



Privacy Policy

Effective Date: August 12, 2020

This policy was last updated on August 28, 2020.

Who We Are

References to “We”, “Us” or “Our” in this Privacy Policy applies to the MVRK LLC. Our Privacy Policy applies to MVRK.co and MVRK.cloud (our "Sites") and all of the services owned and operated by MVRK.

Highlights

We, MVRK, take our consumers' privacy seriously and are committed to respecting your privacy. This Privacy Policy describes how MVRK collects, receives, stores, shares, transfers and uses the personal information (also called 'personal data') you provide, what personal information we collect, and why we collect information about you.

MVRK is responsible for the processing of your personal information when you interact with our websites, services, and products “Sites and Services”; mobile applications; employees/applicants/agents or careers portal; events/ conferences/ offices; cloud-based applications/platforms, and any other sites or services under our control where this Privacy Policy is displayed. This information is processed by MVRK so that we can deliver the best customer service to our clients and guest experience to our guests. The Privacy Policy also describes the choices available to you regarding the use of, your access to, and how to update and correct your personal information.

We follow this Privacy Policy in accordance with applicable law in the places where we operate. It is your responsibility to review this Privacy Policy carefully, especially before providing us with any personal information. The use and disclosures of personal information collected through our service shall be limited to the purpose of providing the service for which you have provided the information. By using and continuing to use our Sites or Services, you agree that you have read and understood this Privacy Policy.

This Privacy Policy also covers our collection, use, and disclosure of personal information that we collect as a data processor on behalf of our clients. The use of information collected through our service is limited to the purpose of providing the service for which our client has engaged MVRK.

Content this Privacy Policy Sets Out:

- : [What information we collect about you](#)
- : [Cookies and other technologies](#)
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What information we collect about you

We collect and process only the information you give to us. This is information about you that you give us directly and information that we collect and process on behalf of our clients who provide a service to you.

The information we collect about you can be information you give to us by filling in forms on our Sites or by corresponding with us by phone, e-mail, or otherwise. It includes information you provide when you register to use our Sites, subscribes to our services, searches for a product or service, places an order on our Sites, participates in discussion boards or other social media functions on or via our Sites, enters a competition, promotion or survey, submits a query, and when you report a problem with our Sites.

The information you give us may include your

- Name, contact information (including address and postal code), email address, phone number to identify and communicate with you;
- Age and/or date of birth to know more about who is enjoying our products and services;
- Gender to verify your identity and provide appropriate services and know more about who is enjoying our products and service;
- Profession, Initials, job title, and job level to process a job application;
- Signature to acknowledge an agreement;
- User login and password details to register your information to our products and services.

It may also include employment details if you send us a cover letter, resumé, or other details of your employment history in connection with a job vacancy or an inquiry regarding employment opportunities with us.

Information we collect about you from your use of our Sites:

We may automatically collect information from you each time you visit our Sites.

This includes:

- Technical information

Technical information may include the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type, and version, time zone setting, browser plug-in types and versions, operating system, and platform


- Information about your visit

Information about your visit may include the full Uniform Resource Locators (URL), clickstream to, through, and from our Sites (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page, and any phone number used to call our customer service number or social media handle used to connect with our customer service team.

- Location data

Location data - we collect information through the Sites as to your real-time location to provide location services where requested or agreed to by you in order to deliver content that is dependent on knowing where you are. This information may also be collected in combination with an identifier associated with your device to enable us to recognize your mobile browser or device when you return to the Site.

Delivery of location services may involve reference to one or more of the following: (a) the coordinates (latitude/longitude) of your location; (b) look-up of your country and location by reference to your IP address against public sources; and/or (c) your Identifier for Advertisers (IFA) code for your Apple device, or the Android ID for your



Android device, or a similar device identifier. See Cookies and other technologies for more information on the use of cookies and device identifiers on the Sites.

- Log Files

As is true of most websites, we gather certain information automatically and store it in log files. This information may include Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, the files viewed on our Sites (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and/or clickstream data.

Information we receive from other sources:

MVRK collects the following personal information as a data processor (as that term is defined in EU Data Protection Law) under the direction of its clients:

- Name, contact information (including address and postal code), email address, and phone number to identify and communicate with you;
- Transaction history to manage your purchases and reservations and to learn more about how you interact with our products;
- Age and/or date of birth to ensure appropriate product pricing and know more about who is enjoying our products and services;
- Gender to verify your identity and provide appropriate services and know more about who is enjoying our products and service;
- Signature to acknowledge an agreement;
- Online account credentials, user login, and password to register your information for our products and services;
- Images to display in user profiles.

Cookies and other technologies

Our Sites use cookies and/or other similar technologies such as device-IDs, pixel tags, HTML5, JavaScript, e-tags, Flash cookies, or web beacons to collect and store certain information, such as when you visit any web site, we may store or retrieve information on your browser, mostly in the form of cookies. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalized web experience.

These typically involve pieces of information or code that a website transfers to or accesses from your computer hard drive or mobile device to store and sometimes

track information about you. Cookies and similar technologies enable you to be remembered when using that computer or device to interact with websites and online services and can be used to manage a range of features and content as well as storing searches and presenting personalized content.

Our Sites use cookies and similar technologies to distinguish you from other users of our Sites. This helps us to provide you with a good experience when you browse our Sites and also allows us to improve our Sites. Most web browsers automatically accept cookies and similar technologies, but if you prefer, you can change your browser to prevent that and your help screen or manual will tell you how to do this. We also give you information about how to disable cookies below. However, you may not be able to take full advantage of our Sites if you do so.

A number of cookies and similar technologies we use last only for the duration of your web or app session and expire when you close your browser. Others are used to remember you when you return to our Sites and will last for longer.

We use these cookies and other technologies on the basis that they are necessary for the performance of a contract with you, or because using them is in our legitimate interests (where we have considered that these are not overridden by your rights), and, in some cases, where required by law, where you have consented to their use.

Our partners, affiliates, and customers also use technologies such as cookies or similar technologies to analyze trends, administer the website, tracking users' movements around the website, and gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual and aggregated basis.

We use cookies and/or other similar technologies, such as tracking GIFs, web beacons pixel codes, and in-app IDs, either alone or in combination with each other to create a unique device ID.

We use the following types of cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our Sites and under our terms with you. They include, for example, cookies that enable you to log into secure areas of our Sites.
- **Analytical/performance cookies.** They allow us to recognize and count the number of visitors and to see how visitors move around our Sites when they

are using them. This helps us for our legitimate interests of improving the way our Site works, for example, by ensuring that users are finding what they are looking for easily.

- **Functionality cookies.** These are used to recognize you when you return to our Sites. This enables us, subject to your choices and preferences, to personalize our content and remember your preferences (for example, your choice of language or region).
- **Targeting/Advertising cookies.** These cookies record your visit to our website, the pages you have visited, and the links you have followed. We will use this information subject to your choices and preferences to make our Sites and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

We may also work with advertising networks that gather information about your interaction with the content on our Sites and on information on other websites and services you visit. This may result in you seeing our advertisements when you visit other websites and services of third parties. If you would prefer to not receive personalized ads based on your browser or device usage, you may generally express your opt-out preference to no longer receive tailored advertisements. For more information about how to turn this feature off see below or visit in the US <http://optout.networkadvertising.org>.

In the mobile environment, most mobile operating systems offer device-based opt-out choices that are transmitted to companies providing interest-based advertising. To set an opt-out preference for a mobile device identifier (such as Apple's IDFA or Android's GAID), visit the device manufacturer's current choice instructions pages, or read more about sending signals to limit ad tracking for your operating system here: <http://www.networkadvertising.org/mobile-choices>.

Disabling cookies

The effect of disabling cookies depends on which cookies you disable but, in general, the Sites may not operate properly if all cookies are switched off.

If you want to disable cookies on our Sites, you need to change your web browser settings to reject cookies. How you can do this will depend on the browser you use. Further details on how to disable cookies for the most popular browsers are set out below:

For Microsoft Internet Explorer:

1. Choose the menu "tools" then "Internet Options"
2. Click on the "privacy" tab

3. Select the setting the appropriate setting

For Google Chrome:

1. Choose Settings> Advanced
2. Under "Privacy and security," click "Content settings".
3. Click "Cookies"

For Safari:

1. Choose Preferences > Privacy
2. Click on "Remove all Website Data"

For Mozilla Firefox:

1. Choose the menu "tools" then "Options"
2. Click on the icon "privacy"
3. Find the menu "cookie" and select the relevant options

For Opera 6.0 and later:

1. Choose the menu Files"> "Preferences"
2. Privacy

Where you have not set your permissions, we may also separately prompt you regarding our use of cookies on the Site.

Except for essential cookies, all cookies used on our Sites will expire after 2 years.

To manage Flash cookies, please click here:

http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html

Cross-Device Tracking

We and our service providers collect and store information about users' interactions with unaffiliated websites and applications that use our technologies, including cookies and similar tracking technologies. This allows us to infer the presence of a common user or household behind multiple devices or browsers, for instance, and then link those browsers and devices into a device graph. We may do this in order to:

- Detect and prevent fraud;
- Allow users to use our service on one device and pick up seamlessly where they left off on another device;
- Limit the number of times a user is shown the same advertisement, across all known or inferred devices; and/or;
- Provide personalized advertising on each device that is inferred from the browsing patterns on all of the devices;

For information on your advertising choices and opt-out, please see the Cookies and other technologies of this Privacy Policy.

How we use your Information

You can see a list of the types of data we process through our Sites, the purpose for which we process it and the lawful basis on which it is processed here.

Information you Give to Us

We may use information held about you in the following ways to:

Take steps in order to enter into any contract or carry out our obligations arising from any contract entered into between you and us including:

- conducting credit checks;
- administering your account with us;
- verifying and carrying out financial transactions in relation to payments you make; or
- notifying you about changes to our products and services.

Provide you with information about our services which we feel may interest you, if you have given your consent to receiving marketing material from us at the point we collected your information, where required by law or otherwise in our legitimate interests provided these interests do not override any rights you may have under applicable law to object to such communications. See ['Our promotional updates and communications'](#).

Display personal testimonials of satisfied customers on our Sites in addition to other endorsements. With your consent, we may post your testimonial along with your name.

In our legitimate interests, we aim to ensure that:

- content from our Sites is presented in the most effective manner for you and for your computer; and
- we provide you with the information, products, and services that you request from us.

We will inform you when we collect personal data and we intend to share your personal data internally and combine it with data collected on our Sites. We will also have told you for what purpose we will share and combine your personal data.

We may use information that MVRK collects when an individual submits a job application through the career portal to process such an application.

Information we collect about you from your use of our Sites:

We will use this personal information in our legitimate interests, where we have considered these are not overridden by any rights you may have under applicable law:

- To administer our Sites as well as for internal operations, including troubleshooting, data analysis, testing, research, and statistical and survey purposes.
- To keep our Sites safe and secure.
- For measuring or understanding the effectiveness of advertising we serve to you and others and to deliver advertising to you which we think may be relevant.
- To improve our Sites with the aim of ensuring that content is presented in the most effective manner for you and for your computer.

Information collected through our services to clients:

MVRK collects personal information as a data processor (as that term is defined in EU Data Protection Law) under the direction of its clients who have no direct relationship with the individuals whose personal data we process on our clients' behalf. The use of information collected through our service is limited to the purpose of providing the service for which our client has engaged MVRK.

If you are a customer of one of our clients and would no longer like to be contacted by one of our clients who offer our service, please contact that client directly. We may transfer personal information as a data processor to companies that help us provide our service. Transfers to these subsequent third parties will be subject to the terms and conditions of the service agreements between MVRK and our clients. The privacy policies of our clients who provide our services directly to you will govern their use of the personal information that we process for those clients.

MVRK may retain personal data we process on behalf of our clients for as long as needed to provide services to our client or as required under applicable law. MVRK may retain and use this personal information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

An individual who seeks access, or who seeks to correct, amend, or delete inaccurate personal data should direct their query to the applicable MVRK client (who is the

data controller). If the client requests MVRK to remove the personal data, we will respond to that request within a reasonable timeframe.

Where we process your personal information under the direction of our clients, it will always be treated in accordance with any commitments made to you by our client and this Privacy Policy as applicable.

Our promotional updates and communications

Where permitted in our legitimate interest or with your prior consent where required by law, we will use your personal information for marketing analysis and provide you with promotional update communications by email about our products/services. You can object to further marketing at any time by checking and updating your contact details within your account, or selecting the "unsubscribe" link at the end of all our marketing and promotional update communications to you, or by sending us an email to riskmanagement@mvrk.co.

Information shared with MVRK and third parties:

We disclose aggregated data that no longer identifies individual users and other de-identified information for regulatory compliance, market analysis, and other business purposes.

We may share your information with:

- Any member of MVRK, which means our subsidiaries, our ultimate holding company and its subsidiaries, who support our processing of personal data under this Privacy Policy to carry out regular business activities, such as to provide, maintain and personalize our Sites and services, to communicate with you, and to accomplish our legitimate business purposes, pursuant to contractual safeguards.
- Selected third parties, which may include:
 - Organizations that process your personal data on our behalf and in accordance with our instructions and the Data Protection Law. This includes in supporting the services we offer through the Sites in particular those providing website and data hosting services, providing fulfillment services, distributing any communications we send, supporting or updating marketing lists, facilitating feedback on our services, and providing IT support services from time to time. For instance, payment processing providers who provide secure payment processing services. These organizations (which may include third party suppliers, agents, sub-contractors and/or other companies under ownership) will only use your information to the extent necessary to

perform their support functions, pursuant to written instructions. In such cases, these companies must abide by our data privacy and security requirements and are not allowed to use PI they receive from us for any other purpose.


- Advertisers and advertising networks that require the personal data to select and serve relevant adverts to you and others on our behalf. We may make use of the personal data we have collected from you to enable us to display our advertisements to you on other websites and subject to the cookie section of this policy.
- Analytics and search engine providers that assist us in the improvement and optimization of our Sites and subject to the cookie section of this policy (this will not identify you as an individual).

We may disclose your personal information to third parties:

- If MVRK is involved in a merger, acquisition, dissolution, sale of all or a portion of its assets, or other fundamental corporate transactions, we reserve the right to sell or transfer your information as part of the transaction. You will be notified via email and/or a prominent notice on our website of any change in ownership, incompatible new uses of your personal information, and choices you may have regarding your personal information.
- In certain situations, we may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also disclose your personal information as required by law, such as to comply with a subpoena or other legal process, or in order to enforce or apply our terms of supply terms and other agreements with you; or when we believe in good faith that disclosure is necessary to protect the rights, property, or safety of MVRK, our customers, or others. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction and to prevent cybercrime or respond to a government request.

Where we store your information

The data that we collect from you may be transferred to, and stored at, a destination outside your country of residence that may not be subject to equivalent data protection Law. Due to the global nature of the internet infrastructure, the information that you provide to us may be transferred in transit to other countries, including but not limited to the United States. In connection with any such



transmission, MVRK will take the steps outlined in this Privacy Policy to protect your personal information.

We may transfer your personal information outside the EEA:

- In order to store it.
- In order to enable us to provide services to you and fulfil our contract with you or a customer. This includes order fulfilment, processing of payment details, and the provision of support services.
- Where we are legally required to do so.
- In order to facilitate the operation of our group of businesses, where it is in our legitimate interests and we have concluded these are not overridden by your rights.

Where your personal information is transferred outside your country of residence, we will take all steps reasonably necessary to ensure that your personal data is subject to appropriate safeguards, as required under applicable law, such as relying on a recognized legal adequacy mechanism and that it is treated securely and in accordance with this Privacy Policy.

Child Safety

MVRK's Sites and services are not directed to children under the age of 16 years old, and we do not collect personal information from children under 16 years of age. We do not knowingly permit children under age 16 to register for website, application, product, or service. Children should obtain their parents' permission before sending any personal information about themselves (name, address, email address, etc.) to MVRK or anyone else over the Internet.

If you are a parent or guardian of a child and become aware that your child has provided personal information to us, please contact us as described in this Privacy Policy and we will take reasonable steps to delete such information, as required by applicable law.

How we protect your information

All personal information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using TLS. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our

Sites, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Sites; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorized access. If you have questions about the security of your personal information, or if you have reason to believe that the personal information that we hold about you is no longer secure, please contact us immediately as described in this privacy policy.

Links to Unaffiliated Websites

Our Sites may, from time to time, contain links to external sites. We are not responsible for the privacy policies or the content of such sites. We encourage you to review those third parties' privacy policies and ask them questions about their privacy practices as they relate to you.

Social Media Share Buttons and Widgets

Our Sites include Social Media Features, such as the Twitter and LinkedIn button. These features may collect your IP address, which page you are visiting on our Site, and may set a Cookie to enable the feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Sites. Your interactions with these features are governed by the privacy policy of the company providing it.

How long we keep your information

We will retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Notice unless a longer retention period is required or permitted by law. We may also retain aggregate information beyond this time for research purposes and to help us develop and improve our services. You cannot be identified from aggregate information retained or used for these purposes.

Exercise Your rights

Wherever you are based you may:

- opt out at any time from allowing further access by us to your location data in the settings of the device you use to access the Sites;
- update or delete a testimonial you have allowed us to publish on the Sites, and you can contact us at riskmanagement@mvrk.co; and

- where the processing of your personal information by us is based on consent (for example If you wish to subscribe to our newsletter(s), we will use your name and email address to send the newsletter to you), you have the right to withdraw that consent without detriment at any time by contacting us at riskmanagement@mvrk.co.

We may also send you service-related email announcements on rare occasions when it is necessary to do so. For instance, if our service is temporarily suspended for maintenance, we might send you an email. You do not have an option to opt out of these emails, which are not promotional in nature.

Under certain circumstances we will not be able to fulfil your request, such as if it interferes with our regulatory obligations, affects legal matters, we cannot verify your identity, or it involves disproportionate cost or effort, but in any event we will respond to your request within a reasonable timeframe and provide you an explanation.

If your request or concern is not satisfactorily resolved by us, you may approach your local data protection authority.

MVRK respects your control over your information, and, upon request, we will confirm whether we are holding or are processing information that we have collected from you. You also have the right to amend or update inaccurate or incomplete personal information, request deletion of your personal information, or request that we no longer use it.

California Consumer Privacy Rights

If you are a California resident, you have the rights described below, with respect to the personal information we have collected, sold, or disclosed about you as a consumer.

Right to Know and Right to Request Information:

You have the right to request that we disclose what personal information we collect, use, disclose, or sell. You have the right to request information about the personal information we've collected about you within the last twelve months. You may request to know if we have collected, sold, or shared with third parties for a business purpose the following information:

- The categories of personal information we have collected about you;

- The categories of sources of personal information we collected about you;
- Our business or commercial purpose for collecting or selling personal information about you;
- The categories of third parties with whom we share personal information;
- The specific pieces of personal information we have collected about;
- Whether we have sold your personal information and if so the categories of personal information that each category of recipient purchased; and
- Whether we have disclosed your personal information for a business purpose and if so, the categories of personal information that each category of recipient received.

You may request this information no more than two times per year.

Right to Request Deletion:

You have the right to request that we delete your personal information. Under certain circumstances, we may be unable to delete your personal information, for example, to comply with legal obligations or to complete a business transaction that you have requested.

Right to Opt-out:


If you are a California resident, you are permitted to “opt-out” of the “sale” of your “personal information” to third parties (as those terms are defined in the CCPA). Our Privacy Policy describes the limited circumstances in which we may share your information with third parties outside of MVRK. Please be aware that if you do not allow us to collect personal information from you, we may not be able to deliver certain experiences, products, and services to you, and some of our services may not be able to take account of your interests and preferences. You can always opt not to disclose information to us, but keep in mind some information may be needed to register with us or to use our services. To opt-out of the sale of your information, click [here](#).

Right to Non-Discrimination

You have a right not to receive discriminatory treatment for exercising your privacy rights as identified in this section of the privacy notice as conferred by the CCPA.

Submitting a Data Subject or California Consumer Request

All requests received will be reviewed and verified prior to the request being processed by our Privacy team. You may designate an authorized agent to make a request to know or a request to delete your personal information by providing the



authorized agent written permission to do so; and by verifying your own identity with us directly. We will deny any requests from agents that do not submit proof of authorization.

You can submit your questions and inquiries related to your rights, the following ways:

- Send an email to riskmanagement@mvrk.co, or
- Write to us at:
MVRK HQ
100 East Pine Street
Suite 202
Orlando, FL 32801

Changes to this policy

Any changes we make to our privacy policy in future will be posted on this page and, in relation to substantive changes, will be notified to you by email prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

Contact Us

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to:

Attn: Privacy Office
MVRK HQ
100 East Pine Street
Suite 202
Orlando, FL 32801
Phone: (407) 776-9107
Email: riskmanagement@mvrk.co

CALIFORNIA CONSUMER PRIVACY ACT

PURPOSE AND LAWFUL PROCESSING BASIS OF PERSONAL DATA

This table sets out:

- What personal data we process
- What we use that data for
- The lawful basis for the processing

It forms part of our privacy policy, <https://mvrk.co/privacy-policy>, which you should also read.

Purpose/Activity	Type of Data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	A. Identity B. Contact	<ul style="list-style-type: none">• Performance of a contract with you
To manage our relationship with you which shall include: <ul style="list-style-type: none">• Notifying you about changes to our terms or privacy policy• Asking you to leave a review or take a survey (including testimonials)	A. Identity B. Contact C. Profile D. Marketing and Communications	<ul style="list-style-type: none">• Performance of a contract with you• Necessary to comply with a legal obligation• Necessary for our legitimate interest (to keep our records updated and to study how customers use our services).
To administer and protect our business and this Site (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of	A. Identity B. Contact C. Technical	<ul style="list-style-type: none">• Necessary for our legitimate interest (to study how customers use our services, to develop them and grow our business.

data)		
To administer and protect our business and this Site.	A. Identity B. Contact C. Technical	<ul style="list-style-type: none"> • Necessary for our legitimate interest (for running our business). • Necessary to comply with legal obligations.
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	A. Identity B. Contact C. Profile D. Usage E. Marketing and Communication F. Technical	<ul style="list-style-type: none"> • Necessary for our legitimate interest (to study how customers use our services, to develop them, to grow our business, and to inform our marketing strategy). • Necessary to comply with legal obligations.
To use data analytics to improve our Sites, products/services, marketing, customer relationships and experiences	A. Technical B. Usage	<ul style="list-style-type: none"> • Necessary for our legitimate interest (to define types of customers for our services, to keep our website updated and relevant, to develop our business, and to inform our marketing strategy).
To make suggestions and recommendations to you about goods or services that may be of interest to you	A. Identity B. Contact C. Technical D. Usage E. Profile	<ul style="list-style-type: none"> • Necessary for our legitimate interest (to develop them and to grow our business).