

Inspired Privacy Policy – updated Jan 2018

Inspired Mobile Limited of 7th Floor, Elizabeth House, York Road, London, SE1 7NQ, UK (“Inspired”) is committed to protecting user privacy and to clearly informing customers and users about the collection and use of information when using its proprietary technology, software, platform and other services. This Privacy Policy explains how we collect and use information and applies to all of Inspired’s market software solutions, as well as our company websites located at [www.inspired-mobile.com](http://www.inspired-mobile.com) (together our “Service”).

## **Inspired**

Inspired is a marketing company. Our Service provides advertising and marketing solutions to our customers. Our Service enables our customers to create, manage and analyse campaigns. Inspired also analyses and processes data collected by third party platforms. Inspired is not responsible for the privacy practices of these third-party platforms.

## **What Information do we collect?**

### *(Anonymous) Non-Personally Identifiable Information (Non-PII)*

When a member of the public views interacts with an Inspired Service, we may collect anonymous information from the Service such as, but not limited to, device information, ad data and other content that you have viewed, your location or information about the routing or timing of any interaction (traffic data). This information consists of anonymous non-personally identifiable information (‘Non-PII’), and is collected in order to help Inspired conduct business with current and prospective customers. Non-PII, which may include anonymous identifiers associated with your mobile device, does not identify you personally, and may come from such sources like your mobile web browser, or the apps that you use. Inspired is the sole owner of the Non-PII collected but we may share it with our customers.

We use Non-PII to provide value-added services such as advertising customised to the anonymous individuals’ inferred interests, preferences and locations, and to perform analysis aimed at improving our services and technologies. The information we collect also helps us to provide filtering options for publishers to manage ads appearing on their sites and in their apps, and to provide targeting options for advertisers. This helps our publishers and customers, for example, not to present ads that the anonymous user has already seen, and helps our advertising customers serve adverts that are most likely to be of interest to our anonymous users.

### *Interest-Based Advertising and Opt Out*

Inspired may work with third party partners such as SMS gateways, exchanges or demand side platforms to purchase media that uses interest-based advertising. These third parties have their own privacy policies and opt-outs. Inspired is not responsible for the privacy practices of these third-parties. In the event you wish to opt out of having your Non-PII used to allow us to provide display interest-based advertising customised to your inferred interests, preferences and locations, or to perform analysis aimed at improving our services and technologies, you can do so by opting out of interest-based advertising on your mobile device. However, please note that if you do so the quality of interest-based advertising that you enjoy may be compromised.

### *Personally Identifiable Information (PII)*

Through the use of a Customer Relationship Marketing (CRM) database, Inspired has the capability of cross mapping your Non-PII with other consent-based data sources where you have voluntarily disclosed your personal information to our customers or affiliates in order to transform Non-PII into personally identifiable information (‘PII’). For example, our CRM may contain a reference to an anonymous identifier associated with your mobile device. If you subsequently use that mobile device to knowingly disclose PII such as your name, mobile phone number or email address to one of our customers or affiliates, our CRM may be able to match you’re Non-PII to your PII. Inspired does not match your PII to your location and it does not make this combined Non-PII and PII information publicly available but some

Inspired customers may build Non-PII audience clusters based on the PII profile and uses those clusters to send tailored content such as advertising or emails based on the common characteristics of the clusters.

In the event you wish to opt out of having your Non-PII matched to your PII, you can do so by emailing us @ [privacy@inspired-mobile.com](mailto:privacy@inspired-mobile.com). However, please note that if you do so the quality of interest-based advertising that you enjoy may be compromised.

### **Data Collection on Behalf of Third-Parties**

We may, on behalf of our customers, collect information from users such as yourself. This may occur, for example, if you submit information in response to an ad that we provide on behalf of a customer. Such information may consist of PII, Non-PII, or both. In such situations, we collect and process the information on behalf of our customer, we provide it to our customer, and it will be subject to such customer's privacy policies.

### **Third-Party Websites**

We may provide ads that link to third-party sites, third-party apps or other third-party content ("Third-Party Content"). This Privacy Policy does not extend to Third-Party Content, or any services offered on Third-Party Content.

### **International Transfers**

We may share your information with customers, affiliates and other third parties described above who are based in countries outside of your country of residence (for example, if you are an EU resident, we may share your information with our non-EU customers or affiliates). While some countries may not have data protection laws that are equivalent to those of the country in which you reside, we will take all reasonable measures to protect your information in accordance with this Privacy Policy and applicable legal requirements.

### **Consent, Right to Access and be Forgotten**

By interacting or submitting PII within an Inspired Campaign you consent to Inspired holding data on you. You have the right to access all PII Inspired Services hold on you. Please email us @ [privacy@inspired-mobile.com](mailto:privacy@inspired-mobile.com) and we will send you a link to review all PII being held on you. You will also be able to opt out of any PII Inspired holds.

### **Data Portability and Breach Notification**

Inspired does not share data with third parties but all Inspired Customers own their own data. Inspired holds the protection of all data with the highest security. We will inform you within 72 hours of any breaches in our security.

### **Children's Privacy**

Inspired is very sensitive to the issue of children's privacy. We do not knowingly collect any personal information about children under the age of 13. If we become aware that we have collected personal information about a child under the age of 13, that information will be immediately deleted from our database.

### **Use of Cookies**

Inspired uses cookies in order to ensure that your consumer preferences are recorded and used to tailor content for you. To remove these, you can simply clear cookies in the browser on your device. The domains of our cookies are listed below:

demos.inspired-mobile.com

cdn1.inspired-mobile.com

## **Security**

Inspired takes steps to protect the security of information that we collect. To that end, we have designed and deployed hardware, software, and networking solutions in an effort to reasonably secure and protect access to our systems and data.

## **Legal Disclaimer**

We may need to disclose information, including PII, when in our good-faith judgment we are required to do so by law, or when such action is necessary to comply with a current judicial proceeding, a court order or legal process. We may also transfer all or some of the data discussed in this policy, in connection with a corporate merger, acquisition, and sale of assets, bankruptcy, or other corporate change.

## **Duration of Data Retention**

Inspired will only retain Non-PII and PII for as long as it remains useful for the purposes outlined in this Privacy Policy. Inspired monitors its data retention on a regular basis to ensure that it does not retain Non-PII and PII for longer than is necessary.

## **Changes to Privacy Policy**

Inspired is committed to continually examining and reviewing its privacy practices, and may make changes to its Privacy Policy. In the event that any changes that we believe are material are made to the company's privacy practices, we will post a revised Privacy Policy on this website.

## **Questions and Concerns:**

If you have any questions or concerns about our privacy practices, you may contact us: Inspired Mobile, Elizabeth House, York Road, London SE1 7NQ, UK Email: [privacy@Inspired-mobile.com](mailto:privacy@Inspired-mobile.com)

This Privacy Policy was last updated on January 2018