

## IMAGE USE PRIVACY NOTICE

### **Who controls the processing of your personal data? // Controllers of your personal data**

The controllers of your personal data are RTB House Companies (“we”, “us”, “our”) listed in the Image Use Authorization acting as joint controllers.

### **Where does your personal data come from? // Sources of personal data**

In most cases we obtain personal data such as your image and voice by carrying out photo or video shoots, taking photos or recording videos during relevant events, etc. We obtain your full name, name of the company you are employed at or otherwise cooperate with and your position in that company from the Image Use Authorization, otherwise directly from you or from your company based on the business relationship it has with us.

### **For which purposes do we use your personal information? // Purposes of personal data processing**

We will process your personal data in order to create marketing materials promoting RTB House. The specific scope of use and purposes are described in the Image Use Authorization.

We may also process your personal data to protect our rights or defend claims.

Your personal data will not be subject to automated decision-making or profiling.

Providing personal data is voluntary, however, it is necessary to reach the above-mentioned purposes.

### **What are the legal bases of personal data processing? // Legal bases for personal data processing**

RTB House processes your personal data pursuant to one or more of the following legal bases: (1) consent with respect to the personal data used to take photos, create videos, and use them as promotional materials of RTB House as described above, (2) legitimate interest - in order to protect our rights or defend claims connected with the processing of your personal data.

### **Can you withdraw your consent to process your personal data? // Consent withdrawal**

You can withdraw your consent to the processing of your personal data at any time. Withdrawal of consent does not affect the legality of the processing carried out before its withdrawal.

### **How long will we store your personal data? // Retention periods**

RTB House will delete your personal data once you withdraw your consent to process your personal data, provided there is no other legal basis for further processing, or once your personal data is no longer needed for the purposes described above. In case we are required to protect our rights or defend potential claims, we will process your personal data for the period of limitation of claims.

### **Who has access to your personal data? // Recipients of personal data**

RTB House will transfer your personal data to its data processors in particular, if applicable, external platforms and services such as Google Ireland Ltd. (provider of the YouTube service), Facebook, LinkedIn, etc., or subcontractors hired to carry out photo or video shoots, taking photos or recording videos during relevant events. These entities will process your personal data based on the data processing agreement with RTB House and solely in accordance with RTB House’s instructions.

To the extent necessary, we may also share your data with other companies from the RTB House corporate group. The list of such companies may be found at the bottom of this notice.

#### **Will your personal data be transferred abroad? // International transfers of your personal data**

For the above purposes, your personal data may be sent to a country outside the country of incorporation of RTB House, including outside the European Economic Area (EEA) and processed there by our service providers only after implementing measures necessary to ensure the transfer is in compliance with applicable laws. Such measures may include (without limitation) transferring the personal data to a recipient in a country that the relevant bodies have decided provides adequate protection or based on a specific mechanism provided in applicable laws (such as standard contractual clauses referred to in article 46(2)(c) of the GDPR) as well as has implemented appropriate safeguards.

#### **What are your rights and how can you exercise them? // Your rights**

You have the following rights related to the processing of personal data:

- a) the right to withdraw consent (to the extent that your data is processed based on consent),
- b) the right to access your personal data,
- c) the right to rectification of your personal data,
- d) the right to erasure of your personal data,
- e) the right to demand the restriction of the processing of your personal data,
- f) the right to object to the processing of your data due to your particular situation - in cases where we process your data based on our legitimate interest,
- g) the right to receive your personal data, which you have provided to us, in a structured, commonly used, and machine-readable format and, to the extent technically possible, to transmit this data to another controller without hindrance from the controller to which the personal data have been provided.

#### **Who is our contact point for personal data queries? // Contact point**

If you have any questions regarding the processing of your personal data or you'd like to exercise your rights specified above, you can contact us at: [dpo@rtbhouse.com](mailto:dpo@rtbhouse.com).

#### **Can you contact any authorities? // Right to lodge a complaint**

You also have the right to lodge a complaint with a competent authority for personal data protection for the relevant RTB House company or in your country of residence, if applicable.

List of RTB House Companies who may receive your personal data:

RTB House Japan K.K.	RTB House Brazil Servicos de	RTB House Arabia for Advertising
RTB House PTE. LTD.	Tecnologia em Internet LTDA.	Co. LTD.
RTB House FZ-LLC	RTB Marketing & Tech Services	RTB House Mexico, S. DE R.L. DE
RTB House Reklam Teknolojileri	LTD.	C.V.
A.S.	RTB House Italy s.r.l.	RTB House Services Iberia
RTB House S.R.O.	RTBH Retargeting SL	RTB House Switzerland GmbH
RTB House LTD.	RTB House Services Sp. z o.o.	
RTB House LATAM LTD.	RTB House Poland Sp. z o.o.	
RTB House Nordics AB	RTB House CEE Sp. z o.o.	
RTB House GmbH	RTB House Korea LTD.	
RTB House France SAS	RTB House PTE. LTD. Taiwan	
RTB House Benelux B.V.	Branch	
RTB House INC.	RTB House India Private LTD.	