



PRIVACY NOTICE

Last Revised April 9, 2021

Who is Martin?

Consultmates, Inc. d/b/a Martin AI (“**Martin**” or “**We**”) is a software platform for digital media buying, designed to optimize online digital advertising campaigns of advertising agencies and brands (“**Clients**”). Martin’s solution is referred to herein as “**Services**”. This Privacy Notice (“**Privacy Notice**”) is Martin’s way of being upfront about the collection, use, and processing of data when providing the Services to Martin’s Clients.

What kind of information does Martin collect?

In order to provide the Services to its Clients, Martin utilizes or generates a unique device ID (UID). The UID is stored on a user’s browser through a cookie. Martin uses the UID to track and analyze how a given device interacts with an advertisement displayed on a publisher’s website or other publishing platform.

Martin analyzes, and in some cases, incorporates certain data into Martin’s algorithm in order to improve or optimize the Service for Martin’s Clients. This data may include:

- **Anonymous/Aggregated Data** - consists of aggregated, statistical, or technical information and behavioral analytics not linked with any identified or identifiable individual. Specifically this type of information includes aggregated data on users’ operating systems, web browsers, smart-phone type and, screen resolution, duration of website use, click data, keyboard language, and advertising campaigns analytics.
- **Pseudonymous Data** – this information, including but not limited to Internet Protocol (IP) addresses and device identifiers may relate to an identified or identifiable person, and, with additional information, enable the identification of an individual. Martin does not process pseudonymous data in a manner that would allow Martin to identify any end user.
- **Personal Information** – Martin does not collect any personal information from any end user, and all of Martin’s clients are required to refrain from providing Martin with any personal data.

NOTE: most mobile devices, mobile operating systems and browser software, allow you to control or disable the use of certain collectable information including location services, by any application, in the applicable settings menu.

How does Martin collect this information?

We mainly collect the information mentioned above automatically through use of cookies, web beacons, unique identifiers, and similar technologies which allow us to collect information about the pages and screens viewed, the links clicked, and other actions taken when users interact with websites and applications. This is done through the publisher's use of our Service.

A “**cookie**” is a small amount of data (text file) generated by a website or server and saved on your device in order to remember information about you such as preferences or log-in information. A “**web beacon**” is a transparent graphic image that is placed on a website used to monitor behavior of the visitor.

Why does Martin collect this information?

Martin collects information and data as part of Martin's Service to its Clients. The information and data is processed in the following ways:

- In connection with the buying and selling of online digital advertising with our Clients and Third Parties.
- Analytics and reporting on advertising performance, including attribution to certain advertising campaigns, advertisement display performance, and user interaction.
- Utilizing cookies and other user IDs to determine and honor opt-out requests.
- Optimizing the buying and selling of online digital advertising.
- Optimizing the overall advertising interface as it relates to our clients' content.

Who does Martin share this information with?

Clients—Martin allows its Clients to review and utilize the information gathered and collected by Martin in order to improve the user experience and optimize a Client's ad campaigns.

Third Parties—Martin works with a select number of service providers in order to complement, facilitate, and enhance our own. Such services include hosting, database and server services like Google Cloud Platform, payment processors, and our business, legal and financial advisors.

Such Third Party Service Providers may receive or otherwise have access to the data Martin collects, depending on each of their particular roles and purposes in facilitating and enhancing the Services. Such disclosure or access is strictly subject to the relevant services provider's undertaking of confidentiality obligations, and the prevention of any independent right to use this data except as required to help us to facilitate or enhance the Services.

Governmental/Law Enforcement – Martin may disclose or otherwise allow access to the information processed by Martin pursuant to a legal request, such as a subpoena, search warrant or court order, or in compliance with applicable laws, with or without notice to you, if we have a good faith belief that we are legally required to do so, or that disclosure is appropriate in connection with efforts to investigate, prevent, or take action regarding actual or suspected illegal activity, counter terrorist financing verification requirements, fraud, or other wrongdoing.

Your choices

You have the choice to “opt-out” of interest-based advertising by having a specialized cookie identifier stored on your device that signals your choice and preference. You can make that choice by clicking [here](#).

Martin does not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (**NAI**) on the NAI's website.

On mobile devices (e.g., iPhones and Androids) and connected TV devices, refer to your specific device privacy settings.





You may also send us an email at privacy@martin.ai to request access to, correct or delete any personal information that you have reason to believe we have. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

Privacy Statement – California

This **PRIVACY NOTICE FOR CALIFORNIA RESIDENTS** and applies solely to visitors, users, and others who reside in the State of California (“consumers” or “you”). We adopt this notice to comply with the California Consumer Privacy Act of 2018 (“CCPA”) and other California privacy laws. Any terms defined in the CCPA have the same meaning when used in this notice.

Information we collect

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or device (“personal information”). In particular, we have collected the following categories of personal information from consumers within the last twelve (12) months:

Categories	Examples	Collected
<p>A. Identifiers</p>	<p>A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.</p>	<p></p>
<p>B. Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).</p>	<p>A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.</p>	<p></p>
<p>C. Protected classification characteristics under California or federal law.</p>	<p>Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).</p>	<p></p>
<p>D. Commercial information.</p>	<p>Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.</p>	<p></p>

<p>E. Biometric information.</p>	<p>Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.</p>	<p></p>
<p>F. Internet or other similar network activity.</p>	<p>Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.</p>	<p></p>
<p>G. Geolocation data.</p>	<p>Physical location or movements.</p>	<p></p>
<p>H. Sensory data.</p>	<p>Audio, electronic, visual, thermal, olfactory, or similar information.</p>	<p></p>
<p>I. Professional or employment-related information.</p>	<p>Current or past job history or performance evaluations.</p>	<p></p>
<p>J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).</p>	<p>Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.</p>	<p></p>
<p>K. Inferences drawn from other personal information.</p>	<p>Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.</p>	<p></p>

Personal information does not include:

Publicly available information from government records.

- De-identified or aggregated consumer information.
- Information excluded from the CCPA's scope, like:
 - health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data;
 - personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994.

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from our clients or their agents. For example, from documents that our clients provide to us related to the services for which they engage us.
- Indirectly from our clients or their agents. For example, through information we collect from our clients in the course of providing services to them.
- Directly and indirectly from activity on our website. For example, from submissions through our website portal or website usage details collected automatically.
- From third-parties that interact with us in connection with the services we perform.

Use of Personal Information

We may use, disclose, transfer and/or sell the personal information we collect to our clients, vendors, service providers and others for the purpose of providing our services to our clients, and/or for one or more of the following business purposes:

- To provide you with information, products or services that you request from us.
- To provide you with email alerts, event registrations and other notices concerning our products or services, or events or news, that may be of interest to you.
- To carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collections.
- To improve our website and present its contents to you.

- For testing, research, analysis and product development.
- As necessary or appropriate to protect the rights, property or safety of us, our clients or others.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.

We will not collect additional categories of personal information or use the personal information we collect for materially different, unrelated, or incompatible purposes without providing you notice.

Sharing Personal Information

We may disclose your personal information to a third party for a business purpose. When we disclose personal information for a business purpose, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

In the preceding twelve (12) months, we have disclosed the following categories of personal information for a business purpose:

Category A: Identifiers.

Category D: Commercial information

Category F: Internet or other similar network activity

Category G: Geolocation data

Category K: Inferences drawn from other personal information

We disclose your personal information for a business purpose to the following categories of third parties:

- Our clients and their service providers.
- Our service providers.
- Third parties to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you.

Your Rights and Choices

The CCPA provides consumers (California residents) with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

Access to Specific Information and Data Portability Rights

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting or selling that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you (also called a data portability request).
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
 - sales, identifying the personal information categories that each category of recipient purchased; and
 - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.

Deletion Request Rights

You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service providers to:

1. Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.

3. Debug products to identify and repair errors that impair existing intended functionality.
4. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
5. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 *seq.*).
6. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
7. Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
8. Comply with a legal obligation.
9. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Opting-out of the Sale of your Personal Information

You have the right, at any time, to direct us not to sell your personal information. This right is called your right to opt-out. Additionally, when we collect and process personal information as a service provider to others in the digital media industry, and they tell us that you've exercised your right to opt-out, we'll respect that direction pursuant to the CCPA.

Exercising Access, Data Portability, Deletion, and Opt-out Rights

To exercise the access, portability, deletion, or opt-out rights described above, please submit a verifiable consumer request to us by either:

- Calling us toll free at 1-866-I-OPT-OUT (1-866-467-8688) and enter Service Code 1211
- Online: [CCPA Compliance](#)
- Emailing: privacy@martin.ai
- Mailing: 15 East 14th Street Cincinnati, OH 45202

Only you or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable consumer request related to your personal information. You may also make a verifiable consumer request on behalf of your minor child.

You may only make a verifiable consumer request for access or data portability twice within a 12-month period. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person or an authorized representative of the person we collected personal information on.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. Making a verifiable consumer request does not require you to create an account with us. We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

Response Timing and Format

We endeavor to respond to a verifiable consumer request within 45 days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our written response by mail or electronically, at your option. Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily usable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights.

Data Retention

We may retain the data Martin processes for as long as necessary to provide the Services to our Clients, including without limitation, as reasonably necessary to comply with our legal obligations and/or protect our legitimate interests.

Data Security

Martin has implemented measures designed to secure the data it collects from accidental loss and from unauthorized access, use, alteration, and disclosure, and has employed industry standard procedures, protocols, hardware, and software intended to ensure the protection of the data Martin processes.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect the data Martin collects and/or processes, we cannot guarantee the

security of such data transmitted via the Services. We are not responsible for circumvention of any privacy settings or security measures contained on any third-party website, or service.

Children's Privacy

We do not knowingly collect personal information from children under 13. If you are under 13, you should not provide any information about yourself to any publisher without the consent of a parent or guardian, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have unknowingly collected or received personal information from a child under 13 without verification of parental consent, we will immediately delete that information. If you believe we might have any information from or about a child under 13, please contact us at privacy@martin.ai.

Changes to Martin's Privacy Policy

It is our policy to post any changes we make to our privacy policy on this page with a notice that the privacy policy has been updated on the Website home page. The date the privacy policy was last revised is identified at the top of the page. You are responsible for periodically visiting our Website and this privacy policy to check for any changes.

General

This Privacy Policy, its interpretation, and any claims and disputes related hereto, shall be governed by the laws of the State of New York, without respect to its choice of law principles. Any and all such claims and disputes shall be brought in, and you hereby consent to them being litigated in and decided exclusively by a court of competent jurisdiction located in the State of New York, county of New York.

This Privacy Policy was written in English, and may be translated into other languages for your convenience. If a translated (non-English) version of this Privacy Policy conflicts in any way with the English version, the provisions of the English version shall prevail.

Questions

If you have any questions (or comments) concerning this Privacy Policy, you are welcome to send us an email at privacy@martin.ai and we will make an effort to reply within a reasonable timeframe.