

PRIVACY POLICY

This Privacy Policy outlines how we handle your personal information according to European legal standards. Comprehensive details about the gathering, handling, and utilization of your personal data can be found below.

At AffGenius Affiliate Programs, safeguarding the confidentiality of your data is of utmost importance to us, and we are dedicated to its protection. This Privacy Policy, in conjunction with our Terms of Service, oversees the acquisition, handling, and utilization of your Personal Information. This document clarifies the type of data we gather, the methods of processing and storage, the purpose behind this collection, and our approach to managing such information. Additionally, we will outline the alternatives you have concerning this information.

Terms

Terms that are capitalized within this Policy and lack explicit definitions will be ascribed the interpretations as outlined below:

Product: refers to the AffGenius Affiliate Program.

Relevant Data: this term pertains to Personal Data and Special Categories of Data encompassed by this policy, as defined in the Data Protection Legislation.

Personal Data: refers to any information pertaining to an identified or identifiable natural person (referred to as a "data subject"). An identifiable natural person is someone who can be singled out, either directly or indirectly, with specific reference to an identifier like a name, an ID number, location information, an online identifier, or through various factors specific to the person's physical, physiological, genetic, mental, economic, cultural, or social identity.

Special Categories of Data: encompass Personal Data that discloses details such as racial or ethnic background, political views, religious or philosophical convictions, membership in trade unions, genetic information, biometric information, and data related to health, sex life, or sexual orientation of an individual.

Processing or Processed: signifies any action carried out on Personal Data, regardless of whether it is automated or not.

Scope of This Privacy Policy

This Privacy Policy pertains to your engagement with AffGenius Affiliate Programs as a whole, collectively referred to as the "Products", with AffGenius websites collectively termed the "Sites" and other interactions like customer service inquiries, user conferences, etc., that you may partake in with AffGenius. In the event of non-agreement with this Privacy Policy, kindly refrain from accessing or using the Products, Sites, or any other facets of AffGenius's operations.

This Privacy Policy extends to the Company's staff, contractors, and officers. However, this policy does not extend to third-party services. In cases where third-party services are utilized and the third party does not function as a Data Processor, no Relevant Data (as described below) is exchanged with them, or the Relevant Data has been anonymized to such an extent that GDPR regulations do not apply. Data collection by third parties is governed by their own privacy practices. It is recommended that you acquaint yourself with the privacy practices of these third-party entities.

Information Gathering and Receipt

During your engagement with our Sites and Products, we gather data that, either individually or when combined with other information, has the potential to identify you (referred to as Personal Data). A portion of the collected information is stored in a way that prevents its association with your identity (designated as Non-Personal Data).

Payment Details

The payments information that you furnish through the Sites will be retained and managed by payment systems and other third-party service providers, as assigned by us periodically. We will amass specific information on the Sites that is necessary for payment systems and these third-party service providers to carry out payment processing. This includes details such as credit/debit card numbers, security codes, and other pertinent payment-related information. All such data is subject to the privacy policy of the payment systems or any pertinent third-party service provider.

Additional Information

AffGenius also accumulates, generates, and/or acquires Additional Information, including:

I. Usage Information

Various details concerning the devices you utilize to interact with AffGenius, as well as your interactions with the Sites and/or Products, are automatically logged within our systems. These encompass:

Personal Information: This involves particulars like your name, email, phone number, and Skype.

Company Information: This comprises elements such as your company name and website link.

Location Information: This pertains to the geographical region where you employ your computer and mobile devices (as determined by an Internet Protocol address or similar identifier) while engaging with our Sites and/or Products.

Log Data: Analogous to most websites and technology services functioning over the internet, our servers instinctively gather data when you access or utilize our Sites and/or Products. This recorded information is stored in log files and can encompass the IP address, browser type and configurations, usage date and time, insights regarding browser settings, language preferences, and data related to cookies.

Products and Sites Specific Data: This denotes information concerning the AffGenius Sites and/or Products you engage with and the manner in which you engage with them. We may also receive data from our third-party associates and service providers to analyze user interaction with our Sites and/or Products. For instance, we might be aware of the number of users accessing a specific page on the Site and the links they clicked. This aggregated data is utilized to enhance our comprehension of user behavior and optimize the Site.

Device Information: This refers to data from your computer or mobile device, encompassing particulars about the hardware and software employed (for instance, your operating system and browser type). Furthermore, it encompasses distinct device identifiers for those devices that are utilizing AffGenius Products.

II. Collection of Information from Minors

AffGenius does not knowingly gather personal information from individuals under the age of 16. If it comes to our attention that we have inadvertently collected personal data from someone under the age of 16, we will undertake reasonable actions to eliminate that information from our systems. If you are under 16 years old, please abstain from submitting any personal information via the Site and/or Products. We encourage parents and legal guardians to supervise their children's internet usage and to help enforce this Policy by advising their children not to provide personal information through the Sites and/or Products without proper authorization.

III. Third-Party Information

AffGenius might receive data pertaining to visitors of the Site, marketing campaigns, and other relevant aspects of our business from affiliates, subsidiaries, partners, or other entities we engage with to enhance the quality or usefulness of our own information. This data could be merged with Additional Information we collect and could include aggregated information, such as correlating IP addresses with specific zip codes or countries. Alternatively, it could be more specific in nature, like assessing the performance of online marketing or email campaigns.

AffGenius's use of your information

We use, process and retain your information as deemed necessary for fulfilling our contractual commitments to you and for our valid business interests. This encompasses the operation of our Sites, Products, Services, and business, including:

- assisting in the management of our Sites and/or Products, verifying users for security reasons, offering personalized user functionalities and access, conducting transactions, carrying out research, and refining the features and usability of our Sites and/or Products.
- adhering to pertinent legal requirements, legal proceedings, or regulations.
- generating cumulative statistics concerning the number of distinct devices engaging with our Sites and/or Products.
- issuing emails and other forms of communication. This could encompass service-related, technical, and administrative emails, messages, and other communication formats. Additionally, we might contact you to apprise you about modifications in our Products, alterations to our Product offerings, and crucial Products-associated notifications, such as security and fraud advisories. These forms of communication are an integral part of the Products, and opting out of them might not be possible. Furthermore, on occasion, we may send emails regarding novel product features, promotional communications, or other updates about AffGenius. We will exclusively forward marketing details to you if you grant us consent.
- addressing billing, account management, and other administrative matters. In cases where AffGenius needs to establish contact with you for invoicing, account administration, or analogous purposes, account-related data is employed to oversee accounts and oversee billing and payments.
- probing and aiding in the prevention of security concerns, fraudulent activities, and misuse.

Should information be aggregated or de-identified to the extent that it is no longer reasonably connectable to an identified or recognizable natural individual, AffGenius reserves the right to employ it for any business-related objective.

Sharing and Dissemination of Information

We solely reveal Personal Data to third parties under the following circumstances:

- **Engagement of Service Providers:** We engage service providers who aid us in fulfilling operational needs linked to our business, encompassing hosting, delivery, and enhancement of our Products. These service providers also play a role in specific services and functions such as email communication, customer support, and analytics. These entities can access, process, or store Personal Data solely in line with our instructions and to execute their obligations towards us.

- **Explicit Consent:** In instances where your explicit consent to share your Personal Data is essential (if applicable).

- **Necessity for Investigations and Enforcement:** If there is a need to examine potential infringements of the Privacy Policy, Cookies Policy, Advertising Policy, and Terms and Conditions, or to enforce these policies, or if there is a belief that investigation, prevention, or action against unlawful activities, suspected fraud, or plausible threats to individuals, property, or the systems on which we run our Site and/or Products is requisite.

- **Legal Obligations:** If it is determined that public authorities, including national security or law enforcement entities, demand access, retention, or disclosure of your Personal Data, we may comply with such requirements to safeguard the rights, property, personal well-being of AffGenius, and users of our Site and/or Products, or to respond to legitimate requests.

- **Business Transactions:** If our activities are linked to a merger, acquisition, bankruptcy, reorganization, sale of assets or shares, issuance of securities, or steps towards these pursuits (e.g., due diligence), some or all of your Personal Data could be disclosed or transferred to another entity, abiding by the provisions of this Privacy Policy.

AffGenius refrains from selling or renting your Personal Data.

Email Communication by AffGenius

Occasionally, we may wish to communicate with you regarding product announcements, software updates, and special offers. Additionally, we may intend to apprise you about products and services from our business partners.

We exclusively dispatch marketing communications to users who have provided prior consent. All AffGenius account holders will persist in receiving transactional messages associated with our Products, even if they decide to unsubscribe from promotional emails.

Third-Party Applications and Products

Certain third-party applications and services that collaborate with us may request permission to access your information. These applications will provide you with notifications and ask for your consent to gain such access or information. We advise you to exercise caution and consider your choices meticulously when selecting such applications and services, as well as when granting permissions.

Information gathered by third parties through these applications and plugins is bound by the policies of each respective party. We encourage you to review these policies to comprehend how other companies utilize your data.

Cookies

AffGenius employs cookies and akin technologies within our Sites and Services, which aid in gathering Additional Information. These Sites and Services could also incorporate cookies and comparable tracking technologies from third-party sources. These third-party technologies might accumulate Additional Information about you through the Sites and Services, as well as across

various other websites and online platforms. For an in-depth understanding of how we utilize these technologies, please refer to our **Cookie Policy** provided below.

Why Does AffGenius Use Cookies?

AffGenius, in collaboration with our marketing partners, affiliates, and analytics or service providers, employs cookies and alternative technologies with the aim of ensuring an optimal experience for every user of the Site, Software, and/or Services. As an illustration, when you interact with our Site, we might introduce a series of cookies into your browser. These cookies are utilized to facilitate the retention of session details while you navigate across different pages on the Site. They contribute to the enhancement of your overall experience, as well as the monitoring and analysis of usage patterns and other statistical insights. In the scenario where you opt against enabling cookies or subsequently deactivate them, you can still access our Site and utilize our Software or Services. However, your capability to make use of certain features or sections of these offerings might be restricted.

What is a Cookie?

A Cookie is a minor text file that a web page server deposits onto your hard drive. Cookies encompass data that can subsequently be interpreted by a web server within the domain that initially issued the cookie to you. Some cookies solely come into play if you employ particular features or choose specific preferences, whereas others are essential to the functioning of the Site, Software, and/or Services and are constantly utilized. Web beacons, tags, and scripts might be employed on the Site or within emails to aid in delivering cookies, tallying visits, comprehending usage and campaign efficacy, and ascertaining whether an email has been opened and acted upon. We could receive reports rooted in the usage of these technologies by our service and analytics providers, both on an individual and aggregated level.

Each cookie used by AffGeniusA falls into one of the following categories:

Essential Cookies

Essential cookies, also referred to as First-Party Cookies, are occasionally labeled as "strictly necessary." These cookies are indispensable because they enable us to offer numerous services that you require. For instance, essential cookies play a role in identifying your account and retaining your preferences while you engage with our Site, Software, and/or Services.

Analytics Cookies

Analytics cookies monitor details regarding your visits and utilization of the Site, Software, and/or Services. This data aids us in making enhancements and gauging our performance. For instance, we use analytics cookies to analyze user behavior and provide more pertinent content or recommend specific activities. Furthermore, we might leverage analytics cookies to assess the reaction of users to new advertisements, pages, or features. Presently, Google Analytics is the primary technology we utilize for this purpose.

How to Disable Cookies?

You can typically enable or disable the utilization of cookies through a feature integrated into your web browser. Furthermore, specific third-party advertising networks, such as Google, offer users the option to opt out of or tailor preferences linked to their internet browsing.

Should you possess any inquiries or suggestions regarding modifications to how cookies are utilized or concerning cookie practices, you are welcome to get in touch with us. This can be done by submitting a help desk request by sending an email.

STORAGE, TRANSFER, USE AND DELETION OF DATA

Your Entitlements

AffGenius uses, handles, and retains Personal Data as essential to execute our contractual commitments to you, and grounded in our justifiable interests to furnish the Products and Services. Your consent serves as the foundation for processing Personal Data for sending promotional emails and placing cookies on your devices. In certain scenarios, AffGenius might process Personal Data in adherence to legal mandates or to safeguard your vital interests or those of other individuals.

Your entitlements encompass the following:

- *Right to information:* you have the right to receive clear, transparent, and easily comprehensible information regarding how we utilize your personal data, as well as the rights you possess. This is the reason behind furnishing you with the details presented in this Privacy Policy.
- *Right of access:* you retain the right to access and obtain a copy of any personal data held about you (subject to specific constraints). In unique circumstances, there might be a reasonable fee associated with providing such access, but only in instances permitted by law. Access to your Personal Data report can be obtained by submitting a request to info@affgenius.com. This report will include your Personal Data, presented in a structured, commonly used, and portable format.
- *Right to rectification:* you maintain the right to have your personal data corrected if it is inaccurate or outdated, and/or completed if it is partial.
- *Right to erasure/right to be forgotten:* in certain situations, you possess the right to request the erasure or deletion of your personal data. It's essential to note that this is not an absolute right, as legal or valid grounds might exist for retaining your personal data. You have the option to request the correction of inaccurate information or the complete deletion of all data we hold about you by emailing: info@affgenius.com.
- *Right to object to direct marketing and processing based on legitimate interests:* you reserve the right to object to direct marketing, encompassing profiling, and any processing rooted in our legitimate interests. You have the option to unsubscribe or opt out of our direct marketing communication at your convenience. The simplest method is by clicking on the "unsubscribe" link featured in any email or communication you receive from us. In situations where you possess the right to object to profiling or any processing grounded in our legitimate interests, you should make contact with us.
- *Right to withdraw consent:* you have the authority to retract your consent at any given time in relation to the processing of your personal data when such processing is predicated on your consent. Should you decide to withdraw your consent, it's important to note that this action does not influence the legality of our processing conducted prior to your withdrawal.
- *Right to avoid solely automated decision-making:* should we employ your personal data to arrive at automated decisions regarding you, you hold the right to oppose our decision. However, it's vital to note that this right is inapplicable if: (i) you provided us explicit consent to employ your personal data for decision-making; (ii) legal permissions allow us to form our decision; or (iii) our automated decision was essential to facilitate the formation of a contract with you.

- *Right to file a grievance with a supervisory authority:* you retain the right to reach out to the data protection authority in your country to register a complaint against our data protection and privacy practices. Prior to approaching the relevant data protection authority, it's recommended to contact us using the provided contact information, as we always strive to initially address and resolve your concerns. You also have the right to object to the processing of your personal data, if you believe the "grounds relating to your particular situation" are applicable.

- *Right to disable cookies:* internet browser settings are generally preconfigured to accept cookies by default. However, you can easily customize these settings by adjusting your browser preferences or, if available, by using the tools provided on our websites. Numerous cookies are utilized to amplify the user-friendliness or functionality of a website; thus, disabling certain types of cookies might hinder your access to specific sections of our websites. If your intention is to restrict or block all cookies established by our websites, kindly make use of the available tool on the respective website (if applicable), or consult your browser's Help function to understand how to manage your settings.

- *Right to data portability:* you possess the right to transfer, copy, or migrate personal data from our database to another source. This right exclusively pertains to personal data furnished by you, where processing is grounded in a contract or your consent, and such processing is carried out through automated means.

- *Right to object to processing based on legitimate interests:* at any juncture, you hold the prerogative to oppose the processing of your personal data based on our legitimate interests.

Security measures

When you provide us with personal information, we take steps to ensure that it is processed securely.

Non-sensitive details (such as your email address) are typically transmitted over the Internet, which cannot be guaranteed to be entirely secure. While we make diligent efforts to safeguard your personal information, we cannot assure the complete security of any information you send to us; hence, you assume this risk when transmitting information. Once we receive your data, we take utmost care to ensure its security within our systems.

We employ industry-standard encryption, such as SSL/TLS protocols, to protect your data during transmission. Upon receipt of your data, we safeguard it on our servers through a combination of technical, physical, and logical security measures. The security of data stored locally in any of our Products on your computing device necessitates that you employ your device's security features. We recommend that you adequately secure all computing devices used in conjunction with our Site and Products.

The we place significant emphasis on the security of your data, striving to prevent data loss, misuse, and unauthorized access or disclosure. All employees and officers dealing with Relevant Data are well-informed about this policy and have received training in the proper collection, processing, storage, and deletion of data. The we maintain a record of staff training occurrences, updating it on an annual basis.

Storage and transfer of data

Data provided to AffGenius will be moved to, processed, and held within AffGenius's databases. When you utilize the Products on your computing device, any user content you preserve will be stored locally on that device and synchronized with our servers. Should you publish or

transmit any information via our Sites and/or Products, you are consenting to the hosting and retrieval of such information, encompassing Personal Data and user content, within encrypted databases.

Data Retention Period

You can update your payment details at any moment by sending an email request. Nonetheless, we may retain certain Personal Data for a period that is reasonably required for our legitimate business needs, such as fraud detection and prevention, as well as compliance with legal requirements including tax, reporting, and auditing.

At any point, you have the right to limit or discontinue the storage and processing of your data by AffGenius. If your decision to restrict or stop the data processing hampers the attainment of the affiliate program's goals, AffGenius reserves the right to cease collaboration with you immediately, following the recording of such refusal or limitation as per the terms of this Privacy Policy.

Upon data deletion, AffGenius will remove all corresponding data from integrated and controller systems to which the data had been transferred. However, it's important to note that we may retain certain pieces of your Personal Data for a duration that is reasonably necessary to serve our legitimate business needs. These needs include but are not limited to fraud detection and prevention, as well as fulfilling our legal requirements such as tax, legal reporting, and auditing obligations.

Data Breaches

All breaches will be promptly reported to the appropriate supervisory authority within a span of 72 hours, unless the data was rendered anonymous or encrypted, or if a particularly high risk is evident.

Instances of policy breaches by the Company's staff, contractors, or officers will be addressed in accordance with the Company's grievance and disciplinary protocol, which may result in disciplinary actions.

In the event of a security system breach detected by AffGenius, we may strive to inform you and provide instructions for protective measures, if feasible. This communication will be conveyed through the email address you have furnished us, or by posting a notice on the Site. Depending on your jurisdiction, you might possess a legal entitlement to receive such notices in written form.

Revisions to our Privacy Policy

To stay current with shifts in our Sites, Products, Services, business, and applicable laws, we may find it necessary to revise this Policy. Regardless, our steadfast commitment to safeguarding your privacy will remain unwavering.

AffGenius retains the authority to modify these terms as it deems appropriate. Any adjustments to our privacy policy will be disclosed on our website 15 days ahead of the implementation of said changes. We thus recommend that you periodically revisit this statement.

Kindly take note that your ongoing utilization of AffGenius following any alterations signifies your endorsement of, and consent to be bound by, the revised Policy. If you oppose any modifications within this Policy and wish to exempt your data from its scope, you will need to cease using the Sites and/or Products.

Communicate with us

For any inquiries, comments, or apprehensions regarding this Privacy Policy or the information management procedures of this Website, please don't hesitate to reach out to us via email at: info@affgenius.com.