

# Discover User Privacy Policy

**Last Updated:** May 22, 2018

This user privacy policy ("**User Policy**") describes the policies and procedures of Launchmetrics on the collection, use and disclosure of your information as a user of the features, content or applications we offer through our service Discover (the "**Service**"). It also explains the choices you have with respect to the information collected.

When we refer to users ("**Users**") we mean all individuals who use the Service, including those users granted access to the Service via their employer or another company ("**Customer**").

When we refer to **Launchmetrics** (collectively referred as Launchmetrics, "we", "us", "our" in this Privacy Policy) we mean the Launchmetrics entity that acts as the Controller of your personal data as a user of the Service.

Discover<sup>SM</sup> (the Service) allows Users to track the mentions of their brands (and any keyword of their choice) on traditional and social media, create and distribute news digests and generate reports of their coverage.

When we refer to authors ("**Authors**") we mean all individual authors of online content published on publicly available websites (Twitter, Instagram, etc.).

We receive information about you from various sources, including: (i) if you register for the Service, through your user account on the Service (your "Account"), and (ii) your use of the Service generally; and (iii) from third party websites and services. When you use the Service, you are consenting to the collection, transfer, manipulation, storage, disclosure and other uses of your information as described in this Privacy Policy.

Updates in this version of the User Policy reflect changes in data protection law. In addition, we have worked to make the User Policy clearer and more understandable.

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Please read this statement carefully to understand our policies and practices regarding your information and how we will treat it.

## **What Does This Privacy Policy Cover?**

This User Policy covers the treatment of personal data ("**Personal Information**") gathered when you are using or accessing the Services. This User Policy also covers our treatment of any Personal Information that our business partners share with us or that we share with our business partners.

This User Policy does not apply to the practices of third parties that we do not own or control, including but not limited to any third party websites, services and applications ("**Third Party Services**") that you elect to access through the Service or to individuals that we do not manage or employ. While we attempt to facilitate access only to those Third Party Services that share our respect for your privacy, we cannot take responsibility for the content or privacy policies of those Third Party Services. We encourage you to carefully review the privacy policies of any Third Party Services you access.

In addition, a separate agreement governs delivery, access and use of the Services (the "**Service Provider Agreement**") and the processing of Customer Data.

## **What Information Do We Collect and Receive?**

The information we gather enables us to personalize, improve and continue to operate the Site. In connection with certain aspects of the Site, we may request, collect and/or display some of your Personal Information. We collect and receive Customer Data and other information and data in different ways:

- **User Data or Account Information.** Users routinely submit User Data to Launchmetrics when using the Services.

When we create an Account for you, you will provide us information that could be Personal Information, such as your **username, password, email address, affiliations, timezone, language, company name and other requested information**. You acknowledge that this information may be personal to you, and by creating an account on the Services and providing Personal Information to us, you allow others, including us, to identify you and therefore may not be anonymous. You are able to change any of the details you provided in your Account settings. We may use your contact information to send you information about our Services. You **may unsubscribe from these messages by sending an email to your Account Manager**.

- **Other information.** Launchmetrics also collects, generates and/or receives other information:

## **I. Usage Information:**

- **IP address information and other information collected automatically**

We automatically receive and record information from your web browser when you interact with the Services, including your IP address and cookie information.

Generally, the Services automatically collect usage information, such as the number and frequency of visitors to the Site. We may use this data in aggregate form, that is, as a statistical measure, but not in a manner that would identify you personally. This type of aggregate data enables us and third parties authorized by us to figure out how often individuals use parts of the Services so that we can analyze and improve them.

- **Log Data**

As with most websites and technology services delivered over the Internet, our servers automatically collect information when you access or use our Websites or Services and record it in log files. This log data may include the Internet Protocol (IP) address, the address of the web page visited before using the Website or Services, browser type and settings, the date and time the Services were used, information about browser configuration and plugins, language preferences and cookie data.

We collect log information (IP addresses or users' information) for different reasons like:

- Detecting or preventing fraud, and unauthorised access;
- Help users and address their needs while using the platform;
- Help users to know who did what and when;
- Provide us with user behavior information on the Site;
- Keep improving our product in terms of features scope and security needs.

- **Aggregate Information**

We collect statistical information about how both unregistered and registered users, collectively, use the Services ("**Aggregate Information**"). Some of this information is derived from Personal Information. This statistical information is not Personal Information and cannot be tied back to you, your Account or your web browser, unless you give us the explicit agreement to do so.

- **Third party Data**

We collect content that has been made publicly available on the Internet (including Personal Data) for monitoring purposes. Such content is accessed and used by us. Such content is also maintained, accessed and used by Users on the Discover platform in connection with our provision of the Services.

When we are crawling the Internet and Social Media to provide you with Data on Discover, we are Data Controller as we decide what data we collect, how and where we collect it and why this data is used in connection with its services. User is Data Controller as well as User can decide and is responsible for what happens to this Data.

The legal basis on which we process data in these circumstances is pursuant to our "legitimate interests". Our legitimate interests are in providing our Services to our Discover Users, including the monitoring features of publicly available data or data made directly available on social media by Authors. In turn, this allows our Users to obtain the best FLC coverage, consolidate print, online and social monitoring and reporting into a single tool and create and share newsletters, coverage reports and books easily. This legal basis requires a balancing of the legitimate interests of the Data Controller with the interests or fundamental rights and freedoms of the data subject which require protection of personal data. In this situation the data subjects (Authors) made the crawled data publicly available and retain control of the privacy settings of their publications on their website or social media. As such the interests, fundamental rights and freedoms of these data subjects are not prejudiced or overridden.

In the course of using our Service you may also provide us with personal information about third parties, in particular information regarding potential recipients of the newsletters and news digests that you are distributing through the platform. In this case, Launchmetrics is a Processor of this data and you, as a User, are the Controller as we store this data but you decide and are responsible for what happens to it.

## **II. Cookies Information:**

We use cookies and similar technologies in our Sites and Services that help us collect other information. The Sites and Services may also include cookies and similar tracking technologies of third parties, which may collect information about you via the Sites and Services and across other websites and online services. For more details about how we use these technologies, please see our Cookies Policy.

Domain	Company name	Description	Duration
<a href="#">Connect.launchmetrics.com</a> <a href="#">Discover-reports.launchmetrics.com</a> <a href="#">discover.launchmetrics.com</a>	Launchmetrics	Identifies the session of the user and validates the query is made by our user.	Persistent but no longer than 13 months.

Third party	Google Analytics	Discover uses Google Analytics. This is a web analytics service provided by Google, Inc. Google Analytics sets a cookie in order to evaluate use and performance of users through our Site and compile a report for us. <a href="#">Google Analytics Opt Out</a> .	The Cookies retention period is decided by Google.
Third party	Facebook	Stores the token, used for the new Facebook Login page needed by Instagram	The Cookies retention period is decided by Facebook.

If you do not want Cookies to be dropped on your device, you can adjust the setting of your Internet browser to reject the setting of all or some Cookies and to alert you when a Cookie is placed on your device. For further information about how to do so, please refer to your browser 'help' / 'tool' or 'edit' section or see [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note that if you use your browser settings to block all Cookies (including strictly necessary Cookies) you may not be able to access or use all or parts or functionalities of our Sites.

If you want to remove previously-stored Cookies, you can manually delete the Cookies at any time. However, this will not prevent the Sites from placing further Cookies on your device unless and until you adjust your Internet browser setting as described above.

Below are pages describing these settings in more detail for each browser.

- [Chrome](#)
- [Firefox](#)
- [Internet Explorer 7 en 8](#)
- [Internet Explorer 9](#)
- [Safari](#)
- [Opera](#)

If you use multiple browsers (e.g. Internet Explorer, Google Chrome, Firefox, etc) you must repeat this procedure with each one, and if you connect to the web from multiple devices (e.g. from work and at home), then you will need to set your preferences on each browser on each device.

We strongly recommend that you leave cookies active, because they enable you to take advantage the most attractive features of the Site but this remains your personal choice.

For more information on the development of user-profiles and the use of targeting/advertising Cookies, please see [www.youronlinechoices.eu](http://www.youronlinechoices.eu) if you are located in Europe or [www.aboutads.info/choices](http://www.aboutads.info/choices) if in the United States.

You are free to explore the Site without providing any Personal Information about yourself but some information may be collected automatically, and if some information, such as account details, is not provided, we may be unable to provide the Services.

## How Do We Use The Data Collected?

Customer or User Data will be used by Launchmetrics in accordance with Customer or User instructions, including any applicable terms in the Service Provider Agreement and User or Customer's use of Services functionality, and as required by applicable law.

Different Launchmetrics entities provide the Services in different parts of the world. Data protection laws in certain jurisdictions differentiate between the "controller" and "processor" of information.

We collect User Data, usage data and cookie data to help us create, develop, operate, and improve the Site, and our content. The purpose of this data processing is to provide you with our Services and to facilitate and protect your navigation on our Site. From time to time, we may use your personal information to send important notices, such as communications about changes to our terms, conditions, and policies. **If you do not want to be contacted for such purpose, please email your Account Manager.**

### **IP Address Information:**

While we collect and store IP address information, that information is not made public. We do at times, however, share this information with our partners, service providers and other persons with whom we conduct business, and as otherwise specified in this Privacy Policy.

### **Aggregate Information:**

We share Aggregate Information with our partners, service providers and other persons with whom we conduct business. We share this type of statistical data so that our partners can understand how and how often people use our Services and their services or websites, which facilitates improving both their services and how our Services interface with them. In addition, these third parties may share with us non-private, aggregated or otherwise non Personal Information about you that they have independently developed or acquired.

### **User Profile Information:**

We will not directly reveal user email addresses to other Users except when other Users are members of your Company.

**Information Shared with Analytical Services:**

We use certain analytics providers in order to better understand how the Site is used and how it can be improved. Your IP address information may be accessed by some of such analytics providers. In addition, information regarding the usage activity of a certain portion of users of the Site may be shared, but such information is shared on an anonymous basis and does not reveal the identity of any individual User. These providers do not collect any personal information or store IP address locally on their websites.

**Information Shared with Our Agents:**

We employ and contract with people and other entities that perform certain tasks on our behalf and who are under our control (our "Agents"). We may need to share Personal Information with our Agents in order to provide products or services to you. Unless we tell you differently, our Agents do not have any right to use Personal Information or other information we share with them beyond what is necessary to assist us. You hereby consent to our sharing of Personal Information with our Agents.

**Information Disclosed Pursuant to Business Transfers:**

In some cases, we may choose to buy or sell assets. In these types of transactions, user information is typically one of the transferred business assets. Moreover, if we, or substantially all of our assets, were acquired, or if we go out of business or enter bankruptcy, user information would be one of the assets that is transferred or acquired by a third party. You acknowledge that such transfers may occur, and that any acquirer of us or our assets may continue to use your Personal Information as set forth in this policy.

**Information Disclosed for Our Protection and the Protection of Others:**

We also reserve the right to access, read, preserve, and disclose any information as it reasonably believes is necessary to (i) satisfy any applicable law, regulation, legal process or governmental request, (ii) enforce these Terms of Service, including investigation of potential violations hereof, (iii) detect, prevent, or otherwise address fraud, security or technical issues, (iv) respond to user support requests, or (v) protect our rights, property or safety, our users and the public. This includes exchanging information with other companies and organizations for fraud protection and spam/malware prevention.

**Information We Share With Your Consent:**

Except as set forth above, you will be notified when your Personal Information may be shared with third parties, and will be able to prevent the sharing of this information.

**Is Information About Me Secured?**

We work hard to secure your Personal Information from unauthorized access to or unauthorized processing, alteration, disclosure or destruction of Personal Data we hold by taking appropriate Technical and Organisational Security Measures, having regard to the

state of the technological development and the cost of implementing any measures where appropriate, for example, pseudonymisation and encryption of Personal Data.

Your Account information will be protected by a password for your privacy and security. You need to prevent unauthorized access to your Account and Personal Information by selecting and protecting your password appropriately and limiting access to your computer and browser by signing off after you have finished accessing your Account.

We seek to protect Account information to ensure that it is kept private; however, we cannot guarantee the security of any Account information. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time.

We otherwise store all of our information, including your IP address information, using industry-standard techniques. We do not guarantee or warrant that such techniques will prevent unauthorized access to information about you that we store, Personal Information or otherwise.

Where it is likely that a breach results in a risk to the rights and freedoms of individuals, we will notify the relevant supervisory authority within 72 hours of the becoming aware of it. This information can be provided in phases to facilitate a fast and efficient reporting.

Where a breach is likely to result in a high risk to the rights and freedoms of individuals, we will notify those concerned directly with the following information:

- The nature of the personal data breach including, where possible:
- the categories and approximate number of individuals concerned; and
- the categories and approximate number of personal data records concerned.
- The name and contact details of the data protection officer or other contact point where more information can be obtained.
- A description of the likely consequences of the personal data breach.
- A description of the measures taken, or proposed to be taken, to deal with the personal data breach and, where appropriate, of the measures taken to mitigate any possible adverse effects.

The servers that store your data have appropriate administrative, technical, and physical controls that are designed to safeguard your data, including industry-standard encryption technology.

If you have any questions or concerns regarding security using the Site, please send us a detailed message to [security@launchmetrics.com](mailto:security@launchmetrics.com). We will make every effort to answer your concerns.



## Third party Terms of service

- **YouTube and Google Terms of service**

Discover uses YouTube's API to run queries based on your search terms, in order to identify relevant videos on the platform.

Therefore, by using Discover, you also agree to YouTube terms of service and Google Privacy Policy that can be accessed here :

<https://www.youtube.com/t/terms>

<http://www.google.com/policies/privacy>

- **Facebook Terms of service**

Discover uses Facebook's API to run queries based on your search terms, in order to identify relevant content on the platform.

Therefore, by using Discover, you also agree to Facebook terms of service and Facebook Privacy Policy that can be accessed here :

<https://www.facebook.com/legal/terms/update>

<https://www.facebook.com/policies>

- **Instagram Terms of service**

Discover uses Instagram's API to run queries based on your search terms, in order to identify relevant videos and pictures on the platform.

Therefore, by using Discover, you also agree to Instagram terms of service and Instagram Privacy Policy that can be accessed here :

[https://help.instagram.com/581066165581870?helpref=page\\_content](https://help.instagram.com/581066165581870?helpref=page_content)

[https://help.instagram.com/519522125107875?helpref=page\\_content](https://help.instagram.com/519522125107875?helpref=page_content)

- **Twitter Terms of service**

Discover uses Twitter's API to run queries based on your search terms, in order to identify relevant content on the platform.

Therefore, by using Discover, you also agree to Twitter terms of service and Twitter Privacy Policy that can be accessed here :

<https://twitter.com/en/tos>

<https://twitter.com/en/privacy#update>

## California Privacy Rights (for California residents)

Under California Civil Code sections 1798.83-1798.84, California residents are entitled to ask us for a notice identifying the categories of Personal Data that we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. If you are a California resident and would like a copy of this notice, please submit a written request to the following address: 180 Varick Street, Suite 1128, New York NY 10014 USA.

## Your rights under GDPR (for EEA residents)

Under the General Data Protection Regulation (GDPR), Users have the right to ensure:

- we process your data fairly and lawfully within the consent you have provided us.
- your data is accurate.

- your data is secure.

Users can:

- ask confirmation of whether, and where, the Controller is processing their personal data;
- ask us to provide details of your personal data we hold (information about the purposes of the processing, the categories of data being processed, the categories of recipients with whom the data may be shared, and obtain a copy of the personal data being processed (see the contact information below).
- know how long we keep the data
- use its rights to erasure, to rectification, to restriction of processing and to object to processing, to complain to DPAs;
- obtain information where the data were not collected from the data subject, information as to the source of the data; and
- obtain information about the existence of, and an explanation of the logic involved in, any automated processing that has a significant effect on data subjects.

We will maintain complete and accurate records and information to demonstrate our compliance with our obligations under this Privacy Policy and also for audits conducted by you or on your behalf.

To exercise any of these rights, please contact us at [security@launchmetrics.com](mailto:security@launchmetrics.com) or by mail to Launchmetrics, 180 Varick Street, Suite 1128, New York NY 10014 USA, Attention: Privacy. We will respond to your request to change, correct, or delete your information within a reasonable timeframe and notify you of the action we have taken.

## How Long Do We Conserve Your Data?

Launchmetrics will retain User Data and Customer Data in accordance with a User's instructions, including any applicable terms in the Service Provider Agreement and User's use of Services functionality, and as required by Applicable Law. The Contact Information will be retained for the period needed to interact with User but no longer than 3 years and may be retained in an anonymised form thereafter. Which means you will not be able to be identified when the data is anonymised.

## What Happens When There are International Data Transfers?

We are a global organisation, as such, we may share information about you within Launchmetrics offices and with affiliates and transfer it to countries in the world where we do business in connection with the uses identified above and in accordance with this Privacy Policy.

In some cases, we use suppliers located in various countries to collect, use, analyse, and otherwise process information on its behalf. It is our practice to require such suppliers to handle information in a manner consistent with our policies and applicable laws.

For transfers of personal data outside of the EEA, we are making sure that any of these transfers are supported by the strict legal compliance of our suppliers to the GDPR. When

necessary, compliance can be achieved if suppliers use an approved certification mechanism such as the EU-US Privacy Shield. This framework was developed to establish a way for companies to comply with data protection requirements when transferring personal data from the European Union to the United States.

We also offer EU Standard Contractual Clauses (also called Model Clauses), to meet the GDPR requirements for our Customers who operate in the E.U.

## How do I Review or Change my Personal Data?

If you would like to review or change your Personal Data, we will deal promptly and appropriately with any inquiries unless we have to keep that information for legitimate business or legal purposes. However, if your requests are deemed to be excessive or complex a small fee may be charged and a time-period extension may apply.

You can contact us at: [security@launchmetrics.com](mailto:security@launchmetrics.com) or [support@Launchmetrics.com](mailto:support@Launchmetrics.com) or directly reach out to your account manager.

## How Can I Delete My Account?

Should you ever decide to delete your Account, you may do so by emailing your Account manager or [security@launchmetrics.com](mailto:security@launchmetrics.com). If you terminate your Account, any association between your Account and information we store will no longer be accessible through your Account.

Please note that we will need to verify that you have the authority to delete the Account, and activity generated prior to deletion may remain stored by us for the period of time needed for us to conduct audits, comply with (and demonstrate compliance with) legal obligations, resolve disputes and enforce our agreements.

## What Happens When There Are Changes to this User Policy?

Although most changes are likely to be minor, Launchmetrics will occasionally update this User Policy to reflect Users and Customer feedback about the Site Changes and clarifications will take effect immediately upon their posting on this Site. Launchmetrics encourages you to periodically review this User Policy to be informed of how we are protecting your information and check for any changes. We have the sole discretion to modify this User Policy. If we make changes that materially alter your privacy rights, we will provide additional notice, such as via email or through the Services.

## Do you have a Data Protection Officer?

Yes, if you would like to communicate with our Data Protection Officer, please email: [dpo@launchmetrics.com](mailto:dpo@launchmetrics.com).

## How to contact us?

If you have any questions or concerns regarding privacy using the Site, please send us a detailed message to [support@Launchmetrics.com](mailto:support@Launchmetrics.com). We will make every effort to resolve your concerns.