

Privacy Policy - Website

TBWA\MCR Limited (“TBWA”) respects your concerns about privacy. This privacy policy (“Privacy Policy”) describes the types of personal information we collect about individuals on www.tbwamcr.com (the “Site”), how we may use the information, with whom we may share it, and the choices available regarding our use of the information. The Privacy Policy also describes the measures we take to safeguard the personal information, how long we retain it and how individuals can contact us about our privacy practices and to exercise their rights.

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Information We Obtain

In connection with your use of the Site, you may provide personal information to us in various ways. The types of personal information we may obtain include personal information contained in content you submit, such as when you email us by clicking on TBWA email address hyperlinks on the Site. You are not required to provide this

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TBWA\MCR Limited
Registered Office: Canada House, 3 Chepstow Street, Manchester M1 5FW, UK
Registered in England and Wales Registration No. 2160991 Vat Reg No. GB 100 1174 93

information but, if you choose not to do so, we may not be able to offer you certain of our services and features of the Site.

How We Use the Information We Obtain

We may use the information we obtain on the Site to:

- personalise your experience on the Site;
- provide our services to you;
- respond to your requests and inquiries;
- operate, evaluate and improve our business (including developing new services; enhancing and improving our services; analysing our services; managing our communications; performing data analytics and market research; and performing accounting, auditing and other internal functions);
- protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and
- comply with and enforce applicable legal requirements, relevant industry standards and our policies, including this Privacy Policy.

As required by applicable law, we use the personal information we obtain to comply with applicable legal requirements, carry out our contractual obligations and, as permitted by law, pursue our legitimate interests (such as managing the Site, performing data analytics, and operating, evaluating and improving our business). Otherwise, we obtain consent to process personal information. We also may use the information we obtain in other ways for which we provide specific notice at the time of collection.

Automated Collection of Data

When you use the Site, we may obtain certain information by automated means, such as browser cookies. The information we obtain in this manner may include your device IP address, domain name, identifiers associated with your devices, device and operating system type and characteristics, web browser characteristics, language preferences, clickstream data, your interactions with the Site (such as the web pages you visit, links you click and features you use), the pages that led or referred you to the Site, dates and times of access to the Site, and other information about your use of the Site.

A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. This technology helps us (1) remember your information so you will not have to re- enter it; (2) track and understand how you use and interact with the Site; (3) tailor the Site around your preferences; (4) measure the usability of the Site; (5) understand the effectiveness of our communications; and (6) otherwise manage and

enhance the Site.

To the extent required by applicable law, we will obtain your consent before placing cookies or similar technologies on your computer. You can stop certain types of cookies from being downloaded on your computer by selecting the appropriate settings on your web browser. Most web browsers will tell you how to stop accepting new browser cookies, how to be notified when you receive a new browser cookie and how to disable existing cookies. You can find out how to do this for your particular browser by clicking “help” on your browser’s menu or by visiting www.allaboutcookies.org. The Site is not designed to respond to “do not track” signals received

from browsers. Please note that, without cookies or other automated tools, you may not be able to use all of the features of the Site.

We do not obtain personal information about your online activities of time and across third-party websites, devices and other online services. On the Site, we use third-party online analytics services, such as those of Google Analytics. The service providers that administer these analytics services use automated technologies to collect data (such as email address, IP addresses, cookies and other device identifiers) to evaluate, for example, use of the Site and to diagnose technical issues. To learn more about Google Analytics, please visit www.google.com/analytics/learn/privacy.html.

Information Sharing

We do not disclose personal information we obtain about you, except as described in this Privacy Policy. We may share your personal information with our service providers who perform services on our behalf, such as data analytics, for the purposes described in this Privacy Policy. We do not authorise our service providers to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements.

We also may disclose information about you (1) if we are required to do so by law or legal process (such as a court order or subpoena); (2) in response to requests by government agencies, such as law enforcement authorities; (3) to establish, exercise or defend our legal rights; (4) when we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss; (5) in connection with an investigation of suspected or actual illegal activity; (6) in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganisation, dissolution or liquidation); or (7) otherwise with your consent.

Data Transfers

We may transfer the personal information we collect about you to recipients (including our subsidiaries and affiliates, and third-party service providers) in countries other than the country in which the information originally was collected. Those countries may not



have the same data protection laws as the country in which you initially provided the information. When we transfer your information to recipients in other countries (such as the U.S.), we will protect that information as described in this Privacy Policy.

If you are located in the European Economic Area (“EEA”) or Switzerland, we will comply with applicable legal requirements providing adequate protection for the transfer of personal information to recipients in countries outside of the EEA and Switzerland.

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Your Rights and Choices

To the extent provided by applicable law, you may (1) request access to the personal information we maintain about you; (2) request that we update, correct, amend, erase or restrict the information; or (3) exercise your right to data portability, by contacting us as indicated below.

Depending on your location, you may have the right to file a complaint with a government regulator if you are not satisfied with our response. Where provided by law, you may withdraw any consent you previously provided to us or object at any time to the processing of your personal information on legitimate grounds relating to your particular situation, and we will apply your preferences going forward. To help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to your information. To the extent permitted by applicable law, a charge may apply before we provide you with a copy of any of your personal information that we maintain.

Other Online Services and Third-Party Features

The Site may provide links to other online services and websites for your convenience and information (e.g., Facebook, Vimeo Instagram, LinkedIn and Twitter buttons). These services, websites, and third-party features may operate independently from us. The privacy practices of these third parties, including details on the information they may collect about you, are subject to the privacy statements of these parties, which we strongly suggest you review. To the extent any linked online services or third-party features are not owned or controlled by us, TBWA is not responsible for these third parties' information practices.

Retention of Personal Information

To the extent permitted by applicable law, we retain personal information we obtain about you as long as (1) it is needed for the purposes for which we obtained it, in accordance with the provisions of this Privacy Policy, or (2) we have another lawful basis for retaining the data beyond the period for which it is necessary to serve the original purpose for collecting the data.

How We Protect Personal Information

We maintain administrative, technical and physical safeguards designed to protect personal information we obtain through the Site against accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use.

Children's Personal Information

The Site is designed for a general audience and is not directed to children under the age of 13. TBWA does not knowingly collect or solicit personal

information from children under the age of 13 through the Site. If we learn that we have collected personal information from a child under the age of 13, we will promptly delete that information from our records. If you believe that a child under the age of 13 may have provided us with personal information, please contact us as specified in the How to Contact Us section below.

Updates to Our Privacy Policy

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will indicate at the top of the notice when it was most recently updated.

How to Contact Us

To update your preferences, update or correct your information, submit a request, ask us questions about this Privacy Policy, or exercise other applicable privacy rights, please contact us by email at enquiries@tbwamcr.com or write to us at the address below.