

P1 MEDIA GROUP PRIVACY POLICY

Introduction

P1 Media Group, LLC. (“P1”, “us”, “we”) respects the privacy of our survey participants and is committed to protect it through our compliance with this privacy policy (this “**Privacy Policy**”).

This **Privacy Policy** describes how we collect, use and share information about you. It also describes the choices available to you regarding our use of your **Personal Information** (defined below) and how you can access and update this information.

This **Privacy Policy** applies to information we collect on or through surveys we conduct on behalf of our clients and any other websites or mobile applications that post a link to this **Privacy Policy**.

Please read this **Privacy Policy** carefully to understand our policies and practices regarding your information. You may proceed through the survey once you have checked the box confirming you have read and understand this **Privacy Policy**. If you do not agree with this Privacy Policy, your choice is to not proceed with the survey.

Information We Collect

The types of information we may collect include information that can be used to identify you, such as your name, IP address, email address, zip code, demographic information (age, gender) and any other information you choose to provide (“**Personal Information**”). In some limited cases, information regarding race or ethnic origin may be asked for.

Information provided via Surveys

We collect information about you if you participate in or are invited to participate in and/or respond to, any of our surveys (“**Survey Respondents**”). We acknowledge that Survey Respondents have the right to access their Personal Information. If you are a Survey Respondent and have any questions or concerns regarding our customers’ privacy practices, or if you seek access to or wish to correct, amend or delete inaccurate data, you should email info@p1surveys.com

Information You Provide to Us

We collect information you provide directly to us only after you have given us expressed permission to do so. This information is encrypted and then stored for up to 90 days following the completion of the survey. This information you provide (**Personal Information**) is then destroyed and becomes irretrievable.

Information We Collect Automatically

We also collect certain information about you when you access one of our surveys and temporarily store it in log files within the survey platform. This information may include demographic information; IP address; browser type; operating system characteristics; and data regarding network connected hardware (e.g., computer or mobile device), such as unique device identifiers, type, model, version, MAC address, device or session ID, error related data status, capability, confirmation, functionality, performance data, and connection type.

This information is then encrypted and stored for up to 90 days following the completion of the survey in our Office 365 cloud-based storage. This automatically collected **Personal Information** is then destroyed and becomes irretrievable.

Use of Information

We may use information about participants for the following purposes:

- To notify survey respondents if they win a prize in a random drawing.
- To allow survey respondents the option to accept or not accept the opportunity to participate in similar projects with the chance to win money or prizes.
- To contribute to the media choices survey respondents have available in their area.
- If you say yes to participating in future survey's, your personal data may be forwarded to Nordic Entertainment Group and P1 Media Group for the purpose of your future participation.

Social Features

Certain functionality within a Survey may permit interactions that you initiate between the Survey and a third-party website or service ("**Social Features**"). Examples of Social Features include enabling you to "like" or "share" our Survey content with other people.

If you choose to use Social Features, information you post or provide access to may be publicly displayed by the provider of the Social Feature that you use. Similarly, if you post information on a third-party platform that references our Survey, your post may be published on the Social Feature in accordance with the terms of that Social Feature.

The information collected and stored by the third party remains subject to the third party's privacy practices, the types of information shared, and your choices with regard to what is visible to others on that third party Social Feature.

Data Security

We take reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction. We encrypt the Survey Respondent data while it is temporary in our position.

Data Retention

P1 Media Group holds the **Personal Information** collected on individual projects for 90 days after completion to ensure that the prize has been delivered and that the information and opinions gathered are fully utilized. While in P1 Media Group's possession, **Personal Information** is encrypted to ensure its protection and stored in our "digital cloud". 90 days after a project is complete, the data is purged and becomes irretrievable.

EU – US Privacy Shield

P1 Media Group complies with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union to the United States. P1 Media Group has self-certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit: <https://www.privacyshield.gov>

With respect to personal data received or transferred pursuant to the Privacy Shield Framework, P1 Media Group is subject to the regulatory enforcement powers of the U.S. Federal Trade Commission. In certain situations, P1 Media Group may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. In compliance with the Privacy Shield Principles, P1 Media Group commits to resolve complaints about your privacy and our collection or use of your personal information. European Union individuals with inquiries or complaints regarding this privacy policy should first contact P1 Media Group at: info@p1surveys.com

Sub Processors

We use third party data centers to host data. If applicable, those providers have previously obtained your permission to use and store your data. We ensure, in writing, that all third-party data centers operate within the GDPR regulations & consumer rights.

Your Rights

P1 Media Group recognizes and affirms all Individual Rights under GDPR

- **The right to be informed:** P1 Media Group's Privacy Policy must be agreed to by each study participant prior to collecting any Personal Data
- **The right of access:** P1 Media Group is responsive to all participant's access to their personal data and will respond to all requests within 48 hours
- **The right to rectification:** P1 Media Group is responsive to any participant's right to correct any of their personal data that is false, inaccurate, or incomplete and will respond to all requests within 48 hours.
- **The right to erasure:** P1 Media Group recognizes and is responsive to any participant who chooses their right to erasure or the "right to be forgotten" for any reason and have their data deleted within 72 hours of a request to do so.
- **The right to restrict processing:** P1 Media Group recognizes and affirms an individual's right to not have their data processed. The individual's data will be removed within 48 hours upon request to restrict its processing
- **The right to data portability:** P1 Media Group recognizes and affirms an individual's right to obtain and reuse their personal data for their own intentions, safely and securely and will supply that data within 72 hours of a request

Upon request, P1 Media group will provide you with information about whether we hold any of your Personal Information. You have the right to access the Personal Information we have about you. You may correct, amend, or delete that information at any time by emailing: info@p1surveys.com with the subject of Personal Information Request. We will respond to your access request within 72 hours. We may require additional information from you to allow us to confirm your identity.

Contact Information

To ask questions or comment about this Privacy Policy and our privacy practices, contact us at:

info@p1surveys.com or Attention: P1 Media Group Compliance, 3311 Parkwood Drive, Houston, TX. 77021