

COOKIES

When you create or log in to an online account you agree to a cookie banner which provides a link to the Privacy and Cookies notice. Otherwise, by continuing to use our websites, content, products or services, you agree to the use of cookies as described in this notice.

You should be aware that when you access or use our content, products and services, we may collect information from the devices you use to receive Perception Group Inc's content, products and services by using 'cookies'. We also collect such information from third party websites, mobile sites and from apps where we show our own adverts, using cookies and related ad technology.

If you'd like to learn how to manage these cookies and choose whether or not to receive information of different types, please see the section "Controlling My Cookies" below.

What are cookies and how do they work?

Cookies are small bits of text that are downloaded to the devices you use to receive Perception Group Inc's limited content, products and services and access online information. Your browser makes these cookies available every time you visit the website again, so it can recognise you and can then tailor what you see on your device.

What do you use cookies for?

Cookies are an important part of the internet. They make using devices and accessing online information much smoother and affect lots of the useful features of websites. There are many different uses for cookies, but they fall into four main groups.

Cookies that are needed to provide the content, product or service you have asked for

Some cookies are essential to help your devices download or stream the information, or so you can move around websites and use their features. Without these cookies, content, products or services you've asked for can't be provided.

Here are some examples of essential cookies:

- Positioning information on a smartphone screen, tablet device or other screen so that you can see the website and use its functionality.
- You will not open, or attempt to open, a Perception Group Inc. Account under any name except your own; or use your Perception Group Inc. Account to carry out transactions on behalf of a third party;
- Keeping you logged in during your visit or enabling you to stream content. Without cookies, you might have to log in on every website you visit or repeatedly adjust your volume and viewing settings.
- When you add something to the online shopping basket, cookies make sure it's still there when you get to the checkout.
- Some are session cookies which make it possible to navigate through the website smoothly.

Improving your browsing experience

Cookies allow the application or website to remember choices you make, such as your language or region and they provide improved features.

Here are a few examples of just some of the ways that cookies are used to improve your experience on our applications and websites:

- Remembering your preferences and settings, including marketing preferences, such as choosing whether you wish to receive marketing information. Remembering if you've filled in a survey, so you're not asked to do it again.
- Remembering if you've been to the application or website before.
- Restricting the number of times you're shown a particular advertisement. This is sometimes called 'frequency capping'.
- Showing you information that's relevant to content, products or services that you receive.
- Giving you access to content provided by social-media sites like Facebook or Twitter.
- Showing 'related article' links that are relevant to the information you're looking at.
- Remembering an application or website you've entered, such as weather forecasts.

Analytics

We like to keep track of what websites, information and links are popular and which ones don't get used so much, to help us keep our information relevant and up to date. It's also very useful to be able to identify trends of how people navigate (find their way through) our information and when and where 'error messages' may originate.

This group of cookies, often called 'analytics cookies' are used to gather this information. The information collected is grouped with the information from everyone else's cookies. We can then see the overall patterns of usage rather than any one person's activity. Analytics cookies are used to improve how an application, a website and its pages work.

Our applications, web locations, websites and communications you get from us contain small invisible images known as 'web beacons' or 'pixels'. These are used to manage the interaction between you and the online information or email and allow us to assess the effectiveness of the communication.

How we show advertising and marketing that is relevant to your interests

We sell space on some of our websites, mobile sites and apps to advertisers. The resulting adverts often contain cookies and related ad technology that is placed by third party partners such as ad servers, ad agencies, ad network providers and research firms. These partners use the browsing information collected from these cookies to:

- Restrict the number of times you see the same ad (frequency capping).
- Help show other advertisements that are relevant to you while you're accessing our information. This information about your browsing activity may be grouped with information about what is being accessed by other users, into interest groups, and then used to show you advertisements based on those interests. This is often called online behavioural advertising (OBA). OBA is a way of using information about your web- browsing activity, collected by using cookies, to group you with other users into interest groups and show you advertisements based on those interests.
- Sometimes our websites contain advertisements for our own Perception Group Inc. products. These advertisements use cookies in the same way as described above. We may also use cookies and related ad technology on third party websites, mobile sites and apps to show you OBA ads based on data collected by those cookies.

Controlling my cookies

Virtually all modern browsers allow you to see what cookies you've got, and to clear them individually or clear all of them. To find out how to do this, go to aboutcookies.org, which contains comprehensive information on how to do this on a wide variety of desktop browsers.

How can I choose not to receive Online Behavioural Advertising and other tracking cookies?

In addition to the controls available on your computer, there are other ways of choosing not to receive Online Behavioural Advertising and other tracking cookies.

Please note that most of these choices work by setting a cookie that overrides the behavioural advertising cookie. If you clear all your cookies, you will also clear these opt-out cookies, therefore changing your preferences. In this instance you would need to choose again.

Organisations which provide more information on Online Behavioural Advertising

Evidon is a provider of privacy solutions.

Internet Advertising Bureau (IAB) “Your Online Choices” page allows you to choose not to receive behavioural advertising from each of the advertising networks represented by the IAB.

Network Advertising Initiative (NAI) opt out page allows you to choose not to receive behavioural advertising from each of the ad networks represented by the NAI.

Digital Advertising Alliance self-regulatory program for online behavioural advertising choices page.

TERMS AND CONDITIONS

Please carefully read the following Terms and Conditions before using this website. By accessing this website you agree to comply with and be bound by the following Terms and Conditions of use, which together with our Privacy Policy govern Perception Group Inc's relationship with you in relation to this website. If you disagree with any part of these Terms and Conditions, please do not use our website.

Any modifications to these Terms and Conditions shall become effective immediately upon being posted on this website. Your continued use of the website after amendments are posted constitutes an acknowledgement and acceptance of the amended Terms and Conditions.

The term 'you' or 'user' or 'visitor' refers to the user or viewer of our website. The term 'Perception Group Inc' or 'us' or 'we' or 'company' refers to the owner of the website whose registered office is:

Perception Group Inc.

(Including its wholly owned subsidiaries **Fora d.o.o.** and **Perception TVCDN Ltd.**)

181 Bay St, Heritage Building, 2nd FL, Toronto, Ontario, M5J 2T3, Canada

Ontario Corporation Number: 2821350

Email: support@perception.tv

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- The content of the pages of this website is for your general information and use only.
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Links to other sites

Please note that this policy will not apply to other websites that you get to via a link from our website. We have no control over how your data is collected, stored or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

Use of Cookies

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are small files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Choice of Law

Your use of this website and any dispute arising out of such use of the website is subject to the laws of England and Wales.

PRIVACY POLICY

This is our privacy policy which tells you how we collect and process data received from you on our website, through social media or otherwise in connection with our business. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

If you have any comments on this privacy policy, please email them to support@perception.tv.

Who we are

Below are the details that the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27th April 2016 on the protection of natural persons with regards to the processing of personal data and on the free movement of such data, known as General Data Protection Regulation (GDPR) says we have to give you as a “data controller”:

- Our website address: <https://perception.tv/> (the Website)
- Our Company Name: **Perception Group Inc.**, registered in Canada with Ontario Corporation Number 2821350 (and including its wholly owned subsidiaries **Fora d.o.o.** and **Perception TVCDN Ltd.**)
- Our registered address: 181 Bay St, Heritage Building, 2nd FL, Toronto, Ontario, M5J 2T3, Canada.
- You can contact us via email at support@perception.tv for any issue related to the processing of your personal data.

Cookies

The website uses cookies or similar technology to collect information about your access to the site. Cookies are pieces of information that include a unique reference code that a website transfers to your device to store and sometimes track information about you. Some of the cookies we use last only for the duration of your web session and expire when you close your browser. Other cookies are used to remember you when you return to the website and will last for longer. All cookies used on our site are set by us.

Most computer and some mobile web browsers automatically accept cookies but, if you prefer, you can change your browser to prevent that or to notify you each time a cookie is set. You can prevent the setting of cookies by adjusting the settings on your browser. Please note however, that by blocking or deleting cookies you may not be able to take full advantage of the site.

Our cookies will be used for:

- creating a specific log-in session for a user of the website in order that the website remembers that a user is logged in and that their page requests are delivered in an effective, secure and consistent manner;
- recognising when a user of the website has visited before allowing us to identify the number of unique users we receive to the website and make sure we have enough capacity for the number of users that we get;
- recognising if a visitor to the website is registered with us in any way;
- we may also log information from your computer including the existence of cookies, your IP address and information about your browser program in order to allow us to diagnose problems, administer and track your usage of our website.
- customising elements of the promotional layout and/or content of the pages of the website.
- collecting statistical information about how our users use the website so that we can improve the website and learn which parts are most popular to users.

What we may collect

We may collect and process the following personal data about you:

- Information that you provide to us such as your business contact details: name, address, telephone number, email address and any feedback you give to us, including by phone, email, post, or when you communicate with us via social media;
- Information about the services we provide to you (including, for example, those we have provided to you, when and where, what you paid, the way you use our products and services, and so on);
- Information about whether or not you want to receive marketing communications from us;
- Information about any device you have used to access our services (such as your device's make and model, browser or IP address) and also how you use our services. For example, we try to identify which of our apps you use and when and how you use them. If you use our websites, we try to identify when and how you use those websites too;
- Your contact details and details of the emails and other electronic communications you receive from us, including whether that communication has been opened and if you have clicked on any links within that communication. This helps us keep track of your likes and dislikes and any problems or concerns you've had with our products or services;
- We use cookies to help give you the best experience on our websites and to allow us and third parties to tailor ads you see on ours and other websites. For more information please see section 4. Cookies below;
- Client and supplier contacts: these are the contact details which you have provided to us, or which we have obtained from public sources or industry contacts, related to the services you may request or have requested us to provide (Client Services) or related to the services we may request or have requested you, or the business you work for, to provide to us including on behalf of our clients (Supplier Services);
- Client and supplier service data: this is the personal information about you or your business and/or business requirements which you have provided to us, or which we have obtained from public sources or industry contacts, or which we generate or request others to generate in connection with requested Client Services or our requests for Supplier Services, as the case may be, including through:
 - any correspondence or engagement with you or on your behalf (such as the contact form on our website, in meetings with you or any of your representatives or the people you represent, or via telephone calls, emails, social media or other means);
 - contracts and contract materials;
 - invoices and payment forms.

Data processing

Under GDPR we will ensure that your personal data is processed lawfully, fairly, and transparently, without adversely affecting your rights.

We will only process your personal data if at least one of the following basis applies:

1. you have given consent to the processing of your personal data for one or more specific purposes;
2. processing is necessary for the performance of a contract to which you are a party or in order to take steps at the request of you prior to entering into a contract;
3. processing is necessary for compliance with a legal obligation to which we are subject;
4. processing is necessary to protect the vital interests of you or of another natural person;
5. processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; and/or

6. processing is necessary for the purposes of the legitimate interests pursued by us or by our third party supplier, such as our website host or technology providers, except where such interests are overridden by the fundamental rights and freedoms of the data subject which require protection of personal data.

In most cases, whether we are providing you or working with you in connection with the provision of Client Services or you are providing us or working with us in connection with Supplier Services, we or our service suppliers will be processing your personal data under paragraph 6. above for the legitimate interest of operating, managing and promoting our business as a provider of our services; or under paragraph 2. if we have a contract with you personally; or paragraph 3. when we need to comply with legal requirements and requests. In rare, emergency situations, we may use your data under paragraph 4. If we rely on consent under paragraph 1. we will inform you specifically when we obtain this and of your ability to withdraw that consent at any time.

How we use what we collect

We use personal data about you in order to operate, manage and promote our business and in particular to:

- enable us to provide the Client Services we have been requested to provide;
- enable service providers to provide the Supplier Services we have requested them to provide;
- issue invoices and process the payments we receive for our Client Services;
- receive invoices and process the payments we make for the Supplier Services; and
- tell clients and suppliers and prospective clients and suppliers about our business, our services and our charges including on our website and in social media.

If you do not want to receive email or other direct communications about our business or services then contact us at any time to opt-out at support@perception.tv.

In addition, if you don't want us to use your personal data for any of the other reasons set out in this section 5, you can let us know at any time by contacting us at support@perception.tv, but this may limit our ability to provide services to you or request services from you.

In some cases, the collection of personal data may be a statutory or contractual requirement, and we will be limited in the services we can provide or request if you don't provide or seek to restrict your personal data in these cases.

Disclosing your information

We may disclose your personal data in the following cases:

- to the other persons that: (i) we have specifically been requested to provide it to; or (ii) it is otherwise necessary for us to do so; in order to provide the Client Services;
- to (i) our clients and their representatives; or (ii) the other persons that it is otherwise necessary for us to do so; in order for us to obtain the benefit of the Supplier Services;
- to banks and payment processors in order to process payments;
- if we have a legal obligation to do so, or in order to protect other people's property, safety or rights;
- by exchanging information with financial institutions and professional and legal advisers to protect against fraud or credit risks; and
- if we want to sell our business, or our company, we can disclose it to the potential buyer.
- to customer purchasers and retailers: data derived from usage of the Website and views and downloads of pages, profiles and adverts on the Website which will always be in aggregated and anonymized form.

Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the GDPR and the law.

Transfers outside the European Union (EU)

We may need to transfer your data outside of the EU (where data protection law may not provide an equivalent level of protection to the GDPR) in connection with Client Services or Supplier Services requested or provided from outside of the EU and therefore this will be necessary for the purposes of our contract with you or a contract from which you benefit or it will be with your consent.

Retention

We only keep your personal data for as long as we need to in order to use it as described above in section 5, and/or for as long as we have your permission to keep it. In any event, we will conduct an annual review to ascertain whether we need to keep your personal data. Your personal data will be deleted if we no longer need it.

Your rights

Under the GDPR, you have the right to:

- request access to, deletion of or correction of, your personal data held by us at no cost to you;
- request that your personal data be transferred to another person (data portability);
- be informed of what data processing is taking place;
- restrict processing;
- to object to processing of your personal data;
- complain to a relevant supervisory authority (in the UK is the Office of the Information Commissioner (ICO)); and
- opt out from any marketing schema we might do from time to time (you can ask us not to use your data for marketing).

To enforce any of the foregoing rights or if you have any other questions about our site or this Privacy Policy, please contact us at support@perception.tv.