

APMC B2B Privacy Notice

This APMC B2B Privacy Notice (“Notice”) describes how APMC, Inc. and its affiliates (“APMC,” “we,” or “us”) collect, use and disclose personal information about you in your role as an employee, independent contractor, owner, director or shareholder (“you”) of an organization that is doing business or may be conducting business with us (“business partners”).

APMC collects and processes personal information about you in the course of our business, including:

When you use APMC’s products and services for business partners, including APMC’s websites, APMC Ad Manager, APMC’s software development kits, reference designs, the APMC developer portal, dashboard, and other developer tools (collectively, “APMC B2B Services”);

When you make contact with us, such as when you request information from us or interact with our emails, surveys, e-newsletters and marketing materials;

When you interact with us, whether through in-person or virtual events; and

As a result of your relationship with our staff or one of our business partners.

This Notice applies only to our processing of personal information gathered about you in the course of conducting our business with other businesses. Information collected outside of this context is governed by our other privacy policies. For example, information collected during your interaction with us as a consumer of our products and services is governed by the APMC Privacy Policy.

Part I. Information Collection

APMC may collect and process the following personal information about you, as described below.

A. Information You (or someone on your behalf) Provide

1. Registration Information

When you (or someone on your behalf) sign up for an account for APMC B2B Services, when you visit one of APMC’s offices or when you attend our virtual events, we may ask for information such as your name, address, email address, telephone number, job title, your

employer, and the name of your business or website. You will also be asked to provide a password for your APMC business account.

2. Payment information

If you buy advertising services from us, we will collect payment information, including your credit or debit card number, employer identification number and tax ID. If you are a publisher who monetizes your channel on APMC's streaming platform, we will also collect financial account information (e.g., for your bank or PayPal account), tax ID and currency details in order to enroll in the APMC Partner Payouts Program and process payouts.

3. Communications

When you contact us directly in the ordinary course of doing business, for example, to enquire about APMC B2B Services, we may receive additional information you provide, such as your name, email address and phone number, and the contents of the message and attachments that you may send to us. You may also provide us with information if you subscribe to marketing communications from us or to obtain content such as product information, white-papers and reports.

4. Information You Provide About Others

We also collect the personal information of other people, for example, if you invite or refer our products or services to other people by providing their names or email addresses. We rely on you to obtain any required permissions in advance to allow us to collect their personal information.

5. Comments, Reviews and Feedback

You can provide comments, reviews and feedback regarding the APMC B2B Services (e.g., on APMC's developer forums, blogs, message boards), and accounts on third-party social networking sites. Information posted in these venues may be visible to the public. Please be mindful of your own privacy needs and those of others as you choose what to disclose and make public. We cannot control the privacy or security of information you choose to make public.

B. Information Collected through APMC B2B Service

1. Device Information

We may receive information about the browser and devices you use to access the Internet, such as device types and models, MAC address, IP address, operating system type and version, browser type and language.

2. Usage, Location and Analytics information

We and our vendors and service providers, such as analytics and marketing partners, collect information about your online activities over time and across different online services. For example, we use cookies, pixel tags, web beacons, SDK, device identifiers or similar technologies to recognize you when you use APMC B2B Services, and to collect information such as the number of visits, which features, pages, or content are popular, and to measure your browsing activities. When you visit one of our offices, we also collect information about your location through the electronic access card or key FOB that we issue to you. These technologies allow us to optimize the operation of our services, including by allowing us to ensure our services are functioning properly, improve and personalize the services, and to provide, personalize, and measure advertisements.

3. Audio and Video recordings

When you visit an APMC office or attend a virtual event, we may collect videos and images of you, including through security cameras and webcams, and audio or video recordings from the meetings you attend.

C. Information we Collect from Third Parties

1. Service providers and vendors

We outsource some of our operations to our service providers and vendors. For example, payment service providers that provide us payment information, credit agencies who provide us with reports about a business's credit history (which may include information about you), and lead generation vendors who provide us with information about potential business partners, which may include information about you.

2. Publicly available information

We may collect information from publicly available sources such as websites, social media sites or public directories. For example, we may obtain your contact details from your business website or via a social media network such as LinkedIn.

Part II. Information Usage

Your personal information is used for the following purposes:

Support, Maintenance and Provision of Services. We use your personal information to provide and maintain our services, and to process and fulfill your requests;

Improvement of Products and Services. We use your information to understand and analyze how you use our services, and to improve, optimize, and enhance our services, and to develop new products, services, features and functionalities;

Personalization. We use your information to personalize your experience on our services;

Managing Business Relationships. We use your information to manage and maintain our relationship with you and our business partners, including account management, the selection and vetting of partners, information gathering regarding partners, and performing due diligence reviews;

Marketing, Advertising and Promotions. We use your information for marketing purposes, including sending you emails and text messages about products, events, promotions and offers from APMC or its partners, and to measure and understand the effectiveness of our marketing;

Analytics and Performance. We use your information to measure performance and analyze key metrics relevant to our business;

Service Communication and Customer Care. We use your information to communicate with you, including sending you service information such as confirmations, invoices, notices, updates, security alerts, surveys, and support and administrative messages; and to respond to your comments and questions and provide customer service;

Business operations, Security and Fraud Prevention. We use your information for operational reasons, including to secure our IT and network systems, premises, and other assets, and to protect, investigate and deter against fraudulent, unauthorized, infringing or illegal activity; and

Legal compliance. We use your information to enforce or comply with contract obligations, laws and regulations, protect our business, partners or users, and to exercise or defend the legal rights of APMC.

Part III. Information Disclosures

1. Service Providers and Vendors

We work with other businesses (including contractors and service providers) to provide services for us and to help with our operations, which may require that they access and use your information. For instance, we may use other companies to communicate with you (including via telephone, email, or letter) about our products and services, to send information to you, to process and collect payment via your credit card (if applicable), to provide customer support and other services, to perform pre-contract due diligence and screening, to obtain additional data about you (such as using lead generation partners to identify potential business partners), and to perform analytics and other work that we may need to outsource (such as using third parties to analyze your use of APMC B2B Services).

2. Advertisers, Ad networks and other Advertising Partners

We work with ad networks and other advertising partners to show you ads that we think may interest you including ads for APMC's products and services. We disclose information to these ad networks, advertising partners and our advertisers, and they may set and access their own cookies, pixel tags and similar technologies on the APMC B2B Services and they may otherwise collect or have access to information about you which they collect over time and across different online services and devices.

3. Advertising Measurement Providers and Services

We work with advertising measurement providers and their service providers to help us understand information about the content and ads viewed on APMC B2B Services, and the effectiveness of ad campaigns, including the audience that saw their ads and how they responded. These measurement providers collect or receive information about your viewing of or interaction with content and ads on our services.

4. Corporate Affiliates

We may disclose your personal information to our current or future affiliates (which means a parent company, any subsidiaries, joint ventures, or other companies under common control), in which case we will require our affiliates to honor this Notice.

5. Consent

We may also disclose personal information with your consent. For example, when you attend an event that we host with a joint marketing partner or sponsor, you may consent to us providing your information to that partner or sponsor for their own use, subject to their privacy policies.

6. Merger, Sale, or Other Asset Transfers

We may also disclose your personal information with others in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction or

proceeding involving sale, transfer, divestiture or disclosure of all or a portion of our business or assets to another company.

7. As Required by Law and Similar Disclosures

We may also disclose your personal information (1) to comply with laws or to respond to lawful requests and legal process, (2) to protect the rights and property of APMC, our employees, agents, customers, and others, including to enforce our agreements, policies, and terms of use, (3) in an emergency to protect the personal safety of APMC, its employees or customers, or any person, or (4) to investigate, prevent, or take action regarding illegal or suspected illegal activities.

8. Aggregated or De-Identified Information

We may also disclose aggregated or de-identified information (i.e., information that does not personally identify you directly), or statistical information about you, to others for a variety of purposes, including for their own uses, for example, for improving their products and services for us and others, and to make ads more relevant to your interests.

Part IV. Information Access and Choices

1. General Requests

If you have a APMC B2B Services account, you may view and update some of your information by logging into your account. If you otherwise wish to ask for access, correction, or deletion of the personal information that we have collected about you in the course of doing business with you or your organization, please submit your request to B2Bprivacy@aparentmedia.com. However, we may decline requests that are unreasonable, prohibited by law, or are not required to be honored by applicable law.

2. Email Marketing Choices

Our marketing emails tell you how to opt out of receiving further marketing emails. If you opt out, we may still send you non-marketing emails, such as emails about your APMC B2B Services account and our business dealings with you, and, as allowed by applicable law, requests for your participation in surveys.

3. Personalized Advertising Choices

You can ask APMC to stop personalizing your ads on APMC B2B Services by accessing our Opt-out tool. This opt-out mechanism opts you out of APMC's personalizing of ads on APMC B2B Services only for that specific device or browser and will not affect activities or personalized

advertising on other browsers or different devices. It also will not impact the ads you see when you access APMC's other products and services as a consumer.

Part V. Modifications

We may amend this Notice at any time by posting the amended version on APMC B2B Services or by providing such notice about or obtaining consent to changes as may be required by applicable law.

Part VI. Additional Notice for California Residents

This Additional Notice for California residents supplements the information contained in the Notice and applies only to the Personal Information (defined below) we have about California residents who have a business relationship with us. Personal Information collected outside of a business relationship between you and APMC is governed by our other privacy policies. For example, information collected during your interaction with us as a consumer of our products and services is governed by the APMC Privacy Policy.

For the purpose of this section, "Personal Information" means information that identifies, or could reasonably be associated with, you, your device or household, or as otherwise defined by CCPA. Personal Information does not include information that is:

Publicly available, as defined by the CCPA.

Deidentified or aggregated.

Otherwise excluded from the scope of the CCPA.

1. Sources of Personal Information We Collect

We collect Personal Information from you when you or someone, acting on your behalf, provide it to us, or automatically through the APMC B2B Services. We may also obtain information about you from other sources, such as service providers (including payment service providers and lead generation companies), ad networks and advertising partners, advertisers, and other individuals if they have referred you to the APMC B2B Services or provided your information to us.

2. Categories of Personal Information We Collect and Disclose to Third Parties

Categories of Personal Information Collected

Categories of Third Parties to Whom the Personal Information was Disclosed for a Business Purpose

Identifiers, including device identifiers, internet protocol addresses, browser cookies, and other unique online identifiers

Service providers and vendors

Advertisers, ad networks and advertising partners

Advertising measurement providers

Our affiliates

Law enforcement or others involved with legal, security and safety matters, processes and requests

Account registration and contact information, i.e., name, address, email address, telephone number, and payment method and card number.

Service providers and vendors

Our affiliates

Law enforcement or others involved with legal, security and safety matters, processes and requests

Commercial information, including products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies

Service providers and vendors

Advertisers, ad networks and advertising partners

Advertising measurement providers

Our affiliates

Law enforcement or others involved with legal, security and safety matters, processes and requests

Internet or other electronic network activity information, including internet or other electronic network activity information, browsing history, search history, and information regarding your interaction with an Internet website, application, service or advertisement

Service providers and vendors

Advertisers, ad networks and advertising partners

Advertising measurement providers

Our affiliates

Law enforcement or others involved with legal, security and safety matters, processes and requests

General geolocation data, such as general location and geographical information, including designated market area, country, province, state, city, and postal code

Service providers and vendors

Our affiliates

Law enforcement or others involved with legal, security and safety matters, processes and requests

Audio and visual Information, including security camera footage, photographs, audio and video recordings (including recorded meetings, webinars, and presentations) and records of use of video conferencing tools

Service providers and vendors

Our affiliates

Law enforcement or others involved with legal, security and safety matters, processes and requests

Professional or Employment Information, including your previous and current job title, role and other employment details

Service providers and vendors

Our affiliates

Law enforcement or others involved with legal, security and safety matters, processes and requests

Personal Information that reveals account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account, precise geolocation

Service providers and vendors

Our affiliates

Law enforcement or others involved with legal, security and safety matters, processes and requests.

In the twelve (12) months before the date of this Notice, APMC has collected and disclosed each of the categories of Personal Information as described in the chart above. In addition, we disclosed Identifiers, Commercial Information, and Electronic Network Activity to advertisers, ad networks, advertising partners and advertising measurement providers to bring you ads that are more relevant and to measure and report on the effectiveness of ad campaigns. Under the CCPA, some of these data disclosures may broadly be considered a “sale” of Personal Information and a “sharing” of Personal Information for cross-context behavioral advertising.

APMC does not have actual knowledge that it sells Personal Information or shares for cross-context behavioral advertising the Personal Information of consumers under sixteen (16) years of age. APMC does not use or disclose Sensitive Personal Information for purposes other than those set forth in the CCPA.

3. Purposes of Processing Personal Information

We collect, use, or disclose your Personal Information for the purposes, including the business and commercial purposes, below:

To provide and maintain our services, and to process and fulfill your requests or orders.

To understand and analyze how you and our business partners use our services, and to improve and enhance our services (including to better serve our advertisers), and to enhance existing and develop new products, services, features and functionality.

To personalize your experience on our services, including suggesting and offering you relevant products and services.

For marketing purposes, including to send you alerts, notifications, emails and text messages, about products, events, promotions and offers from APMC or its partners, and to measure and understand the effectiveness of our marketing.

To measure performance and analyze key metrics relevant to our business.

To communicate with you, including sending you service information such as confirmations, invoices, notices, updates, security alerts, user surveys, and support and administrative messages; and to respond to your comments and questions and provide customer service.

To enforce our terms and conditions or protect our business, partners or users, and comply with our contractual and legal obligations.

To protect, investigate, and deter against fraudulent, unauthorized, infringing or illegal activity, including click fraud.

4. Retention

Personal Information we collect may be retained for as long as needed to fulfill legitimate business purposes, including the purposes outlined in Section 3 of this CCPA subsection, or for a time period specifically required or allowed by applicable regulations or laws.

5. Your California Privacy Rights

If you are a California resident, you may exercise the following rights with respect to the Personal Information we have collected in the course of our business relationship with you:

The right to know what Personal Information we have collected about you in connection with our business relationship with you, including the categories of Personal Information, the categories of sources from which the Personal Information is collected, the business or commercial purpose for collecting, selling, or sharing Personal Information, the categories of third parties to whom we disclose Personal Information, and the specific pieces of Personal Information we have collected about you.

The right to correct inaccurate such Personal Information that we maintain about you.

The right to request deletion of such Personal Information that we have collected about you, subject to certain exemptions.

The right to opt out of the sale of such Personal Information or sharing of Personal Information for cross-context behavioral advertising.

The right to limit our use or disclosure of such Personal Information that is sensitive, where permitted by law.

The right not to receive discriminatory treatment for the exercise of your CCPA privacy rights, subject to certain exceptions.

You can submit a deletion, correction and right-to-know request by contacting B2Bprivacy@aparentmedia.com. Such requests are subject to our ability to reasonably verify your identity. Upon making a request, we may need to verify your identity by asking you to provide additional information to allow us to identify you. You can exercise your right to opt out of the “sale” of your Personal Information or the “sharing” of your Personal Information for cross-context behavioral advertising, where permitted by law, [here](#).

Please note, by submitting your request in the manner described above, your request will not affect the information we collected from you as a consumer of our products and services. You should review the APMC Privacy Policy for more information about submitting requests about data we collected from you as a consumer.

You may authorize another person (your “authorized agent”) to submit a request on your behalf. Your authorized agent should submit proof that you gave the agent signed permission to submit the request. We may still require you to directly verify your identity and directly confirm that you have provided the authorized agent permission to submit the request.

Part VII. Additional Notice for residents of the European Economic Area (EEA), Switzerland and the United Kingdom (UK)

1. Legal Basis for processing personal information

If you are located in the European Economic Area, Switzerland or the United Kingdom, our legal basis for collecting and using your personal information will depend on the personal information and the specific context in which we collect it.

However, we will normally collect personal information from you (1) where we need the personal information to enter into or perform a contract with you, your employer or a business partner you are working on behalf of (2) where we have your consent to do so, (3) where the personal information is needed to comply with a legal obligation or requirement, or (4) where the processing is in our legitimate interests or the legitimate interests of others, and not overridden by your rights. These legitimate interests may include the operation, maintenance and improvement of the B2B Services, our products and services, communication with you as necessary to provide the B2B Services to you, fraud prevention and network and information security, undertaking marketing activities, and for the purposes of detecting or preventing illegal

activities. We may have other legitimate interests, and if we believe it is appropriate, we will inform you of what they are.

If you have questions about the legal basis on which we collect and use your personal information, please contact us at B2Bprivacy@aparentmedia.com.

2. Privacy Rights

Subject to the law in your country or state, you may have the following data protection rights:

The right to access, correct, update or request deletion of your personal information.

The right to object to processing of your personal information; ask us to restrict processing of your personal information or request portability of your personal information.

The right to opt-out of marketing communications we send you at any time.

The right to withdraw your consent at any time if we have collected and processed your personal information with your consent.

You have the right to complain to a data protection authority about our collection and use of your personal information.

If you wish to exercise any of these rights, please contact B2Bprivacy@aparentmedia.com. Please note that certain personal information may be exempt from such requests in accordance with applicable data protection laws or other laws and regulations.

You will not usually have to pay a fee to access your personal information (or to exercise any of the other rights). However, APMC reserves the right to charge a reasonable fee if your request is unfounded or excessive. APMC may also refuse to comply with the request in such circumstances.

APMC may need to request specific information from you to help us confirm your identity and your right to access the information (or to exercise any of your other rights).

Please note, by submitting your request in the manner described above, your request will not affect the information we collected from you as a consumer of our products and services. You should review the APMC Privacy Policy for more information about submitting requests about data we collected from you as a consumer.

In the limited circumstances where APMC relies on your consent to process your personal information, you have the right to withdraw your consent at any time. This will not have any effect on the processing that we did before your consent was withdrawn.

You may also contact our Data Protection Officer at privacy@aparentmedia.com.

3. Cookie Choices

To opt out of non-essential cookies on our websites our Opt-out tool. This opt-out mechanism is specific to that specific device or browser you are using to opt-out and will not affect activities on other browsers or different devices.

4. Transfers

APMC is a global company with affiliates, varied business processes, management structures and technical systems that cross borders. Information collected by APMC may be transferred and processed in any other country where APMC or its service providers maintain facilities or call centers, including jurisdictions that may not have data privacy laws that provide protections equivalent to those provided in your home country. While such information is outside of your country of residence, it is subject to the laws of the country in which it is held, and may be subject to disclosure to the governments, courts or law enforcement or regulatory agencies of such other country, pursuant to the laws of such country. We will protect all personal information we obtain in accordance with this Notice and take reasonable steps to ensure that it is treated lawfully.

5. Data Privacy Framework

Our U.S. affiliate, APMC Sports, Inc comply with the EU-U.S. Data Privacy Framework, the UK Extension to the EU-U.S. Data Privacy Framework and the Swiss-U.S. Data Privacy Frameworks (collectively, the “DPF”) (as set forth by the U.S. Department of Commerce (“DOC”)) regarding the processing of personal information from the EU, United Kingdom and Switzerland.

APMC Sports, Inc. has certified to the DOC that we follow the DPF Principles (on notice, choice, accountability for onward transfer (including remaining liable for onward transfers to third parties, subject to applicable exemptions), security, data integrity and purpose limitation, access, and recourse, enforcement and liability). If there is any conflict between the terms of this Privacy Policy and the DPF Principles, the Principles shall govern.

To learn more about the DPF, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

The Federal Trade Commission has jurisdiction over our compliance with the DPF.

Complaints: If you have questions or complaints regarding our compliance with the DPF Principles, please contact us via email here in the first instance. For any unresolved complaints, or if you do not receive timely acknowledgment from us of your complaint, please contact American Arbitration Association , an alternative dispute resolution provider based in the United

States. If your complaint is still not resolved by the above recourse mechanisms, you may contact your data protection authority, or under certain circumstances, you may invoke binding arbitration. Please see Annex I of the DPF here for additional information.

6. Retention

APMC retains your personal information for as long as necessary to fulfill the purposes for which it was collected, including to satisfy any legal, accounting, or reporting requirements. To determine the retention period for personal information, APMC considers the:

amount, nature, and sensitivity of the personal information;

potential risk of harm from unauthorized use or disclosure of your personal information;

purposes for which APMC processes your personal information and whether APMC can achieve those purposes through other means; and

applicable legal requirements.

7. Data Controller

The primary controller of your information when using the B2B Services is APMC, Inc. However, this may change depending on the product or service. If you have any questions about this, please write to us at B2Bprivacy@aparentmedia.com.

Part VIII. Additional Notice for residents of Brazil

A. Privacy Rights

As an individual located in Brazil, you have the following data protection rights:

The right to request the confirmation of the existence of processing and access to your personal information;

The right to update or correct incomplete, inaccurate, or outdated personal information;

The right to request the anonymization, blocking, or deletion of your personal information, which will be analyzed by APMC as per the applicable law;

The right to request portability of your personal information;

The right to receive information on the public and private entities with which APMC shared your personal information;

If the consent is requested, the right to receive information about the possibility of not providing consent and the consequences of refusal and to withdraw the consent at any time;

The right to request the review of decisions made solely based on automated processing of your personal information that affects your interests (if applicable).

You have also the right to complain to the Brazilian Data Protection Authority about our collection and use of your personal information.

If you wish to exercise any of these rights, please contact us here. We may ask you to verify your identity or ask for more information about your request. You may also contact our Data Protection Officer at privacy@aparentmedia.com.

B. Transfers

APMC is a global company that may process personal information in different locations. If data is collected from a user located in Brazil and/or data is transferred from Brazil, APMC undertakes to comply with the Brazilian Data Protection Law (Law No. 13,709/2018), including the principles established by the law and international transfer mechanisms.

C. Data Controller

The data controller of your information is APMC, Inc., headquartered at Suite 320 333, 24th Avenue SW Calgary, Alberta