

Binkies B.V.
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Last revised: 2nd May 2014

1. This Privacy Policy

This privacy policy applies to any and all websites, web platforms and services owned and operated by Binkies. Binkies B.V. (“Binkies,” “we,” or “us”) knows that you care how information about you is used and shared. This Privacy Policy explains what information of yours will be collected by Binkies when you access or use the Binkies Services (including through the websites of our partners and customers), how the information will be used, and how you can control the collection, correction and/or deletion of information. We will not use or share your information with anyone except as described in this Privacy Policy. This Privacy Policy does not apply to information we collect by other means (including offline) or from other sources. Capitalized terms that are not defined in this Privacy Policy have the meaning given them in our Terms of Service. The use of information collected through our website shall be limited to the purposes under this Privacy Policy and our Terms of Service to customers.

2. Information we collect

Personally Identifiable Information: We may collect personally identifiable information about you through our Services when you register for an account, such as your email address. We may also collect such information through promotional means, such as webinars, landing pages, etc. If you choose to purchase a product from us, we or our third-party payment processors may collect your payment information also.

Non-Personally Identifiable Information: We also collect data through our own websites and partners (customers) who use our Services (including by embedding our code on their websites) to analyze usage of those websites and our Services. When you use our Services or if you visit such websites, your browser may send us certain information about you as described below.

Cookies Information: We may send one or more cookies — a small text file containing a string of alphanumeric characters — to your computer that uniquely identifies your browser and lets us learn about your behavior and usage patterns when you are on our Platform. A cookie may also convey anonymous information about how you browse a partner website to us. A cookie does not collect personal informa-

tion about you. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the Services. Persistent cookies can be removed by following your web browser's directions. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent.

Third Party Cookies: Our partners, affiliates, and service providers use cookies to: (a) monitor the effectiveness of our Services and the offerings of our partners; (b) monitor aggregate metrics such as total number of visitors, traffic, and demographic patterns; (c) diagnose or fix technology problems; (d) and allow our business partners to deliver advertisements to you as described below. The use of cookies by our partners, affiliates and service providers are not covered by our privacy policy. We do have access and control over the use of these cookies on our site.

Log File Information: Log file information is automatically reported by your browser each time you access a web page. When you access or use the Services, our servers automatically record certain information that your web browser sends whenever you visit any website. These server logs may include information such as your web request, Internet Protocol ("IP") address, browser type, referring / exit pages and URLs, number of clicks, domain names, landing pages, pages viewed, and other such information. We do not link this automatically-collected data to personally identifiable information.

Clear Image Information: When you access or use the Services, we may employ clear images (also known as web beacons) which are used to track the online usage patterns of our Users anonymously. No personally identifiable information from your Binkies account is collected using these clear images. The information is used to enable more accurate reporting, improve the effectiveness of our Services, and make Binkies better for our Users and partners.

Usage Data: When you access or use our Services, including viewing of and interacting with Binkies Content, we may send information about your (non-)usage to our servers.

We do not link this automatically-collected data to personally identifiable information. These technologies mentioned above do not collect personal information about you and only collect data in the aggregate.

3. How we share your information

Personally Identifiable Information: Binkies will not rent or sell your personally identifiable information to others. We may store personal information in locations outside the direct control of Binkies (for instance, on servers or databases co-located with hosting providers). Any personally identifiable information you elect to make publically available on the Services, may be available to other Users. If you remove information that you have made public on the Services, copies may remain viewable in cached and archived pages of the Services, or if other Users have copied or saved that information. To request removal of your personal information from our Services, contact us at support@binki.es. In some cases, we may not be able to remove your personal information, in which case we will let you know if we are unable to do so and why.

Non-Personally Identifiable Information: We may share non-personally identifiable information (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) with interested third parties to help them understand the usage patterns for certain Binkies services and those of our partners. Our partners also have the option to publish usage information for their websites on the Services. Such results consist solely of non-personally identifiable information. If you choose to publish such results on our Services, you understand and agree that this information, along with any personally identifiable information you choose to make available in connection with such results, will be made publically available. By publishing your results on our Services, you agree that you have obtained all necessary consents to make such information public and that doing so will not violate any laws. If you remove information that you have made public on the Services, copies may remain viewable in cached and archived pages of the Services, or if other Users have copied or saved that information. Non-personally identifiable information may be stored indefinitely.

Instances where we are required to share your information: Binkies will disclose your information where required to do so by law or subpoena or if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our Terms of Service or to protect the security or integrity of our Services; and/or (c) to exercise or protect the rights, property, or personal safety of Binkies, our Users or others.

What happens in the event of a change of control: We may buy or sell/divest/transfer the company (including any shares in the company), or any combination of its products, services, assets and/or businesses. Your information such as customer names and email addresses, and other User information related to the Services may be among the items sold or otherwise transferred in these types of transactions. We may also sell, assign or otherwise transfer such information in the course of corporate divestitures, mergers, acquisitions, bankruptcies, dissolutions, reorganizations, liquidations, similar transactions or proceedings involving all or a portion of the company, you will be notified via email and/or a prominent notice on our website of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

4. Storage and Processing

Your information collected through the Service may be stored and processed in the Netherlands or any other country in which Binkies or its subsidiaries, affiliates or service providers maintain facilities. Binkies may transfer information that we collect about you, including personal information, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world. If you are located outside the European Union or other regions with laws governing data collection and use that may differ from Dutch law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to countries in the European Union, the U.S. or any other country in which Binkies or its parent, subsidiaries, affiliates or service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

5. Compromise of Personal Information

In the event that personal information is compromised as a result of a breach of security, Binkies will promptly notify those persons whose personal information has been compromised, in accordance with the notification procedures set forth in this Privacy Policy, or as otherwise required by applicable law.

6. Your Choices About Your Information

You can review, and correct, update or delete inaccuracies to the information about you that Binkies keeps on file by logging into your account to update your password and billing information. Alternately, you can contact us directly at support@binki.es. We will respond to your request to access within 30 days. We will retain your information for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

7. Protection of young children

Protecting the privacy of young children is especially important. For that reason, Binkies does not knowingly collect or solicit personally identifiable information from anyone under the age of 13. If you are under 13, please do not send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 is allowed to provide any personal information to Binkies. In the event that we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at support@binki.es.

8. Notification Procedures

It is our policy to provide notifications, whether such notifications are required by law or are for marketing or other business related purposes, to you via email notice, written or hard copy notice, or through conspicuous posting of such notice on the Service, as determined by Binkies in its sole discretion. We reserve the right to determine the form and means of providing notifications to you, provided that you may opt out of certain means of notification as described in this Privacy Policy.

9. Links to Other Web Sites

We are not responsible for the practices employed by websites or services linked to or from the Services, including the information or content contained therein. Please remember that when you use a link to go from the Services to another website, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link or advertisement on our website, are subject to that third party's own rules and policies.

10. Changes to Our Privacy Policy

If we change our privacy policies and procedures materially, we will post those changes on the Services to keep you aware of what information we collect, how we use it and under what circumstances we may disclose it. Changes to this Privacy Policy are effective when they are posted on this page. When we change the policy in a material manner we will let you know via email and/or a prominent notice on our website, prior to the change becoming effective and update the 'effective date' at the top of this page.

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