



GDPR Privacy Standard

PriMetrica, Inc. dba TeleGeography (US), and **Primetrica, Limited** (UK), the Company (“PriMetrica”) is committed to protecting your privacy. This Privacy Standard document explains PriMetrica’s policies and procedures and how we collect, use, process, store, transfer, maintain, and protect your Personal Information.

The collection, use, processing, storage, transfer and sharing of your Personal Information will be limited to your authorization and personal specifications provided to PriMetrica. This policy sets out how we comply with our data protection obligations and seeks to protect personal data relating to customer information, prospect information and research contact information.

Collection of Personal Information

Personal information (“Personal Information”) sometimes known as personal data, as broadly defined by the GDPR, means information relating to you, an individual, who can be identified, either directly or indirectly, from that information. Information that we may collect from you includes your name, email address, company address and phone number, marketing preferences, and details you provide during the process of using our services as contracted.

PriMetrica will not collect any Personal Information about you unless you voluntarily choose to provide it to us or to our business partners. Personal Information which we collect about you may include your opt-in preference for subscribing to our free daily telecom newsletter, industry blogs, marketing offers, notification of events, as well as paid subscriptions provided to you and your employees via our product subscription contract.

How we use your Personal Information

Your Personal Information provided to us voluntarily will be used to provide you with contracted services, processing of orders, additional information about other services or products we offer, registering you for an event, allowing you access to our daily newsletter and periodic blogs as well as notification of industry events in which we may directly or indirectly be a participant.

We may also use the information we collect to improve the content of our website, to notify you of updates to our website, products and services and also to keep you apprised of industry events.

Third party vendors, service providers and affiliates

In order to support and enhance our service provision that we offer our customers, PriMetrica may store, process and share your Personal Information with our affiliates worldwide (e.g. partners, service providers, processors, data hosts, etc.) to perform a function, complete a service supply or transaction, or to enhance our customer service.

PriMetrica also utilizes worldwide partners and affiliates to provide valuable services on our behalf. Your explicit consent is required to share your Personal Information with them. Where PriMetrica uses third party vendors to process Personal Information on its behalf, additional security arrangements are implemented in contracts with those organizations to safeguard the security of personal information. Third parties with whom we share your Personal Information are all bound by relevant and applicable data privacy laws, terms of confidentiality and compliance with GDPR.

Disclosure to Law or Governmental Authorities

PriMetrica may be required to disclose your Personal Information by law, legal process, and/or requests from public and governmental authorities. Also, PriMetrica may be required to disclose your Personal Information for purposes of investigations of threats to national security, compliance with requests from law enforcement, or other issues of

public concern, or when we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations, or users.

Retention of your Personal Information

PriMetrica is committed to keeping accurate and up-to-date personal information and taking reasonable steps to ensure that inaccurate personal information is corrected or deleted without delay. Your Personal Information will be stored only for the time period necessary to fulfil the purposes outlined within this Privacy Policy unless otherwise required or permitted by law.

Cookies

A cookie is a small amount of data generated by a website and saved by your browser. PriMetrica's website, emails, and online services may use certain automatic data collection technologies such as cookies and other technology to collect data, including your Personal Information, when you use our website and/or when you interact with us. Use of cookies helps us to improve our website and service to you. The data we collect will be used for website and system administration, completion of the specific activity for which it is intended, and for research purposes.

Your preferences

It is your choice to determine information that you wish to receive from PriMetrica such as subscriptions to our free resources, paid services, or marketing information, by specifying your communication preferences posted on our website, marketing information pieces, blogs and other subscription offers.

You are always given the option to "opt out" of receiving certain communications at any time by updating your subscription preferences, selecting the unsubscribe link, or via email request or using the contact form on our website. This provision does not apply to transactional emails related to users' business relationship with PriMetrica.

Data Security / Data Breaches

PriMetrica has implemented strict security controls, and intrusion detection systems and processes which alert us of a potential intrusion. We also utilize technical and organizational security measures to prevent any unauthorized disclosure or access to your Personal Information.

PriMetrica has implemented training of all employees in the importance of data security and our obligations under GDPR. Also, we have a Data Breach Notification Policy that provides guidelines for immediately responding to any unauthorized access to our information system or database. Should a data breach occur that may materially impact your Personal Information, you will be notified as soon as possible after detection of the breach. Also, in compliance with GDPR requirements, PriMetrica will report the data breach to the Information Commissioners office.

Changes to this Privacy Policy

Changes to this Privacy Policy will be posted on our websites at www.primetrica.com and www.telegeography.com

Questions

PriMetrica is committed to accurately managing and maintaining your Personal Information. Should you have any questions that aren't addressed here in our Privacy Policy, you may contact us at dataprotection@primetrica.com or dataprotection@telegeography.com

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