

## New Media Research Group Privacy Policy

**Effective Date: March 1<sup>st</sup> 2019**

Welcome! Thank you for your interest in New Media Research Group, LLC (“New Media Research Group”). This privacy policy (“Policy”) describes how we collect, use, disclose and protect your Personal Information when you access or use our website [www.monetizeme.com](http://www.monetizeme.com) or App (and related services) (collectively our “Services”). In this Policy, “You” refers to an individual user of our Services and “Personal Information” means any information relating to an identified or identifiable individual.

New Media Research Group allows you to have transparency on the data that is being collected on you digitally –it let’s you see your ‘digital self’. With this knowledge, users can choose to earn value from their “digital self” using New Media Research as an intermediary. **We operate on a simple principle: individuals own their data – and they should have the power to do what they want with it.**

### **I. PERSONAL INFORMATION WE COLLECT**

We obtain Personal Information relating to you from various sources described below. Where applicable, we indicate whether and why you must provide us with your Personal Information, as well as the consequences of failing to do so. If you do not provide Personal Information when requested, you may not be able to benefit from our Services if that information is necessary to provide you with them or if we are legally required to collect it. The information we collect includes:

#### **1. Information You Provide**

##### **A. Personal Information you provide to your New Media Research Group Platform.**

To enable you to access the features associated with New Media Research Group’s Platform we offer several ways for you to add information:

- **Registration information.** When you register for the Services, we may ask you, or you may choose to provide us with certain Personal Information, including your name, e-mail address, phone number, profile photo, username, password, and demographic information, such as age and gender.
- **File upload / API Integration.** New Media Research Group allows you to upload Personal Information collected by third parties (e.g., social networks, banks, credit institutions). You may obtain this information in various ways, for example by exercising your right to receive a copy of the Personal Information held by other services or your right to data portability. The type of Personal Information provided to us may differ depending on the originating service and on whether you choose to upload all or a portion of the data processed by that third party. The Personal Information you upload may include:
  - Profile and registration information;
  - Your friends and contacts;
  - Financial Information
  - Your communications with other users;
  - Your photographs and other media;

- Your location over time;
- Your likes and dislikes;
- Your interests;
- Content you have viewed, listened to, or otherwise consumed;
- Pages you have visited;
- Groups you belong to;
- Your interactions with the service; and
- Any other information collected, stored, or generated by that service.

Although New Media Research Group collects any communications with other users that you choose to upload, we do not share or license these communications.

- **Extension.** New Media Research Group allows you to upload certain information originating from the Chrome Internet Browser. You may obtain this information by installing and activating the MonetizeMe Chrome Extension.

Once you choose to upload the file(s) containing this data (or connecting via API) to your New Media Research Group Platform, we can provide you with a transparent view of your “Digital Twin”. Because our system believes that **“individuals own their data – and they should have the power to do what they want with it”** if you would like to authorize others to view your data in return for a monetary reward, MonetizeMe facilitates this “permission of use”.

#### **B. Other Personal Information provided directly by individuals**

We may also collect Personal Information from individuals, who may or may not be users of our Services, in other contexts:

- **Communications.** If an individual communicates with us by, for example, e-mail, telephone, or online form, any Personal Information provided in such communication may be collected.
- **Website visitors.** We may collect any Personal Information that website visitors voluntarily provide on our website. For example, we may ask visitors to provide their name and email address to subscribe to our newsletter or to enable them to download other materials.
- **Address book.** If you permit us to access the address book on your device, we may access and store names and contact information from your address book, for example to facilitate invitations and social interactions that you initiate through our Services.
- **Location data.** When you use our Services, we and our service providers and partners may collect the physical location of your device by, for example, using satellite, cell phone tower, or WiFi signals.
- **Public forums.** We collect the information that you may choose to publicly post to our Services, such as by participating in online forums.
- **Contacts.** We also collect your contacts if you invite them to use our Services or share information or content with them from our Services. Before providing us with contact information about other people to invite them to try our Services, you should check that your friends consent to your sharing of their Personal Information.

- **Careers.** If you decide that you wish to apply for a job with us, you may submit your contact information and your resume online. We will collect the information you choose to provide on your resume, such as your education and employment experience. You may also apply through LinkedIn. If you do so, we will collect the information you make available to us on LinkedIn.

## 2. Information We Collect Automatically

When you visit New Media Research Group's or third party's websites, or open our emails, we and other third parties may automatically collect information about you via cookies, beacons, invisible tags, and similar technologies (collectively "cookies") in your browser and on emails sent to you. This information may include your IP address, device ID, as well as information about your interactions with our Service, such as the time of your visits to our website and where you have clicked.

Below is an overview of the types of cookies used to collect Personal Information and the purposes for which we and third parties process this information:

- **Functional cookies.** Some cookies are strictly necessary to make our website available to you.
- **Analytical cookies.** We also use cookies for website and app analytics purposes in order to operate, maintain and improve our Services. We may use our own analytics cookies or use third party analytics providers such as Google Analytics to collect and process certain analytics data on our behalf. These providers may also collect information about your use of other websites, apps, and online resources.
- **Advertising cookies.** We work with third-party advertising companies to show you ads we think may interest you. For example, we may show you ads about New Media Research Group on third party websites and apps, or ads about third parties' products and services on our website and app. To do so, we and our advertising partners may set and access cookies on our Services and otherwise collect or have access to Personal Information about you which can be collected over time and across different online services.

Where required by applicable law, we obtain your consent prior to the collection of your Personal Information via cookies. Here is how you can opt out of the use of certain cookies:

- **Browser settings.** Many web browsers allow you to manage your preferences relating to cookies. You can set your browser to refuse cookies or delete certain cookies. You may be able to manage other technologies in the same way that you manage cookies using your browser's preferences. Please note that if you choose to block cookies, doing so may impair the use of our Services.
- **Google cookies.** You can learn about Google's practices by going to <https://www.google.com/policies/privacy/partners/>, and opt-out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout> or via Google's Ads Settings or Ad Settings for mobile apps.
- **NAI and DAA.** Some of our advertising partners are members of the Network Advertising Initiative or the Digital Advertising Alliance. If you prefer to not receive targeted advertising, you may be able to opt out of some network advertising programs by visiting the [Digital](#)

[Advertising Alliance Opt-Out Page](#) and the [Network Advertising Initiative Opt-Out Page](#). Please note that even if you choose to remove your information, you will still see advertisements. Additionally, many network advertising programs allow you to view and manage the interest categories they have compiled from your online browsing activities. These interest categories help determine the types of targeted advertisements you may receive.

- **No DNT.** There is no accepted standard on how to respond to Do Not Track signals, and we do not respond to such signals.

## II. HOW WE USE INFORMATION

We may use the information we collect for the following purposes:

- **Operate our Services.** We use the Personal Information collected to:
  - Create your New Media Research Group Platform profile so that you can fill it with your Personal Information.
  - Give you transparency into how the internet has assembled your “Digital Twin”
  - Enable individuals to monetize their data by offering “permission of use” to other companies (opt-in only)
  - Tailor our Services to your and our partners’ needs and preferences.
  - Detect anomalies and prevent fraud.
  - Develop new products, services, features and functionalities.
  - Otherwise provide, maintain and improve our Services.
- **Communications.** We will use your Personal Information to communicate with you, provide you with updates and other information relating to our Services, provide information that you request, respond to comments and questions, otherwise provide customer support or process your job application.
- **Legal.** We reserve the right to access, use, preserve, transfer, or disclose, at any time, any Personal Information as reasonably necessary to: (1) comply with any applicable law, regulation, subpoena, or legal process, or respond to any governmental requests or regulatory investigation and to cooperate with law enforcement, if we believe such action is required or permitted by law; (2) enforce this Policy or our Terms of Use, including investigating any potential violations; (3) protect the safety, integrity, rights, or security of our users, our Services or equipment, or any third party; or (4) detect, prevent, or otherwise address fraud, security, or technical issues related to our Services or those of our business partners.

## III. HOW WE DISCLOSE INFORMATION

We may disclose the information we collect, including in the following ways:

- **Content posted to our services.** If you post Personal Information or content to our Services, such as by participating in online forums, this information will be displayed on the Services and viewable by other users. We cannot prevent or control further use of this information, so you should carefully consider whether and what to post.

- **Business transfers.** We may choose to buy or sell assets, and may share and/or transfer your Personal Information in connection with the evaluation of and entry into such transactions. Also, if our company (or our assets) are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, your Personal Information could be one of the assets transferred to or acquired by a third party.
- **Legal.** We reserve the right to access, read, preserve, and disclose any information that we reasonably believe is necessary to comply with law or court order; enforce or apply this Policy or our Terms of Use and other agreements; or protect the rights, property, or safety of New Media Research Group, our employees, our users, or others.

#### IV. YOUR CHOICES AND RIGHTS

##### 1. Emails

You can unsubscribe from our promotional emails via the link provided in the emails. Even if you opt out of receiving promotional messages from us, you will continue to receive administrative messages from us.

#### V. NOTICE TO CALIFORNIA RESIDENTS

Under California Civil Code Sections 1798.83-1798.84, if you reside in California and have provided your personal information to us, you may request information once per calendar year about our disclosures of certain categories of personal information to third parties for their direct marketing purposes. Such requests must be submitted to us in writing at the following 35 East 35<sup>th</sup> Street, Suite 6E, New York, NY 10016.

#### VII. INTERNATIONAL VISITORS

Our Services are hosted in the United States and intended for visitors located within the United States. If you choose to use the Services from the European Economic Area (“EEA”) or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your Personal Information outside of those regions to the United States for storage and processing. Also, we may transfer your Personal Information to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By using our Services or providing Personal Information to us, you consent to such transfer, storage, and processing.

We may also transfer your Personal Information to countries for which adequacy decisions have been issued, use contractual protections for the transfer of Personal Information, or rely on third parties’ Privacy Shield certifications, where applicable.

#### VIII. THIRD PARTY LINKS

Our Services may contain links to other websites, products, or services that we do not own or operate. We are not responsible for the privacy practices of these third parties. Please be aware that this Privacy Policy does not apply to your activities on these third party services or any Personal

Information you disclose to these third parties. We encourage you to read their privacy policies before providing any Personal Information to them.

#### **IX. SECURITY**

We have implemented appropriate security measures to protect your Personal Information from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. However, as our Services are hosted electronically, we can make no guarantees as to the security or privacy of your Personal Information.

#### **X. RETENTION**

We take measures to delete your Personal Information or keep it in a form that does not permit identifying you when this information is no longer necessary for the purposes for which we process it, unless we are required by law to keep this information for a longer period. When determining the retention period, we take into account various criteria, such as the type of Services provided to you, the nature and length of our relationship with you, possible re-enrolment with our Services, the impact on the Services we provide to you if we delete some information from or about you, and mandatory retention periods provided by law and the statute of limitations.

#### **XI. CHILDREN**

Our Services are not directed to children under the age of 13. We do not knowingly collect Personal Information from children under 13.

#### **XII. UPDATES TO THIS POLICY**

From time to time we may, in our discretion, make changes to this Policy. The “Effective Date” at the top of this page indicates when this Policy came into effect. If we make material changes, we may notify you through the Services or by sending you an email or other communication. We encourage you to read this Policy periodically to stay up-to-date about our privacy practices. Your continued use of our Services after we have updated this Policy constitutes your acceptance of the changes.

#### **XIII. CONTACT US**

The entity responsible for the processing of your Personal Information is New Media Research Group. If you have questions about this Policy, or if you would like to exercise your rights and choices with respect to your Personal Information, please contact us at:

New Media Research Group, LLC  
PO Box 882, New York, NY, 10156  
Info@monetizeme.com

For more information on how our partners may use the Personal Information you chose to share with them, please refer to the partner’s privacy policy.