

May 25, 2018

The updated Veeplay Privacy Policy is effective on May 25, 2018. Our Privacy Policy now describes the information collection practices of Veeplay's website, and the proprietary technology that we use to perform services for our customers. Our Privacy Policy has also been updated to reflect our practices in light of the General Data Protection Regulation and other applicable law in effect in the European Economic Area (EEA), Switzerland, and the UK.

Introduction

Veeplay (Appscend Video Solutions GmbH) is a video player SDK for iOS & Android together with an administration dashboard. Our customers are businesses that use the Veeplay to stream and deliver advertising to digital video inside mobile applications

Veeplay has prepared this Privacy Policy to describe our practices regarding the information we collect from:

- Visitors to our website located at www.veeplay.com (the "**Corporate Website**"), including all subdomains,
- Users who watch our customers' in apps mobile apps, and other software powered by Veeplay
- Visitors to our other owned-and-operated websites or demo apps.

This Privacy Policy does *not* describe the information collection practices of our customers that use the Veeplay on their Customer Properties. We are a third-party service provider to our customers. We recommend that you refer to our customers' privacy policies to learn about their information collection practices.

A. Website at www.veeplay.com

1. INFORMATION COLLECTED BY THE WEBSITE

Our Website provides information about our company, business, and the services we provide. It is also the portal used by our customers to sign into the customer dashboard for Veeplay.

The Corporate Website collects Personal Data, Usage Data, and Tracking Data when you visit the site at www.veeplay.com. As used in our discussion about the Corporate Website in this Section A:

"**Personal Data**" is the information about an individual that can be used to identify that individual, specifically: **First Name, Last Name, Email**

address, Company name (if applicable) and a **Password** associated with the Veeplay account.

“Tracking Data” is the information collected by cookies and similar tracking technologies, in the context of the Corporate Website, include pixel tags, web beacons, and scripts, and are used to track usage and performance. (See Section B below for the tracking technologies used by the Veeplay Technology.)

“Usage Data,” in the context of the Corporate Website, is the information that your browser sends to Veeplay’s servers when you visit the Corporate Website.

As with other Internet services, our web servers gather information automatically each time your browser or device interacts with the Corporate Website, and store that information in “log files.” The information stored in our web servers’ log files includes information that we call Personal Data, Usage Data and Tracking Data, and that we describe more fully in the following sections.

Note for visitors who access the Corporate Website from the EEA,
2. ABOUT PERSONAL DATA

The Corporate Website collects Personal Data from you when you engage in any of the following:

- Request information about a product or service on the Corporate Website.
- Register on the Corporate Website for emails, newsletters or other communications.
- Register to access Veeplay’s mobile SDK at this link: http://panel.veeplay.com/users/sign_up
- As an employee or authorized agent of Veeplay, uses a login account on the Website to access the customer dashboard for the Veeplay.

We may combine Personal Data that you submit on or through the Corporate Website with information that we collect from and about you from other sources, offline and online.

b. **How We May Use Personal Data.** We use the Personal Data that you provide on the Website for the following activities:

- Provide the services that you request.
- Send you administrative information, including information regarding changes to the Corporate Website’s terms, conditions and policies.

- Personalize your experience on the Corporate Website (including through the use of cookies and similar technologies).
- Send you messages that you request.
- Target you to receive ads and other marketing messages from us about the Veeplay Services.
- For our business purposes, such as data analysis, audits, developing new products, enhancing the Corporate Website, improving our services, and identifying usage trends and determining the effectiveness of our marketing.

c. **When We May Disclose Personal Data.** The Personal Data that you provide to the Corporate Website may be disclosed:

- **Service Providers.** To our third-party service providers who provide services such as hosting, data analysis, IT infrastructure, IT services, customer service, email delivery, payment processing, billing and collections, data enhancement, order fulfillment, auditing, security, fraud, and other services to enable them to provide such services. These third parties have access to your Personal Data only to perform these tasks on our behalf.
- **Transfer of Business.** To a third party to which we have transferred our business, assets or stock if Veeplay is involved in a reorganization, merger, sale, joint venture, assignment, transfer or other disposition of some or all of our business, assets or stock, including during due diligence related to any such transaction (and also including in connection with any bankruptcy or similar proceeding).

d. **How Long We Retain Personal Data.** We retain your Personal Data for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required for the security or integrity of the Corporate Website, or to comply with our legal obligations, resolve disputes, or enforce our legal agreements or policies.

e. **No Sensitive Information.** Please do not disclose through the Corporate Website any sensitive Personal Data (e.g., social security numbers, detailed financial information, health information, information related to racial or ethnic origin, political opinions, religion or other beliefs, criminal background or trade union membership).

3. YOUR RIGHTS ON THE WEBSITE

- a. **How You Can Access, Change or Delete the Personal Data About You Collected by The Corporate Website.** If you have a login to the Website (*i.e.*, you are a Veeplay customer), log into your account to make changes to the Personal Data we have on file for your account.

If you do not have a login to the Corporate Website (*e.g.*, a prospective customer or a website visitor) and would like to access, change, or delete the Personal Data that you have previously provided to the Website, contact us by emailing us at office@veeplay.com to make the requested changes. We will comply with your request as soon as reasonably practicable. If you have requested that some Personal Data be deleted, note that we may need to retain some of the information for backup or Compliance Purposes. In addition, there could remain residual traces of the deleted Personal Data in our databases and other records. We are not responsible for changing or deleting information from the databases of third parties that have previously accessed your information.

- b. **Your Choices Regarding Use of Your Personal Data.** You may opt out from receiving marketing-related messages from us either by using the unsubscribe mechanism provided in the message or by emailing us at office@veeplay.com. If you opt out from receiving marketing-related messages from us, we may still send administrative messages to you. You cannot opt out from receiving administrative messages.

You have the right to lodge a complaint with a supervisory authority as to our processing of data. However, we hope that you will first consult with us, so that we may work with you to resolve any complaint or concern you might have.

6. TRANSFER OF INFORMATION. As Veeplay works with global companies and technologies, we may need to transfer your Personal Data outside of the country from which it was originally provided. This may be intra-group or to third parties that we work with who are likely located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those in your jurisdiction. If you are located outside the United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United States and process it there.

B. Veeplay Technology & other web /mobile proprieties

1. INFORMATION COLLECTED BY VEEPLAY TECHNOLOGY ABOUT USERS

Our customers are primarily video publishers (each, a “**Customer**”) that deploy Veeplay inside their video mobile apps to provide their visitors (each, a “**User**”) with a high-quality video viewing experience.

Veeplay **does not** collect any type of personal data (usage or tracking) resulting from the usage of our technology inside customer products.

2. SHOWCASE APPS

Veeplay owns and operates 2 showcase mobile applications, one for each version of its SDK. The apps can be downloaded for each platform from these locations:

<https://play.google.com/store/apps/details?id=com.veeplay.demoapp>

and

https://linkmaker.itunes.apple.com/en-us/details/1139749494?country=us&mediaType=ios_apps&term=veeplay&type=software

Both of these products offer the users a way to get in touch with Veeplay by filling in a contact form. The data collected in this contact form is the same with the data collected on the Website (First Name, Last Name, Email Address)

We store and process this data in the same manner as described under point A of this Privacy Policy

D. Other Information

1. ABOUT DATA SECURITY. Veeplay employs security measures to prevent the loss, misuse or alteration of information collected by the Corporate Website, Veeplay Websites, and Veeplay Technology. However, no data transmission over the Internet or data security system can be guaranteed to be 100% secure.

2. LINKS TO OTHER SITES. Our Website, and Technology may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party’s site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

3. CHILDREN’S PRIVACY. The Website and Veeplay Technology are not targeted to anyone under the age of 13 (“Child”). We do not knowingly collect Personal Data from anyone under the age of 13, unless agreed in

writing with a particular Customer. If we know that the Personal Data we have collected is from or about a Child, we place that Personal Data in a separate category for restrictive handling. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from a Child without verification of parental consent, we will take steps to remove that information from our servers.

E. How to Contact Veeplay

If you have any questions about this Privacy Policy, please contact us at:

ADDRESS

Münchnerstr. 113a
85774 Unterfoehring

E-MAIL & PHONE

office@veeplay.com

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