

Global Privacy Principles

Dentsu Aegis Network Limited and its group companies are committed to respecting and protecting the privacy of all individuals that it interacts with. As part of our commitment, we have set out in these Global Privacy Principles our approach to how we handle your personal information, being any information that we obtain, process or control that relates to you.

These principles were developed by us in recognition of the differing legal standards that apply to data protection and privacy in all the markets and territories in which we do business. At the core of our principles are the ideas of proportionality and compliance with all applicable laws.

Our Privacy Principles

1. **Notice** – We will have transparent policies with regard to the processing of your personal information. We will notify you as to how we process your personal information. When notifying you, we will tell you what categories of organizations will have access to your personal information, for what purposes your personal information will be used and how you may exercise the rights we provide you under these Principles and our other policies. If possible we will provide notice at the point of collection, or if we obtain personal information indirectly, we will generally provide notice via our web sites.
2. **Choice** – Where required by applicable law, we will seek your knowledge and consent for the collection, use or disclosure of your personal information or for

collection, use or disclosure of your personal information for additional purposes not previously notified to you or not apparent from your dealings with us. Consent may be given in a variety of different ways, and where you have given your consent you may exercise your right to withdraw it.

3. **Purpose Specification** – We will only use your personal information within the scope of what was notified to you or as may be permitted under applicable law. If for any reason we intend to use your personal information in a way incompatible with that scope, we will notify you so that you can choose that we do not use your data in that way.
4. **Security and Confidentiality** – We will use industry standard security when protecting your personal information from loss, misuse and unauthorized access, disclosure, alteration and destruction. We will keep confidential any confidential information provided to us. Further, we shall use contractual or other means to provide a comparable level of protection while your information is being processed by a third party.
5. **Data Quality** – We will make all efforts to ensure that your personal information is accurate, complete and kept up-to date. Where your personal information is no longer necessary for the purposes collected and notified to you, it will be deleted.
6. **Access** – We want you to be in control of your personal information and your privacy. Upon request, we will supply you with information about our processing of your personal information and be responsive to your reasonable requests to rectify or delete information held about you.
7. **Accountability** – We will take all the necessary measures to observe these Principles and our other privacy policies. We are responsible for personal information under our control, and when we process personal information, we shall designate an individual or individuals who are accountable for proper compliance with these Principles.

Contact Us

If you have any further questions about how we process your personal information, or if you would like to exercise any of your rights under our Global Privacy Principles, then please contact:

Group Compliance Manager

10 Triton Street,

Regents Place,

London, NW1 3BF

United Kingdom.

+44 (0)20 7070 7700

E-mail: privacy@dentsuaegis.com