

## DATA PROCESSING ADDENDUM

(hereinafter the “**Addendum**”)

concluded in Nicosia

This Data Processing Addendum shall form a part of one or more agreements for the provision of digital marketing services (together, the “**Principal Agreement**”), concluded or to be concluded between the Client and RTB House.

The Parties hereby acknowledge and confirm that, in connection with performance of the Principal Agreement or mutually agreed actions undertaken in connection with anticipated conclusion and performance of the Principal Agreement, the Parties will process certain data, including but not limited to, unique online identifiers, such as cookie IDs and mobile advertising IDs which may constitute Personal Data (or concept equivalent to Personal Data) under Applicable Data Protection Laws.

### 1. DEFINITIONS

1.1. In this Addendum, the following terms shall have the meanings set out below and cognate terms shall be construed accordingly:

- (a) “**Applicable Data Protection Laws**” means: (a) Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (the “**GDPR**”); (b) any national or international legislation governing the processing of personal data applicable to any of the Parties, (c) any national legislation implementing the Privacy and Electronic Communications Directive 2002/58/EC (as amended by Directive 2009/136/EC) in the applicable Member State (including any future national or European legislation replacing such legislation);
- (b) “**Client Personal Data**” means any Personal Data (or concept equivalent to Personal Data) processed by RTB House on behalf of the Client in connection with the Principal Agreement, i.e. data RTB House collects through tracking technologies on digital properties indicated by the Client that can be attributed to a user via cookies or other such tracking technology (e.g. the products the user viewed, etc.), or any other data provided to RTB House by the Client; for the avoidance of doubt the Parties confirm that Client Personal Data does not include: (i) RTB House Personal Data (as defined in this Addendum); (ii) aggregated statistical data which does not constitute Personal Data (or concept equivalent to Personal Data) under Applicable Data Protection Laws;
- (c) “**Instruction**” means a direction, either in writing, in text form (e.g. by e-mail) or by using a software or online tool, issued by the Client to RTB House and directing RTB House to process Client Personal Data in a certain manner;
- (d) “**RTB House Personal Data**” means the RTB House ID (the unique identifier created, assigned and retained by RTB House in respect of user who interacts with a website or mobile app) and any data related to such RTB House ID which RTB House would have regardless of the Client’s use of the Services;
- (e) “**Services**” means digital marketing services performed by RTB House for the Client pursuant to the Principal Agreement;

- (f) **“Subprocessor”** means any person (including any third party and any other RTB House group company) appointed by RTB House to process Client Personal Data on behalf of the Client in connection with the Principal Agreement;

1.2 The terms, **“Controller”, “Joint Controller”, “Processor”, “Data Subject”, “Member State”, “Personal Data”, “Personal Data Breach”, “processing”, “Supervisory Authority”** shall have the same meaning as in the GDPR and cognate terms shall be construed accordingly, regardless of whether the GDPR is applicable to the Client.

1.3 Other capitalized terms not defined in this DPA shall have the meaning given to them in the Principal Agreement.

## **2. APPOINTMENT OF PROCESSOR & SCOPE OF PROCESSING**

2.1. The Client hereby appoints RTB House as a Processor of Client Personal Data for the purposes of performance of Services under the Principal Agreement.

2.2. The RTB House shall process Client Personal Data exclusively for the purpose of performance of the Principal Agreement (including for the purposes of fraud detection necessary for uninterrupted performance of the Principal Agreement) and in accordance with this Addendum, which together shall constitute the Instruction of the Client. The Client shall be entitled to submit further Instructions with regard to the processing of Client Personal Data from time to time after execution of this Addendum and for duration of the Principal Agreement.

2.3. The Client understands that as a Controller of Client Personal Data it is responsible for ensuring legal basis for the use of cookies or other tracking technologies on Client’s digital properties and for processing of Client Personal Data collected therewith as well as for providing Data Subjects with accurate and exhaustive information relating to processing of their Personal Data, if and as required under the Applicable Data Protection Laws.

2.4. RTB House shall process Client Personal Data on a continuous basis. RTB House will perform the following operations on Client Personal Data: collection, recording, organization, storage, use (for the purposes indicated in this Addendum), disclosure to other entities at the Client’s request or where it is expressly laid down by the Applicable Data Protection Laws, removal. Client Personal Data shall be processed by RTB House in electronic form within electronic communications networks.

2.5. RTB House shall not transfer or permit any Client Personal Data to be transferred to a territory outside of the European Economic Area unless RTB House has undertaken such measures as are necessary to ensure the transfer is in compliance with the Applicable Data Protection Laws.

2.6. RTB House shall promptly inform the Client if, in the opinion of RTB House, the Instruction issued to RTB House constitutes or leads to an infringement of the GDPR or other Applicable Data Protection Laws.

2.7. If the Client is subject to the GDPR, RTB House shall assist the Client in ensuring compliance with the obligations pursuant to Articles 32 to 36 of the GDPR taking into account the nature of processing and the information available to RTB House.

2.8. The duration of processing of Client Personal Data shall encompass a period between the conclusion of this Addendum and the conclusion of the Principal Agreement, the duration of Principal Agreement and the period from the expiration of the Principal Agreement until deletion or return of Client Personal Data by RTB House in accordance with the terms of this Addendum.

### **3. PURPOSES OF PROCESSING & DATA SUBJECTS**

- 3.1. Pursuant to the Addendum and the Principal Agreement RTB House shall process Client Personal Data for the purpose of direct marketing of Client's goods or services, by selection and delivery of personalized advertisements to end-users on third party digital properties. As a part of such processing conducted on behalf of the Client, RTB House shall not use Personal Data collected on behalf of RTB House's other clients or received from any third parties.
- 3.2. Within the purpose specified in Section 3.1 above, the Client Personal Data processed by RTB House pursuant to the Principal Agreement shall concern end-users of digital properties, including websites and mobile apps, indicated by the Client.

### **4. CATEGORIES OF CLIENT PERSONAL DATA TO BE PROCESSED**

- 4.1. Client Personal Data processed pursuant to the Addendum and the Principal Agreement shall concern the following categories:
  - (a) unique online identifiers, including cookie IDs and mobile advertising IDs;
  - (b) data related to end-user's activity on the digital properties indicated by the Client;
  - (c) technical browser and device information (user agent);
  - (d) timestamps recording end-user's activity;
  - (e) any other data concerning end users provided by the Client to RTB House for the purpose of performance of Services, e.g. CRM data.
- 4.2. The Client undertakes not to transfer to or make available for RTB House any Client Personal Data which constitutes directly identifiable information, such as end-users' names, telephone number, e-mail address, etc.

### **5. DATA SECURITY MEASURES & CONFIDENTIALITY**

- 5.1. RTB House shall implement and maintain technical and organisational measures required pursuant to Article 32 of the GDPR including all organizational and technical security measures necessary to protect against unauthorized or accidental access, loss, alteration, disclosure or destruction of Client Personal Data, in particular where the processing involves the transmission of data over a network, and against all other unlawful forms of processing. Upon Client's request RTB House shall demonstrate which technical and organizational measures it has implemented.
- 5.2. RTB House shall ensure full confidentiality of Client Personal Data, in particular by ensuring that:
  - (a) access to Client Personal Data by any employee, agent or contractor of RTB House is strictly limited to those individuals who need to access the relevant Client Personal Data for the purposes of execution of the Principal Agreement;
  - (b) all its employees, agents or contractors comply with the Applicable Data Protection Laws and are subject to confidentiality undertakings or professional or statutory obligations of confidentiality.

### **6. PERSONAL DATA BREACHES**

- 6.1. RTB House shall notify the Client without undue delay, not later than 24 hours after becoming aware of any Personal Data Breach, in particular any accidental or unlawful destruction, loss, alteration, unauthorized disclosure of Client Personal Data, providing the Client with sufficient information to allow the Client to meet any obligations set out under the Applicable Data Protection Laws.

- 6.2 RTB House shall cooperate with the Client and take such reasonable steps as are directed by the Client to assist in the investigation, mitigation and remediation of each Personal Data Breach.
- 6.3 RTB House will, in connection with any Personal Data Breach affecting Client Personal Data:
  - (a) take such steps as are necessary to contain, remediate, minimize any effects of and investigate any Personal Data Breach and to identify its cause;
  - (b) cooperate with the Client and provide the Client with such assistance and information as it may reasonably require in connection with the containment, investigation, remediation and/or mitigation of a Personal Data Breach; and
  - (c) immediately notify the Client in writing of any request, inspection, audit or investigation by a Supervisory Authority.
- 6.4 RTB House will not communicate with any third party, including but not limited to the media, vendors, consumers and affected individuals regarding any Personal Data Breach without prior written consent of the Client.

## 7. DATA SUBJECT RIGHTS

- 7.1 RTB House warrants and agrees to cooperate with and promptly assist the Client, through appropriate measures, insofar as this is possible and at no charge, in meeting its obligations to Data Subjects and Supervisory Authorities. This cooperation and assistance includes, but is not limited to:
  - (a) enabling Data Subjects to exercise their rights;
  - (b) responding to inquiries, claims, and complaints from Data Subjects or Supervisory Authorities, received by the Client regarding the processing of Client Personal Data;
  - (c) assisting in defining the processing activities conducted on behalf of the Client, for the purpose of Client's record of processing activities.

## 8. SUBCONTRACTORS

- 8.1 The Client authorizes RTB House to appoint subcontractors in accordance with this Section 8 and taking into consideration any provisions of the Principal Agreement.
- 8.2 The Client agrees that RTB House may engage the following subcontractors i.e.:

**RTB House S.A.**, with its registered office in Warsaw (00-819) 61 Żłota St., office 101, entered into the National Court Register held by the District Court for the Capital City of Warsaw in Warsaw, 12<sup>th</sup> Commercial Department of the National Court Register under KRS No. 0000462115, NIP (Tax ID) No. 527-269-40-02,

**RTB House Services sp. z o.o.**, with its registered office in Warsaw (00-819) 61 Żłota St., office 101, entered into the National Court Register held by the District Court for the Capital City of Warsaw in Warsaw, 12<sup>th</sup> Commercial Department of the National Court Register under KRS No. 0000698508, NIP (Tax ID) No. 527-282-32-15.

- 8.3 RTB House shall give the Client prior written notice of the appointment of any new subcontractor, including full details of the scope of the processing to be undertaken by that subcontractor. If within **7 (seven) days** of receipt of such notice the Client notifies RTB House in writing of any objections to the proposed appointment, RTB House shall not appoint the proposed subcontractor.
- 8.4 With respect to each subcontractor, RTB House shall:

- (a) before the subcontractor first processes Client Personal Data, carry out adequate due diligence to ensure that the subcontractor is capable of providing the level of protection for Client Personal Data required by the Principal Agreement;
- (b) ensure that the arrangement between RTB House and the subcontractor is governed by a contract in a written or document form, or by other legal act binding on the subcontractor that includes terms offering at least the same level of protection for Client Personal Data as set out in this Addendum and which meets the requirements under the Applicable Data Protection Laws;
- (c) provide to the Client for review such copies of the agreements with subcontractors (which may be redacted to remove confidential commercial information not relevant to the requirements of this Addendum) as the Client may request from time to time.

8.5 Should a subcontractor fail to comply with obligations set out in the Applicable Data Protection Laws and relevant subprocessing agreement, RTB House shall be fully responsible to the Client for fulfilling the obligations of such subcontractor and to provide any remedies for such subcontractor's non-compliance.

## **9. AUDIT RIGHTS**

9.1 RTB House shall make available to the Client on request all information necessary to demonstrate compliance with this Addendum and the Applicable Data Protection Laws and shall allow for and contribute to audits, including inspections, by the Client or an auditor mandated by the Client in relation to the processing of Client Personal Data.

9.2 The Client shall give RTB House reasonable notice of any audit or inspection to be conducted under Section 9.1 and shall make reasonable endeavours to avoid causing (or, if it cannot avoid, to minimize) any damage, injury or disruption to RTB House's business operations while its personnel is on RTB House's premises in the course of such an audit.

9.3 RTB House shall give access to its premises for the purposes of an audit:

- (a) to individuals duly authorized by the Client;
- (b) during normal business hours at those premises, unless the audit or inspection needs to be conducted on an emergency basis and Client has given notice to RTB House that this is the case beforehand.

9.4 The individuals authorized by the Client for the purpose of conducting an audit shall be entitled to in particular:

- (a) access all documents and all information directly related to the processing of Client Personal Data pursuant to the Principal Agreement;
- (b) obtain written or oral explanations from RTB House staff to the extent necessary to conduct the audit.

## **10. RTB HOUSE PERSONAL DATA**

10.1 The Parties acknowledge that RTB House Personal Data shall not be subject to this Addendum, and RTB House shall be the Controller of RTB House Personal Data, individually or jointly with other entities. In no event shall RTB House and the Client process any RTB House Personal Data as Joint Controllers. If a Data Subject makes an inquiry to the Client in respect of an obligation concerning RTB House Personal Data, Client will direct the Data Subject to RTB House.

10.2 If it proves to be required for the performance of the Principal Agreement in accordance with the Applicable Data Protection Laws, in particular due to changes of circumstances including without limitation any (i) changes in Applicable Data Protection Laws, or (ii) regulations, interpretations, decisions or guidelines of competent authorities, the Client shall implement or enable RTB House to implement appropriate measures

to assure lawful use of cookies or other tracking technology and processing of Personal Data by RTB House and provide RTB House with all information and assistance as may reasonably be required to verify Client's compliance with this Section.

## **11. TERM AND TERMINATION**

- 11.1 This Addendum is entered into for as long as RTB House processes Client Personal Data in accordance with the Principal Agreement.
- 11.2 The Client has the right to terminate this Addendum with immediate effect if RTB House violates the provisions of this Addendum or any relevant provisions of the Applicable Data Protection Laws.
- 11.3 Each Party may terminate this Addendum with immediate effect if the Parties fail to execute the Principal Agreement within reasonable time from conclusion of this Addendum and such Party no longer expects to continue cooperation with the other Party within the scope specified in the Principal Agreement.
- 11.4 After the end of the provision of Services, within the next 90 days, RTB House shall delete all Client Personal Data in its possession, unless before the end of the provision of Services Client instructs RTB House to act otherwise in connection with the Client Personal Data. This requirement shall not apply to the extent that RTB House is required by the Applicable Data Protection Laws to retain the Client Personal Data.

## **12. LIABILITY**

- 12.1 RTB House shall compensate the Client for all damages incurred by the Client as a result of RTB House's, its employees, representatives or subcontractors unauthorized and/or unlawful processing or accidental loss, disclosure, destruction or damage to Client Personal Data, save where such loss, disclosure, destruction or damage resulted from following Client's Instructions. For the avoidance of doubt, the limit of liability in the Principal Agreement shall not apply to this Section.

## **13. FINAL PROVISIONS**

- 13.1 In the event of any discrepancies between the provisions of this Addendum and any other agreements concluded between the Parties, including the Principal Agreement, the provisions of this Addendum shall prevail.
- 13.2 Each Party may propose variations to this Addendum which such Party reasonably considers to be necessary to address the requirements of any Applicable Data Protection Laws.
- 13.3 Should any provision of this Addendum be invalid or unenforceable, the remainder of this Addendum shall remain valid and in force. The invalid or unenforceable provision shall be either: (i) amended as necessary to ensure its validity and enforceability, while preserving the Parties' intentions as closely as possible or, if this is not possible, (ii) construed in a manner as if the invalid or unenforceable part had never been contained therein.
- 13.4 The Parties undertake to monitor and consult with each other all issues related to privacy and data protection applicable to Services, including legislation, case law, regulations, interpretations, decisions and guidelines of data protection authorities as well as digital advertising market self-regulatory initiatives, changes in market standards or best practices. Whenever anything in the above may threaten the validity, enforceability or adequacy of this Addendum, the Parties shall undertake all necessary actions to remedy such circumstance.
- 13.5 This Addendum and all disputes arising out of or relating to this Addendum shall be interpreted, construed and enforced in accordance with the laws applicable to the Principal Agreement. Any disputes and claims under this Addendum shall be adjudicated by courts specified in the Principal Agreement.

- 13.6 The Parties hereby agree that this Addendum will become an integral part of the Principal Agreement. This Addendum will apply to all Services provided by RTB House to the Client in the future, unless the parties agree otherwise.