

# CDM Media Privacy Statement and Consent to Use of Personal and Company Information

## Introduction

CDM Media USA, Inc. ("CDM Media") is committed to respecting the personal privacy of individuals and companies who use CDM Media's websites. This Privacy Statement describes CDM Media's current policies and practices with regard to personal and company information collected by CDM Media through its websites. CDM Media is a company incorporated in the USA.

## Definitions

The terms "you" and "your" refer to you, individually. The term "personal information" means information about an identifiable individual, such as, the name, age, e-mail address or mailing address of the individual. "Company Information" means information about an identifiable organization's profile including (but not limited to) its human, financial and physical resources and organizational and management structure.

## Changes to This Privacy Statement

CDM Media is continually improving and adding new functionality and features to its websites and improving and adding to its existing services and programs. Because these ongoing improvements, changes in the law and changes in technology may require changes to this Privacy Statement, CDM Media reserves the right to update or modify this Privacy Statement at any time without prior notice. CDM Media will do so by posting an updated or modified version of this Privacy Statement on this website. Your use of this website following any such change constitutes your agreement that personal and company information collected from or about you through this site after the revised Privacy Statement is posted will be subject to the terms of the revised Privacy Statement. For this reason, we encourage you to review this Privacy Statement regularly.

## Your Consent

This Privacy Statement covers your engagement with CDM Media. By agreeing to the terms of such engagement (on your own behalf or as an agent for your company) and using CDM Media's websites, you are consenting to the collection, use and disclosure of your personal information as set forth in this Privacy Statement. Your continued use of any CDM website constitutes your continuing consent to the terms of this Privacy Statement, as amended from time to time.

## What Personal Information Is Collected?

CDM Media collects personal and company information you supply when you use this site, for example, the information you provide when you register to use this site, when you complete a survey, when you download information, or when you personalize a website to meet your specific needs. This information includes, for example, your name, the name of your company, your or your company's mailing address, your e-mail address, and information about your company and business interests.

## **How Does CDM Media use your Personal and Company Information?**

CDM Media uses the personal and company information you supply to provide the information, services and products you request and to personalize its websites to meet your specific needs. We use your e-mail address to respond to your comments and questions. We use name, contact, and other information to identify you personally.

CDM Media also uses the personal and company information collected through this site to improve the content and functionality of this site, to better understand our customers and markets, to improve our products and services and to market our products and services to our customers and potential customers.

## **Disclosure of Personal Information**

CDM Media shares personal and company information collected through its websites with its partners who may use the information in the same ways as CDM Media may use the information. CDM Media may also share personal and company information collected through its websites with third-party vendors. These companies are not authorized by CDM Media to use the information shared with them for any other purpose.

In addition, there may be some other, limited circumstances in which CDM Media may share or transfer the information in their databases to an unrelated third party, for example, to comply with a legal requirement, for the administration of justice, to protect your or your company's vital interests, or in the event of a corporate sale, merger, reorganization, dissolution or similar event.

Where appropriate, before disclosing personal information to a third party, CDM Media will make all reasonable endeavors to protect that data against unauthorized use or disclosure.

## **Data Integrity and Security**

CDM Media strives to maintain the reliability, accuracy, completeness and currency of personal and company information in our databases and to protect the security of our databases. We keep your personal information only for as long as reasonably necessary for the purposes for which it was collected or to comply with any applicable legal or ethical reporting or document retention requirements. Our servers and our databases are protected by technology such as firewalls and password protection. The employees who have access to personal information have been trained in accordance with our security protocols. Although we cannot guarantee against any loss, misuse, unauthorized disclosure, alteration or destruction of data, we try to prevent such unfortunate occurrences.

## **Data Access and Corrections**

If you wish to access or correct personal or company information collected through this site, please write our data protection officer at CDM Media, 55 Merchant Street (Suite #2810), Honolulu, Hawaii 96813. Please provide enough information to permit us to identify your personal information. We will respond to your requests in a prompt and proper manner. If we can accommodate your request without

incurring significant expense, we will attempt to do so. Requests to correct or delete personal data are subject to any applicable legal and ethical reporting or document retention obligations imposed on CDM Media.

### **Link to Other sites**

This Privacy Statement applies only to CDM Media websites. CDM Media operates many different types of websites for different purposes and in different geographical regions where different laws may apply. If you visit another CDM Media website, please take a moment to review the privacy statement posted on that website to learn what personal information may be collected through that site and how it is processed.

CDM Media contains hyperlinks to websites that are not operated by CDM Media. These hyperlinks are provided for your reference and convenience only and do not imply any endorsement of the activities of these third-party web sites or any association with their operators. CDM Media does not control these websites and is not responsible for their data practices.

### **Transfer of Data Abroad**

Of course, the Internet is made up of a large number of international connections. If you are visiting this website from a country other than the country in which our server is located (currently USA), the various communications will necessarily result in the transmission of information across international boundaries.

### **Governing Law**

This privacy policy shall be governed by and construed in accordance with the laws of Illinois.

### **Questions About Our Privacy Policy**

If you have any questions about this privacy statement or concerns about the way CDM Media processes your personal information, please write our data protection officer at [data.protection@cdmmedia.com](mailto:data.protection@cdmmedia.com).