

ANNEX – DATA MANAGEMENT AND TRACKING (PROCESSING INSTRUCTIONS)

Subject Matter, Nature and Purpose of processing	<p><i>The Media Company is processing Agency Personal Data for the purpose of delivering to the Agency the Services described in the Agreement.</i></p> <p><i>The specific processing activities to be carried out by the Media Company in respect of such Agency Personal Data are:</i></p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> <i>Collection of data</i><input checked="" type="checkbox"/> <i>Recording of data</i><input checked="" type="checkbox"/> <i>Organisation of data</i><input checked="" type="checkbox"/> <i>Structuring of data</i><input checked="" type="checkbox"/> <i>Storage of data</i><input checked="" type="checkbox"/> <i>Adaptation of data</i><input type="checkbox"/> <i>Alteration of data</i><input checked="" type="checkbox"/> <i>Retrieval of data</i><input checked="" type="checkbox"/> <i>Consultation with regard to data</i><input checked="" type="checkbox"/> <i>Use of data</i><input type="checkbox"/> <i>Disclosure of data</i><input checked="" type="checkbox"/> <i>Dissemination of data or otherwise making data available to third parties</i><input checked="" type="checkbox"/> <i>Combining data</i><input type="checkbox"/> <i>Erasure of data</i><input type="checkbox"/> <i>Destruction of data</i><input type="checkbox"/> <i>Other</i> <p><i>The subject matter of such processing is as indicated below:</i></p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> <i>Marketing services</i><input type="checkbox"/> <i>Advertising services</i>
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	<input checked="" type="checkbox"/> Technology services (such as infrastructure, hosting, software) <input type="checkbox"/> Other (please specify)
Duration	The duration of the processing described herein corresponds to the duration of the Agreement.
Personal Data	<p>The subject matter of the processing of Agency Personal Data under the Services Agreement comprises the following data types/categories:</p> <input type="checkbox"/> Biometric information <input checked="" type="checkbox"/> Browsing information <input type="checkbox"/> Contact information <input type="checkbox"/> Financial information <input type="checkbox"/> Government identifiers <input type="checkbox"/> Financial information <input checked="" type="checkbox"/> Social media information <input checked="" type="checkbox"/> User account information <input type="checkbox"/> Other (please specify)
Data Subjects	<p>The Agency Personal Data indicated in the row above relates to the following data subjects:</p> <input type="checkbox"/> Agency client's personnel <input checked="" type="checkbox"/> Agency client's consumers <input type="checkbox"/> Other (please specify)
Specific Restrictions	The processing of Agency Personal Data shall be subject to the restrictions described in the Agreement.
Processor Data Protection Officer	As notified to the Agency by the Media Company in writing.