### **Do we use cookies?**

No.

### **Sharing of Information with Third Parties:**

We do not sell, trade, or otherwise transfer to outside parties your personal data. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others rights, property, or safety. We may provide visitor information to third parties for marketing, advertising or other uses.

We may disclose your personal data to the following categories of third parties:

- to our **group companies, third party services providers and partners** who provide data processing services to us (for example, to support the delivery of, provide functionality on, or help to enhance the security of our Website), or who otherwise process personal data for purposes that are described in this

Privacy Notice or that you are notified of at the time we collect your personal data.

- to any **competent law enforcement body, regulatory, government agency, court or other third party** where we believe disclosure is necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights, or (iii) to protect your vital interests or those of any other person;
- to an actual or **potential buyer** (and its agents and advisers) in connection with any actual or proposed purchase, merger or acquisition of any part of our business, provided that we inform the buyer it must use your personal data only for the purposes disclosed in this Privacy Notice;
- to any **other person with your consent** to the disclosure.

### **International data transfers**

Your personal data might be transferred to, and processed in, countries other than the country in which you are resident. These countries may have data protection laws that are different to the laws of your country (and, in some cases, may not be as protective).

Specifically, some of our servers are located in the USA and our group companies and third party service providers and partners operate around the world. This means that when we collect your personal data we may process it in any of these countries.

In this context, please note that Elixir Video may transfer your personal information outside the European Union as part of its processing. In such case the organization receiving your personal information will have provided to Elixir Video adequate safeguards such as adherence to the EU Privacy Shield Framework, execution of the EU Standard Contractual Clauses for transfer to third countries, or another specifically stated lawful basis for the transfer of personal information to a third country.

### **Data retention**

We retain personal data we collect from you where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested or to comply with applicable legal, tax or accounting requirements). When we have no ongoing legitimate business need to process your personal data, we will either delete or anonymize it or, if this is not possible (for example, because your personal data has been stored in backup archives), then we will securely store your personal data and isolate it from any further processing until deletion is possible.

### **Third-party links**

Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and

activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **Children's Information**

Our Website is intended for a general audience and is not directed at children who are under 13 years old. We do not knowingly collect personal information (as defined by the U.S. Children's Online Privacy Protection Act) of children. We also do not knowingly "sell," as that term is defined under the California Consumer Privacy Act, the personal information of minors under 16 years old who are California residents.

### **Additional Disclosures for Data Subjects in the EEA**

Data protection laws in Europe distinguish between organizations that process personal data for their own purposes (known as "controllers") and organizations that process personal data on behalf of other organizations (known as "processors"). Elixir Video acts as a controller with respect to personal data collected as you interact with our Website.

Legal basis for processing personal data.

Our legal basis for collecting and using the personal data described above will depend on the personal data concerned and the specific context in which we collect it.

However, we will normally collect personal data from you only (i) where the processing is in our legitimate interests and not overridden by your rights; (ii) where we need the personal data to perform a contract with you or (iii) where we have

your consent to do so. In some cases, we may also have a legal obligation to collect personal data from you.

If we ask you to provide personal data to comply with a legal requirement or to perform a contact with you, we will make this clear at the relevant time and advise you whether the provision of your personal data is mandatory or not (as well as of the possible consequences if you do not provide your personal data).

If we collect and use your personal data in reliance on our legitimate interests (or those of any third party), this interest will normally be to operate our Websites and services; communicating with you as necessary to provide our services to you and for our legitimate commercial interest, for instance, when responding to your queries, improving our platform, undertaking marketing, or for the purposes of detecting or preventing illegal activities. We may have other legitimate interests and, if appropriate, we will make clear to you at the relevant time what those legitimate interests are.

### **Your Data Subject Rights**

You have the right to access, rectify, or erase any personal data we have collected about you. You also have the right to data portability and the right to restrict or object to our processing of personal data we have collected about you. In addition, you have the right to ask us not to process your personal data (or provide it to third parties to process) for marketing purposes or purposes materially different than for

which it was originally collected or subsequently authorized by you. You may withdraw your consent at any time for any data processing we do based on consent you have provided to us.

To exercise any of these rights, please contact us as set out in the “Contact us” section below and specify which right you are seeking to exercise. We will respond to your request within 30 days. We may require specific information from you to help us confirm your identity and process your request. If personal data about you has been processed by us as a processor on behalf of a client and you wish to exercise any rights you have with such personal data, please inquire with our client directly. If you wish to make your request directly to us, please provide the name of our client on whose behalf we processed your personal data. We will refer your request to that client, and will support them to the extent required by applicable law in responding to your request.

Please note that we retain information as necessary to fulfill the purposes for which it was collected, and may continue to retain and use information even after a data subject request for purposes of our legitimate interests, including as necessary to comply with our legal obligations, resolve disputes, prevent fraud, and enforce our agreements.

If you have any issues with our compliance, you may contact our Data Protection Officer at [privacy@elixirvideo.co](mailto:privacy@elixirvideo.co) . You

also have the right to lodge a complaint with the data protection regulator in your jurisdiction.

### **Additional Disclosures Specific for California Residents**

Our Website aims to provide information and services to job applicants and current or potential business clients. You understand and agree that information collected is strictly within the context of either (i) your status as a job applicant; or, (ii) your role as an employee, owner, director, officer, or contractor of a business conducting due diligence regarding Elixir Video

Customers who are residents of California can request (i) a list of the categories of personal information disclosed by us to third parties during the preceding calendar year for those third parties' own direct marketing purposes; and (ii) a list of the categories of third parties to whom we disclosed such information. To exercise a request, please write us at the email or postal address set out in "Contact us" below and specify that you are making a "California Shine the Light Request." We may require additional information from you to allow us to verify your identity and are only required to respond to requests once during any calendar year.

As a California resident you can make choices about the sale and sharing of your personal information.

## **Alterations to our Privacy Notice**

If we change this Privacy Notice, we will post those changes on this page.

## **How to reach us**

If there are any questions regarding this Privacy Notice or your privacy rights you may contact us at [privacy@elixirvideo.co](mailto:privacy@elixirvideo.co)

The Data Controller of your personal data is Elixir Video. For more information regarding other Data Controllers in the Elixir Video, please email [privacy@elixirvideo.co](mailto:privacy@elixirvideo.co)