

Privacy Policy for Releases

We take the protection of your personal data very seriously and strictly comply with the rules of the data protection regulations. Our staff is obligated to protect your personal data in keeping with the legal regulations. The explanations below provide you with an overview of how we ensure this protection and what kind of data is collected for what purpose.

1. Responsible authority

The responsible authority as defined by the Data Protection Law is EyeEm Mobile GmbH, Brunnenstrasse 9, 10119 Berlin, Germany (hereinafter "EyeEm").

2. Starting position

You have given the photographer permission as model, rightful owner or legal representative (hereinafter referred to as „Release“) so that the photographs may be published and distributed with your consent. Therefore, certain data concerning you (or your legal representatives) are collected, used and stored.

3. Personal data

3.1 Personal data is individual information about personal or factual affairs of a certain natural person.

EyeEm uses the data given by you exclusively for the execution and verification of the Release. For this purpose, EyeEm stores your data and keeps it for verification for the licensees, who would like to use an Image to which you hold the right.

For authentication of the Release, we collect, process and use

- your first and last name,
- the email address, which the photographer has given us from you,
- your date of birth,

(hereinafter "personal data").

In the case that you give your Release, as **legal representative of the model**, we need your declared agreement on behalf of the model (again as legal representative)

- first and last name in case of an existing common legal representative,
- your first and last name,
- the email address, which the photographer has given us from you,
- your date of birth,
- Gender of the model.

In the case that you, as **owner of the right to a legally protected object**, we additionally require the information:

- Description of the object in question.

In the case that you give your Release, as **entitled person of protected area**, property, a building, an apartment or something similar, we additionally require the information:

- Description of the protected area in question,
- Address data of the protected area, i.e. street, house number, town/city, and country.

In case you register as user, the following data protection rules of the EyeEm Community apply to you http://dl.eyeem.com/market/privacy_policy_community.pdf.

- 3.2 The possibility of using the service behind a pseudonym is excluded; insofar your true identity is necessary for the settlement of the transaction.
- 3.3 A further use of your data requires your explicit agreement. The granted or refused permission will be documented. Furthermore, you can revoke your consent for the future use of the data at any time by informing EyeEm by mail or e-mail to the following e-mail address support@eyeem.com. You can amend your personal data with your explicit permission, e.g. for further contact data (mobile phone number).
- 3.4 The content of an explicitly obtained permission is accessible at any time; just send an e-mail to support@eyeem.com. Furthermore, you have the possibility at any time of changing the given personal data there (i.e. to update, correct, and/or to amend, to delete or to block it)
- 3.5 The personal data will be exclusively stored or processed on servers of EyeEm in the EU.

4. Transfer to third parties

A transfer to a third party is exclusively made for a proper execution of the contract to the required extent for the fulfilment of the verification purpose as described in section 3.1. As an exception, we transfer data to the licensee of the Image in question so that he can prove that a Release is at hand.

If the Image in question is distributed via the portals of our distribution partners, we will transfer the required information to them in order to ensure themselves and their customers that the Image is free from third-party rights.

The personal data of authorised third parties will be exclusively stored or processed on servers of EyeEm in the EU.

5. Other regulations

5.1 Use of cookies

Some services of the Community use cookies to offer you a convenient online service featuring numerous functions. Cookies are text files containing information to identify returning visitors exclusively for the time of their visit to the Community. Cookies are saved

on the hard disk of your computer and do not cause any harm. Cookies spare you the burden of entering data repeatedly, facilitate the transfer of specific content and help us to identify especially popular sections of our online service. Among others, they enable us to tailor the content of the Community to your needs.

You can deactivate the use of cookies in the settings of your browser at any time. To find out how to change the settings, please refer to the help function of your internet browser.

5.2 Google Analytics

For the services of the Community, we use Google Analytics, a web analysing tool by Google Inc. ("Google"). Google Analytics uses so-called "Cookies", text files which are saved on your computer enabling an analysis of your use of the Community. The information generated by the cookie is, as a rule, transmitted to a Google sever in the USA where it will be saved. However, if IP anonymisation is activated in the Community, your IP address will be shortened within the member states of the European Union or other contracting parties to the Agreement on the European Economic Area, prior to transmission.

Only in exceptional cases, is the full IP address transmitted to a server of Google in the USA and shortened there. On behalf of EyeEm, Google will use this information to analyse your use of the Community, compile reports on the activities of the Community and to render further services in connection with the use of the Community to EyeEm. The IP address transmitted by your browser within the framework of Google Analytics will not be merged with other data collected by Google.

You can prevent your browser from saving cookies by setting your software accordingly; however, be advised that you might not be able to use all Community functions to their full extent. In addition, you can prevent the collection of the Community usage data (incl. your IP address), which were generated by the cookie as well as the processing of this data by Google by downloading and installing the following browser plugin using the following link:

<http://tools.google.com/dlpage/gaoptout?hl=de>.

5.3 Mobile device

In the case that you give your Release for a mobile device, you must observe the following:

5.3.1 Localytics

For the services of the Community, we use Localytics, an analysing service that collects location information of your mobile device. The location information gained in this way is, as a rule, transmitted to and served on a server of Localytics in the USA. There the information is analysed and transmitted to us. This service enables us to make the Community user-friendlier and more attractive, and to integrate location specific services.

5.3.2 Location information

If you share your location with other users or add a location description to some content you uploaded to the Marketplace, we will treat this information in the same way as all other personal data.

6. Your rights / duration of use of data

Through the Federal Data Protection Act (Bundesdatenschutzgesetz), you have the guaranteed rights to information, correction, deletion or blocking of personal data. These rights are to be exercised by a message sent by mail or e-mail to EyeEm's address mentioned above or the following e-mail address support@eyeem.com.

For your own security, please understand that in the event of a request for information or a change we have to verify your data.

7. Further information

Should you have further questions about our data protection regulations, you may contact us by e-mail at any time at support@eyeem.com

8. Changes to data protection regulations

EyeEm reserves the right to change these data protection regulations at any time, taking into account currently applicable data protection provisions. In case of any changes, you will be notified upon log-on to any service and you will have to agree to the modified data protection regulations pursuant to section 3.3 of these data protection regulations.

As at: February 2014