

# **Data Protection Policy**

This document is a translation. In the case of discrepancies or errors, the latest German original is to be considered authoritative.

## **Preamble**

lead alliance has taken all technical and organisational measures to ensure that the data protection regulations can be adequately complied with.

In this respect, this data protection policy complements the general terms of use for the lead alliance platform.

lead alliance requests all Participants to read this data protection policy carefully.

## **§ 1 Basic Principles**

lead alliance submits to the following principles with respect to the protection of the Participants' personal data:

lead alliance acquires, processes and uses the personal data in compliance with the national data protection laws and the data protection guidelines of the European Union.

lead alliance uses the personal data exclusively to facilitate use of the lead alliance internet platform.

If a registered account is deleted, lead alliance shall remove all data completely after the deletion once the statutory retention period has ended.

Where necessary in an individual case, lead alliance may pass the personal data of a registered member on to third parties, if these parties inform lead alliance that posted contents from a registered member violates their industrial property rights (copyrights, trademark rights or other ancillary copyrights as well as other immaterial rights). Otherwise, lead alliance may pass on an Affiliate's personal data to the respective Advertiser partner for improvement purposes to achieve a more effective organisation and handling of the business relationship.

## **§ 2 Registration with lead alliance**

For the Participant to be able to log on to the lead alliance website, certain personal data must be collected and processed as registration data during registration. By registering with lead alliance, you confirm your willingness to receive system messages and notifications via e-mail, where these concern the service offered by lead alliance. Our registration form therefore includes a field to enter an e-mail address plus further fields to enter personal data, which will enable us to check whether you are actually the owner of the specified data. By your registration you are giving us permission to collect and store the personal data required for the management and use of the lead alliance service. We shall not collect any personal data whatsoever other than for the described purpose. Personal data shall only be passed on to the respective Affiliate or Advertiser partner, since this is necessary for handling the placement of the advertising materials. Otherwise, personal data shall not be passed on to third parties.

### **§ 3 Cookies**

When you log on to lead alliance, so-called cookies are used to identify the Participant for the duration of their visit and to identify them automatically when using lead alliance again subsequently. Cookies are stored on the Participant's computer.

### **§ 4 Log Files**

When the Participant calls up the lead alliance website, the access data is stored on the lead alliance server. lead alliance uses the log data for statistical analyses in anonymised form, which means that there is no assignment or reference to the Participant's person.

### **§ 5 Right to Information**

You are entitled to request information about the data stored about your person, its origin and its recipients as well as the purpose of the data processing at any time.

### **§ 6 Powers of Revocation**

You have the right to revoke your consent for the data processing and use at any time with future effect. To do so please send us a short e-mail, stating your postal address and your e-mail address to [datenschutz@lead-alliance.net](mailto:datenschutz@lead-alliance.net). We shall then delete your data completely immediately - apart from justified exceptions in cases of misuse.

### **§ 7 Changes to Data Protection Policy**

Should we make any changes to our data protection policy, we shall inform Participants in writing by e-mail. The data protection policy of lead alliance can be printed out or stored at any time.

#### **Contact details:**

If you have any questions about these conditions or if you think that they are not being adhered to, you can contact us in confidence by e-mail at [datenschutz@lead-alliance.net](mailto:datenschutz@lead-alliance.net) or at the following address: lead alliance GmbH, Weinmarkt 10, 90403 Nürnberg, Germany

As at 01.07.2009