

Privacy Notice

Best Media Intelligence Ltd., (BMI) publishers of Best Execution and The DESK

Last Updated; 24 May, 2018

Commitment to protect your privacy

Best Media Intelligence Ltd., (BMI) is committed to protecting your privacy. You can visit most pages on our site without giving us any information about yourself. But sometimes we do need information to provide services that you request. This document is designed to give a clear explanation of BMI's data processing practices. Please see below for further information.

If you have any questions or concerns relating to BMI's site or would like to find out more about how we collect, store or use your personal data, please contact:

data.protection@bestexecution.net

About us

Best Media Intelligence Ltd., are publishers of Best Execution and The DESK magazines and their supporting websites. The content of which is aimed at educating, supporting, and informing the world's leading financial services organisations.

The information we collect & the primary purpose for collection

The personal information you provide is being collected for legitimate business purposes.

Personal information: Some of the information that we collect when you use this Site, such as your name, company name, postal address, email address, credit card number or telephone number, may allow you to be identified. We call this information "Personal Information."

Registration: When you register on a Site, such as to receive a publication or email newsletter, you will be asked to provide certain Personal Information, which we use to provide you with the requested publication or newsletter.

Surveys: We may ask you to complete surveys or opinion polls from time to time. Participation is voluntary. We only use the information that we collect from surveys in an aggregate manner, not in individually identifiable form.

Blogs and forums: Our Sites may provide an opportunity for you to post information to blogs, forums or other public areas. By doing so, you consent to the posting of any Personal Information that you provide. You should be aware that such Personal Information can be read, collected, or used by other visitors to these public areas. We have no control over how these visitors use your Personal Information.

Visitors: If you are just visiting the Sites and not registering for a publication, contacting us or posting to a public area on the Sites, we do not ordinarily collect any Personal Information

about you except through web logs (see below), or if you choose to share information with us in any other way. In that case, we will obtain the information that you provided and will use it to respond to your inquiry or to fulfil your request if we can. We do not share any of this information with anyone else, except to respond to your request, if you consent, or as otherwise described in this privacy policy.

Web logs: We maintain web logs that automatically record basic information about everyone who visits the Sites. We use web log information to help us design our websites, to identify popular features, and for other managerial and analytic purposes. We may also use web logs to help identify any person attempting to break into, damage or misuse any of the Sites. These logs contain:

- The Internet domain from which you access any of the Sites.
- Your IP address.
- The type of browser and operating system that you use.
- The date and time you visited any of the Sites.
- The pages that you visited on any of the Sites.
- The address of the website you linked from to get to any of the Sites.

Cookies: We use cookies, web beacons and similar technology to help you navigate the Sites, to allow us to learn how you use the Sites and to improve the Sites. Cookies are text files we place in your computer's browser to store your preferences. Cookies, by themselves, do not reveal any Personal Information unless you choose to provide this information to us by, for example, registering at one of our Sites. However, once you choose to provide Personal Information to a Site, this information may be linked to the data stored in the cookie. If you decide not to permit cookies on your computer, this may affect your ability to use the Sites.

We will only collect the personal information that is necessary for the purposes mentioned above. It includes the following (however is not limited to):

- Full Name & Job Title
- Company Name & Address
- Phone & Fax Number
- Email Address
- Interest Areas & Preferences

BMI is the sole owner of the information collected on this site.

Communicating with you. We may use information that we collect from you for the purpose of communicating with you and responding to your enquiries. Those communications could, for example, take the form of news updates, promotions for products or services that we or one of our marketing partners provide, or e-newsletters.

Service providers: We sometimes contract with third party service providers to perform functions for us. These service providers may be given access to your information for the purpose of performing those functions, but they may not use this information for any other purpose.

Marketing partnerships: From time to time, we may make your Personal Information available to other reputable organizations to market, or allow others to market, products or services that may be of interest to you.

Information Sharing: We do not rent or sell our customer e-mail lists. No list supplied by BMI may be used by anyone other than for the confidential use of the original mailer. All lists are seeded with decoy names to protect against abuse; violators will be prosecuted.

Business transfers: If we were to transfer all or substantially all of our assets, or the assets pertaining to one or more Site(s), to another company, one of the assets we would be likely to include in the transfer is the relevant database of Personal Information.

Webinars: From time to time, a Site may host webinars or similar events in conjunction with co-sponsors. We may share Personal Information of attendees of these webinars with the cosponsors.

Disclosures for legal reasons: We will disclose Personal Information when we are required to do so by law, regulation or securities exchange requirement, for example, in response to a court order or subpoena. We also may disclose such information in response to a law enforcement agency's request or when we believe such disclosure is appropriate to protect our legal rights or to safeguard anyone's property or safety.

International: The internet is a global environment. The data that we collect from you may be transferred to, and stored at, international destinations, including destinations outside the European Economic Area ("EEA"). It may also be processed by international staff or data processors outside this area, who may be engaged in, among other things, the fulfillment of your order, the processing of your payment details and the provision of support services. BMI will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Notice.

If you do not consent to this transfer, storing or processing of your personal information please email data.protection@bestexecution.net indicating your wishes.

Links to Other Websites

BMI contains some links to other sites. Please be aware that BMI is not responsible for the privacy practices of such other sites. This privacy statement applies solely to the information collected by BMI.

Advertising

We may offer you the opportunity to contact other companies, such as advertisers, marketing affiliates and content providers, to obtain information or to buy products or services. It is your decision whether or not to give your Personal Information to these companies. If you provide information, its use and security is governed by the policies and practices of those companies and not by this privacy policy.

Surveys & Promotions

From time to time BMI may run surveys and promotions and may request information from users as part of these. Participation in these is entirely voluntary.

Security

BMI takes precautions to protect your information. When users submit sensitive information (such as a credit card number) over the internet, we protect it through the use of encryption, such as the Secure Socket Layer (SSL) protocol. The servers that we store personally identifiable information on are kept in a secure environment to help ensure the security and confidentiality of the data against reasonably foreseeable risks. Security is designed to prevent

unauthorized use, access, disclosure, destruction, and changes of data. For example, we restrict access to our computing facilities to individuals identified by management as needing access to perform their jobs. We also review changes in technology and security measures and regularly train our personnel.

Children

The Sites are intended for use by adults. We do not target, or knowingly collect any Personal Information from, children under the age of 16.

Direct Marketing

If you no longer wish to receive newsletters or promotional materials, you may opt-out of receiving these communications. You can do it by following the unsubscribe link placed in the footer of the promotional email or by post, or by contacting data.protection@bestexecution.net and asking to be unsubscribed.

Notification of changes

BMI reserves the right to amend the privacy notice. In such case the 'last updated' date will be amended accordingly and you will be informed via statement displayed on the website.

GDPR Compliance

BMI respects your right to privacy. We make every effort to ensure all data is managed lawfully, fairly and transparently. Where we use third parties to acquire data, we hold those parties to the same high standard. You have a right to be forgotten and can email us at data.protection@bestexecution.net to request your personal data or any information related to privacy.

Data Storage and Retention

The personal data we hold is stored on servers in the UK and on the servers of cloud-based database management and/or marketing platform services located in United States and Ireland. BMI retains data for the duration of the customer's business relationship with BMI. For more information on where and how long your personal data is stored, and for more information on your rights of erasure, please contact the BMI's data protection officer at data.protection@bestexecution.net.

Your privacy choices

If you would like us to stop sending you email or other communications; would like us not to disclose your Personal Information to marketing partners or advertisers; or would like to access your registration information to correct or delete it, you may send us a request at data.protection@bestexecution.net.

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