

SMG Services Global Privacy Notice

Effective Date: June 2021

This Privacy Notice applies to SMG's processing of Personal Data collected through this website and other websites, services, and applications, including mobile applications, on which this Privacy Notice is posted, linked or referenced (collectively, the "**SMG Services**"). "Personal Data" is information relating to an identified or identifiable natural person. The SMG Services are owned and/or operated by Service Management Group, LLC, Service Management Group Limited, Service Management Group GK, and their respective affiliates (collectively, "**SMG**," "we" or "us"). This Privacy Notice addresses how we collect and process your Personal Data.

REVIEW THIS PRIVACY NOTICE CAREFULLY. Your Personal Data will be collected and processed as described in this Privacy Notice.

If you have not done so, review SMG Terms of Service, which sets forth the terms governing your use of our websites, applications, services and mobile applications ("SMG Services").

IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY NOTICE OR TERMS OF SERVICE, DO NOT USE ANY OF THE SMG SERVICES.

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1. CHANGES TO THIS PRIVACY NOTICE

We will update this Privacy Notice from time to time when we make changes impacting the Privacy Notice, such as adding new services and applications, improving our services, and addressing changes in technologies and laws. The Effective Date of this Privacy Notice, which is set forth at the top of this webpage, reflects the date the Privacy Notice was last updated. SMG will provide notice to you if these changes are material, and where required by applicable law, we will obtain your consent. This notice will be provided by posting notice of the changes on our website or through our applications.

2. CATEGORIES OF PERSONAL DATA PROCESSED BY SMG

SMG conducts market research on behalf of companies who wish to better understand consumer preferences about their goods and services. These companies are our “**Clients.**” We conduct surveys on behalf of our Clients (collectively, “**Surveys**”) and use that information to derive consumer insights, such as where, when and how often consumers visit retail locations and their experiences during the visits. When you take a Survey or use SMG Services, we collect Personal Data that you voluntarily provide to us.

The Personal Data we collect includes: (1) contact data (such as e-mail address, telephone number, and employer); (2) demographic data (such as gender, date of birth, and zip code); (3) your responses on surveys to the extent the information identifies you or is linked to you as an individually identifiable person; and (4) information relating to your use of SMG Services (“Usage Data”).

Usage Data we collect includes: (1) IP address; (2) domain server; (3) type of device(s) used to access the Services; (4) statistics and information associated with the interaction between your browser or device, such as device model, carrier/network, battery life information to optimize location sampling based upon remaining battery life, and basic usage statistics about your device; (5) real-time GPS or other geolocation data when you allow us to receive information through the location (or similar) settings on your device; (6) referring webpage or other source through which you accessed the Services. When you take Surveys online, we collect multiple unique attributes about your device for purposes of detecting and preventing fraud.

3. HOW WE COLLECT INFORMATION AND PURPOSES OF PROCESSING

We collect and process information you provide to us and from your use of SMG Services. The information we collect and how we process it depends on how you access and use SMG Services.

From You. We collect information from you when you:

- **Complete a Survey:** We collect the information you submit in Survey responses about your consumer experiences and preferences. We may combine information received in your Survey responses with information we receive from our Clients, such as information about your involvement in our Clients’ loyalty programs, to better understand your consumer experiences. We also may combine information received in your Survey responses with information received in Survey responses from other users to better understand overall consumer experiences. When you complete a Survey, the information you choose to provide us will be used in reports and other analyses of consumer experiences and preferences for our Clients or for any other uses we disclose to you at the time the information is collected. If you do not wish to have your information used in reports, analyses or as otherwise disclosed to you, you may choose not to complete a Survey.
- **Use SMG Services.** We automatically collect Usage Data when you interact with the SMG Services through the use of cookies and other data collection tools. We use this Usage Data to facilitate communications between your device and our systems, deliver Surveys, ensure Survey integrity, detect and prevent fraud, conduct market research, administer and improve our website and applications, and analyze usage of and improve and enhance SMG Services. To learn more about how and why we use cookies and similar data collection tools, see the “Cookie Policy” section of this Privacy Notice.
- **Submit Your Personal Data While Using SMG Services:** When you submit your Personal Data in connection with using SMG Services, such as contacting us for

assistance or information or providing comments about your experiences with one of our Clients, we collect and analyze the information you submit. When you provide comments to SMG, the information you provide contributes to the services we provide to our Clients and to our overall market research. With your permission, your comments may be posted on TrumpetRatings.com and/or on our Clients' websites. When such information is posted in a public forum, such as TrumpetRatings.com or other websites accessible to the general public, such information becomes public information. What you have written may be seen and/or collected by third parties and be used by others in ways we are unable to control or predict.

- **Access SMG Services through Social Media Credentials:** SMG may offer you the opportunity to use social networking services (collectively, "**Social Media**") to access certain SMG Services. When you choose to access SMG Services through Social Media login credentials, SMG may, depending on your privacy settings, have access to information that you have provided to the Social Media platform, such as your name, email address, profile photo, posts, comments and other information associated with your Social Media account. We may use this information for any purposes described in this Privacy Notice and for any additional purposes of which you were advised at the time the information was collected. If you do not want your Social Media information to be shared with SMG by a Social Media provider, you should not use your Social Media accounts to access SMG Services.

From our Clients. For some of our products and services, our Clients may send us information about your interactions with their brands, products, and services, which may include information relating to any loyalty programs in which you are enrolled and information about your transactions with our Clients. We may combine this information with other information we collect to enhance the market research we conduct and services we provide for our Clients.

4. LEGAL GROUNDS FOR PROCESSING

- 4.1.** We process your contact data, demographic data, and responses on Surveys when you complete a Survey or use SMG Services. We process such Personal Data based on our Clients' legitimate interests in obtaining feedback from their customers to help them improve their products and services for the benefit of their customers and their businesses, and based on SMG's legitimate interests in enhancing SMG's products, services and market research and in responding to users' requests for assistance or information.
- 4.2.** We process your Usage Data when you complete a Survey or use SMG Services. We process this Usage Data based on your election to continue into the Survey, confirming your consent to SMG's use of cookies and other data collection technologies. You may withdraw your consent by contacting our Privacy Lead by email at privacyofficer@smg.com or by writing to Privacy Lead, Service Management Group, LLC, 1737 McGee Street, Kansas City, MO 64108.
- 4.3.** We may also process information you have provided to Social Media platforms, depending on your privacy settings, when you use social networking services in conjunction with SMG services. We process such information based on your consent, which you provide in your privacy settings to the social networking service. You may withdraw your consent by changing your privacy settings to no longer allow us access to your Social Media data.
- 4.4.** We process information received from our Clients concerning your interactions with their brands, products and services. We process such information based on SMG's

and SMG's Clients' legitimate interests, including improving and enhancing SMG's and our Clients' products and services and enhancing SMG's market research.

5. HOW WE USE AND SHARE PERSONAL DATA

How we use and share information that we collect or that you provide to us depends on how you use or access the SMG Services. Where required by law, SMG will comply with your request that we cease providing personal data to third parties.

- **Communicating with You.** Your Personal Data will be used, as needed, to manage our relationship and communicate with you by mail, telephone, e-mail, mobile alerts, and SMS text messaging. Unless a survey respondent expressly requests communication, SMG will not contact a survey respondent other than necessary contact to verify the integrity of a survey, to deliver Surveys, to provide rewards or benefits earned as a result of taking a survey, or to provide customer service. Although SMG does not use your Personal Data for direct marketing purposes, you should review the Privacy Notice of the client for which we are collecting your Personal Data to determine if such client does so. We may share your Personal Data with service providers that assist us in managing our relationship with you.
- **Performing Services You Request.** We may use and share your Personal Data in order to perform services you request or functions you initiate, such as when you post information and materials on message boards, forums, or on our Social Media pages. In addition, when you give us permission, we may disclose your Personal Data in order to identify you to anyone to whom you send communications through the SMG Services. Further, we may use and share your Personal Data with third parties in order to provide rewards and fulfill benefits you have requested and earned by taking Surveys. If you elect to participate in a sweepstakes or other promotion, we send your information to third party administrators of those promotions, so they can answer your questions or contact you about a prize you won or other issues related to the promotion.
- **Analyzing Use of and Improving SMG Services.** We use Personal Data collected from cookies and other data collection tools for usage analytics, fraud detection, and performance improvement for the SMG Services. We may use third party website analytics services to analyze how individuals use SMG Services, including, to record mouse clicks, mouse movements, scrolling activity, and text that you type into free-form text boxes. We use information collected from these third-party services to help us better understand how our users find and use SMG Services, to enhance our services, and to improve your user experience.
- **Sharing Data with Other Service Providers.** We may share your information, including your Personal Data, with other service providers we use to perform the functions for which we engage them, such as hosting, data storage, and security. We may also share your Personal Data as needed to operate other related SMG services, such as ratings and reviews websites that we operate.
- **Sharing Data with Clients.** If you access SMG Services to take a Survey regarding your consumer experience with one of our Clients, or to take a Survey regarding your experience as an employee of one of our Clients, we may share the Personal Data we collect from you about and relating to your Survey responses with that Client. We also may use this Personal Data to derive market research insights and provide consumer behavior analytics and business intelligence to our Clients. For information concerning how the Client for which we are collecting your Personal Data uses, protects and otherwise processes Personal Data, read such Client's privacy policy, or reach out to

such Client for further information. We and our Clients also may combine different types of information, including Personal Data collected from or about you by us, our Client or third-party sources. SMG may use the combined information for any of the purposes described in this Privacy Notice, and our Clients may use the combined information for any purposes described in their privacy policies.

- **Complying with Legal Obligations and Enforcing Legal Rights.** We may also share the information we collect from you, as needed, to enforce our rights, protect our property or protect the rights, property or safety of others, or as needed to support external auditing, compliance, and corporate governance functions. We will disclose Personal Data as we deem necessary to respond to a subpoena, binding order of a data protection authority or judge, legal process, governmental request or any other legal or regulatory obligation, in each case this may be an entity outside your country of residence. We may also share Personal Data as required to pursue available remedies or limit damages we may sustain.
- **Transferring Data in Connection with Corporate Changes.** We may transfer information about you, including Personal Data, in connection with any actual or impending reorganization, merger, sale, joint venture, assignment, transfer, acquisition or other change of ownership or control by or of SMG or any affiliated company (in each case whether in whole or in part), including, without limitation, in connection with any bankruptcy or similar proceeding. Any such entity to which we transfer Personal Data will be required to provide you with notice of any purposes of processing not compatible with the purposes set forth in this Privacy Notice, as well as any privacy practices that are materially different than the practices set forth in this Privacy Notice. Where required by law, such entity also will be required to obtain your consent.
- **Using Personal Data for Other Business Purposes.** We also use your Personal Data for other legitimate business purposes, such as product and service development and administration of SMG Services.

6. RETENTION AND DISPOSAL OF PERSONAL DATA

We will retain your Personal Data in our records for no longer than is necessary for the purposes for which it was originally collected. When such information is no longer needed for the purposes for which it was originally collected, we will securely delete all of your electronic Personal Data, and securely shred any hard copy Personal Data, except for what is needed to comply with our legal obligations.

7. YOUR RIGHTS AND CHOICES CONCERNING PERSONAL DATA PROCESSING

You may discontinue participating in Surveys at any time by no longer accessing the SMG Services.

If you reside in a location with laws or regulations granting you rights to request specific actions relating to your Personal Data, you will have the specific rights granted to you by such law[s] or regulation[s], which may include the right to request access to and rectification (e.g., amendment or supplementation) or erasure of your Personal Data, the right to transfer your data (i.e., data portability), restriction of processing of your Personal Data, as well as the right to object to processing of your Personal Data, the right to withdraw your consent, the right to cancel your account, and the right to lodge a complaint with a supervisory authority (“Data Subject Rights”). All requests will be handled in accordance with the parameters set forth in applicable laws and regulations.

If you want to exercise your Data Subject Rights in respect of Surveys you may have taken with us, you will need to contact the Client company that sponsored (and identified on) the Survey to make that request. The Client company that sponsored the Survey is the data controller in respect of the Survey data, rather than SMG. Applicable laws generally provide that Data Subject Rights requests are to be made to the data controller. .

To make such a Data Subject Rights requests for any SMG Services other than Surveys, contact our Privacy Lead by email at privacyofficer@smg.com or by writing to Privacy Lead, Service Management Group, LLC, 1737 McGee Street, Kansas City, MO 64108.

8. CONSEQUENCES OF NOT PROVIDING PERSONAL DATA

Although participation in our Surveys is voluntary, you may not qualify for certain incentives, rewards, or benefits if you do not provide all information requested by a Survey.

9. COOKIES POLICY

9.1. What Are Cookies

SMG and our service providers use small text files called cookies. “**Cookies**” are small computer files sent to or accessed from your web browser or your computer's, mobile device's or tablet's hard drive that contain information about your computer, such as a user ID, user settings, browsing history, and activities conducted while using the Services. A Cookie typically contains the domain name (internet location) from which the Cookie originated, the “lifetime” of the Cookie (i.e., when it expires), and a randomly generated unique number or identifier. Cookies may be linked to Personal Data.

9.2. How We Use Cookies and Data Collection Tools

Cookies help us improve SMG Services by tracking your navigation habits, and customizing your experience with SMG Services. This enables us to analyze technical and navigational information about SMG Services and helps us to detect and prevent fraud.

We also use Cookies and other Data Collection Tools (such as web beacons and server logs), which we collectively refer to as “**Data Collection Tools,**” to help improve your experience with SMG Services – for example, by remembering you when you come back to visit us, and making the content you see more relevant to you.

SMG Services also may use Data Collection Tools to collect information from the device you use to access SMG Services, such as your operating system type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone in which your device is located.

9.3. Your Control of Cookies

Web browsers allow some control of most Cookies through browser settings. Some web browsers (including mobile web browsers) provide settings that allow you to reject Cookies or to alert you when a Cookie is placed on your computer, tablet or mobile device. You may be able to reject mobile device identifiers by activating the appropriate setting on your mobile device. Although you are not required to accept SMG's Cookies or mobile device identifiers, if you block or reject them, you may not have access to all features available through SMG Services. In addition, if you reside in a jurisdiction that requires us to obtain your consent to use cookies on our websites and/or applications, you will have an opportunity to manage your cookie preferences on those websites and/or applications; except that certain cookies are

required to enable the core functionality of such websites and applications and you cannot choose to disable those cookies.

10. MANAGING YOUR ACCOUNT INFORMATION

You can visit the account section of the applicable SMG Service to manage and correct factual inaccuracies in the information we have about you. If you have questions about how to access or correct your Personal Data, contact our Privacy Lead by email at privacyofficer@smg.com or by writing to Privacy Lead, Service Management Group, LLC, 1737 McGee Street, Kansas City, MO 64108.

11. CHILDREN'S PRIVACY

SMG Services are intended for general audiences and are not directed to children who are under the age at which they may provide consent for the processing of their Personal Data in any jurisdiction where we operate. We do not knowingly collect Personal Data from such persons. If you become aware that a child under the age at which [s]he may legally provide consent to the processing of his/her Personal Data has provided us with Personal Data without parental consent, contact our Privacy Lead by email at privacyofficer@smg.com or by writing to Privacy Lead, Service Management Group, LLC, 1737 McGee Street, Kansas City, MO 64108. If we become aware that a child under the age at which [s]he may provide consent to Personal Data processing in his or her jurisdiction has provided us with Personal Data without parental consent, we take steps to remove such information and terminate the child's account as soon as possible.

12. LINKS TO THIRD PARTY SERVICES

SMG Services may contain links to third party websites and services (“**Third Party Services**”) with which SMG has no affiliation. A link to any Third Party Service does not mean we endorse it or the quality or accuracy of information presented on it. If you decide to visit a Third Party Service, you are subject to its privacy practices and not the privacy practices set forth in this Privacy Notice.

13. EMPLOYEES AND OTHER PERSONNEL

This Privacy Notice does not cover our privacy practices relating to job applicants, employees or persons for whom we only have their information because of an employment relationship with SMG. We maintain a separate policy for such processing that we make available to the relevant data subjects through other means.

14. INFORMATION SECURITY

SMG has an information security program that implements technical, physical, and organizational measures designed to assist in maintaining the security and confidentiality of Personal Data; safeguarding against anticipated threats to the confidentiality, integrity and availability of Personal Data; and protecting your Personal Data against loss, misuse, unauthorized alteration or destruction, and unauthorized access or disclosure.

However, whenever Personal Data is processed, there is a risk that such data could be lost, misused, modified, hacked, breached, and/or otherwise accessed by an unauthorized third party. No system or online transmission of data is completely secure. In addition to the technical, physical, and organizational measures that SMG has in place to protect your Personal Data, you should use appropriate security measures to protect your Personal Data. If you believe that your SMG account or any information you provided to us is no longer secure,

notify our Privacy Lead immediately by email at privacyofficer@smg.com or by calling 1-800-764-0439 and asking to speak with SMG's Privacy Lead.

15. GEOGRAPHIC CONSIDERATIONS AND CROSS-BORDER TRANSFERS OF PERSONAL DATA

SMG controls and operates SMG Services from the United States of America. SMG may transfer, store and process your Personal Data in the United States, the United Kingdom, Japan, or another location in Asia or in the European Union. Note that data protection and privacy laws of the country to which your Personal Data is transferred may not be as comprehensive as the laws in your country. For example, Personal Data transferred to the United States may be subject to lawful access requests by federal and state authorities in the United States.

If you are accessing our SMG Services from the European Economic Area ("EEA"), your Personal Data will be processed outside of the EEA. In the event of such a transfer, we ensure that: (i) the Personal Data is transferred to countries recognised as offering an equivalent level of protection; or (ii) the transfer is made pursuant to appropriate safeguards, such as standard contractual clauses adopted by the European Commission.

You may contact our Privacy Lead by email at privacyofficer@smg.com or by writing to Privacy Lead, Service Management Group, LLC, 1737 McGee Street, Kansas City, MO 64108.

This English-language Privacy Notice is SMG's official statement of its privacy practices relating to SMG Services. In case of any inconsistency between this English-language Privacy Notice and any translation into another language, this English-language document prevails.

16. HOW TO CONTACT US

If you have questions about privacy, need assistance with accessing or updating your Personal Data or have complaints relating to the processing of your Personal Data, contact our Privacy Lead by email at privacyofficer@smg.com.

You can also write to us at:

Service Management Group, LLC
Attn: Privacy Lead
1737 McGee Street
Kansas City, MO 64108

Service Management Group, Ltd.
Attn: Privacy Lead
38-40 The Maltings
St Albans
Hertfordshire AL1 3HL
UNITED KINGDOM

Service Management Group G.K.
Attn: Privacy Lead
2-7-16 No. 3 Komoriya Building 9F
Hamamatsu-cho, Minato-ku
Tokyo 1050013, Japan

17. DATA CONTROLLER AND PRIVACY LEAD

Personal Data collected by SMG is controlled by Service Management Group, LLC, 1737 McGee Street, Kansas City, MO 64108. You may contact our Privacy Lead by email at privacyofficer@smg.com or by writing to Privacy Lead, Service Management Group, LLC, 1737 McGee Street, Kansas City, MO 64108, except for Personal Data collected through Surveys, in which case the controller is the particular Client company identified on the Survey.