

## **EUROPEAN UNION AND UNITED KINGDOM INFLUENCER NOTICE**

To the extent we process the information of Influencers located in the European Economic Area or the United Kingdom, this European Union and United Kingdom Influencer Notice ("EU/UK Influencer Notice") sets out our practices under the European Data Protection Laws. As used in the Influencer Privacy Policy and this EU/UK Influencer Notice (a) "GDPR" means the General Data Protection Regulation (EU) 2016/679; (b) "UK Data Protection Laws" means the UK GDPR and the UK's Data Protection Act 2018 ("UK DPA 2018"); (c) "UK GDPR" means the UK equivalent of the GDPR, as defined in section 3(10) (and as supplemented by section 205(4)) of the UK DPA 2018; and (d) "European Data Protection Laws" means the GDPR and/or UK Data Protection Laws, in each case to the extent applicable.

### **1. What Information Is Collected from Influencers**

We may collect your personally identifiable information, including when you apply to join the Collectively community online. Personally identifiable information is information that identifies you or can be used to identify or contact you, which may be your name, age, date of birth, email address, address, sex/gender, marital status, social security number (if you are paid by us in connection with our relationship with you), signature, whether you have children, usernames or handle on social media platforms, social media followers, social media engagement rate, years of experience, blog and social media channel names, social media content and profile information, campaign performance data, audio and video recordings, photographs, content categories, vocation, professional skills, brands you have worked with, brands you would like to work with, rate of pay, self-reported ethnicity, self-reported sexual orientation, self-reported commercial information you submit to us in response to our inquiries, inferences we draw about you to create a profile about you based on the information you submit to us, and any additional information you submit to us. Personally identifiable information amounts to 'personal data' for the purposes of and as defined in the European Data Protection Laws (to the extent applicable). All references to personally identifiable information shall be deemed to include 'personal data' as defined and used in the European Data Protection Laws (to the extent applicable).

We may collect from you, or you may make available to us, some special categories of personal data. By agreeing to this EU/UK Influencer Notice along with the Influencer Privacy Policy, you explicitly consent to the processing of any such special categories of personal data. "Special categories of personal data" consist of personal data for the purposes of and as defined in the European Data Protection Laws which is to be treated with particular sensitivity and includes information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic or biometric data, data concerning health or data concerning a person's sex life or sexual orientation.

We collect the personally identifiable information you submit to us or our Service Providers acting on our behalf. We may also collect personally identifiable information about you that is available on public websites or through surveys you complete.

## **2. How We Use Your Personal Information**

Collectively gathers information on Influencers to identify appropriate opportunities for such Influencers for Influencer campaigns run in connection with services we provide to brand clients. Once an Influencer participates in a campaign produced by Collectively, we will use additional information relating to that Influencer to facilitate that Influencer's payment. We use the information collected to provide our services, and for internal operations such as operating and improving our services. Unless you opt out (to the extent permitted by applicable law), we may send you electronic newsletters, contact you about products, services, information, and news that may be of interest to you, provide you with marketing materials, and provide you with targeted feedback. If you no longer desire to receive these communications, we will provide you with the option to change your preferences in each communication we send to you. You may also inform us by email to: [privacy@collectivelyinc.com](mailto:privacy@collectivelyinc.com).

If you identify yourself to us by sending us an e-mail with questions or comments, we may use your information (including personally identifiable information) to respond to your questions or comments, and we may file your questions or comments (with your information) for future reference.

We may also use the information collected to send announcements and updates regarding the Collectively community. You will not be able to unsubscribe from these important community related announcements and notices as they contain important information relevant to your participation in our community and are necessary for the performance of our contract with you.

## **3. How We Disclose Your Information**

We may disclose your information (including personally identifiable information) if we believe in good faith that we are required to do so in order to comply with an applicable statute, regulation, rule or law, a subpoena, a search warrant, a court or regulatory order, lawful requests by public authorities, including to meet national security or law enforcement requirements, or other valid legal process. We may disclose personally identifiable information in special circumstances when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating a contract with us, to detect fraud, for assistance with a delinquent account, or to protect the safety and/or security of any Influencer, our users, our services, or the general public.

### **Brand Clients.**

We may share your personally identifiable information with our brand clients in connection with a potential or actual Influencer marketing campaign.

### **Fulfillment or Platform Partners.**

We may share your personally identifiable information with our fulfillment partners in order to send you products in connection with a campaign. If we are connected and communication

through CreatorIQ, when you engage in the CreatorIQ platform (either with Collectively or separately), your personal information may also be collected by CreatorIQ and is governed by CreatorIQ's privacy policy. Collectively Inc. is not responsible for or in control of how CreatorIQ may use your information. For more information about how CreatorIQ may use your information, we recommend you visit their privacy policy here:

<https://www.creatoriq.com/legal/privacy-policy>.

### **Professional Advisors.**

We may provide your information to professional advisors, such as lawyers, auditors, bankers, and insurers, where necessary in the course of the professional services that they render to us.

### **Service Providers**

We may employ Service Providers including independent contractors, vendors, and suppliers to provide specific services and products related to our services. In the course of providing products or services to us, these Service Providers may have access to information collected under this EU/UK Influencer Notice and the Influencer Privacy Policy, including your personally identifiable information. We use reasonable efforts to ensure that these Service Providers are capable of protecting the security of your personally identifiable information.

### **Sale of Business.**

We reserve the right to transfer information to a third party in connection with a sale, merger or other transfer of all or substantially all of the assets of Collectively or any of its Corporate Affiliates (as defined below), or that portion of Collectively or any of its Corporate Affiliates to which this EU/UK Influencer Notice along with the Influencer Privacy Policy relates, or in connection with a strategic investment by a third party in Collectively, or in the event that we discontinue our business or file a petition or have filed against us a petition in bankruptcy, reorganization or similar proceeding.

### **Corporate Affiliates.**

We may disclose information (including personally identifiable information) about you to our Corporate Affiliates, including our parent company, Brandtech Influence Marketing Group Inc, and our ultimate parent, The Brandtech Group LLC. For purposes of this EU/UK Influencer Notice along with the Influencer Privacy Policy: "Corporate Affiliate" means any person or entity which directly or indirectly controls, is controlled by or is under common control with Collectively, Inc. and/or Collectively UK Limited, whether by ownership or otherwise; and "control" means possessing, directly or indirectly, the power to direct or cause the direction of the management, policies or operations of an entity, whether through ownership of fifty percent (50%) or more of the voting securities, by contract or otherwise.

## **4. LEGAL BASIS FOR PROCESSING PERSONAL INFORMATION UNDER THE GENERAL DATA PROTECTION REGULATION (GDPR)**

We will only use your personally identifiable information to the extent that the law allows us to do so. Pursuant to the European Data Protection Laws we rely on the following legal bases for

- where you have given consent to the processing, which consent may be withdrawn at any time without affecting the lawfulness of processing based on consent prior to withdrawal;
- where it is necessary to perform the contract we have entered into or are about to enter into with you;
- where it is necessary for us to comply with a legal obligation to which we are subject; and/or
- where it is necessary for the purposes of our legitimate interests (or those of a third party) in providing, improving, or marketing our services, and your interests or fundamental rights and freedoms do not override those legitimate interests.

We use the information collected to facilitate our business relationship, for internal operations such as operating and improving our relationships with Influencers, to contact you for service and billing purposes, and, unless you opt out (to the extent permitted by applicable law), so that we can contact you about potential brand campaigns and other business opportunities.

## **5. RETENTION OF PERSONAL INFORMATION**

We will retain your Personal Information for as long as it is necessary for the purposes set out in this Policy and to the extent necessary to comply with our legal obligations (for example, if we are required to retain your Personal Information to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies. For more information, please see our [Annex 1](#).

## **6. SECURITY**

Collectively values that you entrust your information with us. We strive to provide transmission of your information from your computer or mobile device to our servers through techniques that are consistent with commercially reasonable standards and to employ administrative, physical, and electronic measures designed to protect your information from unauthorized access.

Notwithstanding the above, you should be aware that there is always some risk involved in transmitting information over the internet. There is also some risk that others could find a way to thwart our security systems. As a result, while we strive to protect your information, we cannot ensure or warrant the security or privacy of any information you transmit to us, and you do so at your own risk.

## **7. CROSS-BORDER DATA TRANSFERS**

Your information, including Personal Information, may be transferred to—and maintained on—computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.

If you are located outside of the United States and choose to provide information to us, please be aware that your personal data will be transferred to, processed, and stored in the United States. Data protection laws in the U.S. may be different from those in your country of residence.

To the extent required by applicable law: whenever we transfer your personal data (as defined in the European Data Protection Laws) to third parties (as described in this Privacy Policy) located in an Inadequate Jurisdiction, we ensure a similar degree of protection is afforded to it; we may use specific contracts approved by the European Commission or the UK Information Commissioner's Office, as applicable, which give personal data the same protection it has in the European Economic Area or the United Kingdom, as applicable, under the European Data Protection Laws; and if we rely on another basis to transfer your personal data to an Inadequate Jurisdiction, we will keep you updated or contact you if required. Please contact us if you want further information on the specific mechanisms used by us when transferring your personal data to an Inadequate Jurisdiction.

### **Transfers to Third Parties**

Courts, tribunals, government authorities and related parties or counterparties with whom we share personal data, third-party vendors and business partners are in some cases located outside the EU. Unless the recipients are located in countries that have been deemed adequate by the European Commission, we put in place data transfer agreements based on the applicable European Commission-approved Standard Contractual Clauses to protect the personal data so transferred. In certain cases, we may rely on statutory derogations for international data transfers.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal information out of the EEA. We will take all steps reasonably necessary to ensure that your Personal Information is treated securely and in accordance with this EU/UK Influencer Notice along with the Influencer Privacy Policy.

## **8. YOUR DATA PROTECTION RIGHTS UNDER THE GDPR DATA PRIVACY LAWS**

### **The Data Controller**

The Data Controller who collects and processes your Personal Information is:

Collectively, Inc.  
1600 Bryant Street  
#410750  
San Francisco, CA 94141

## Rights Under GDPR

If you are a resident of the European Economic Area (EEA) or the United Kingdom, you have certain data protection rights. Barring certain situations, you have the following data protection rights:

- **The right to access, update or erasure of the information we have on you.** You have the right to access, update and erase your Personal Information.
- **The right of rectification.** You have the right to have your Personal Information corrected if that information is inaccurate or incomplete.
- **The right to object.** You have the right to object to our processing of your Personal Information.
- **The right of restriction.** You have the right to request that we restrict the processing of your Personal Information.
- **The right to data portability.** You have the right to be provided with a copy of the information that we have on you in a structured, machine-readable and commonly used format.
- **The right to withdraw consent.** You have the right to withdraw your consent at any time where we relied on your consent to process your Personal Information.
- **The right to know about automated decision making.** As a data subject you also have the right to not be subject to decisions based on automated decision making alone, including profiling, and which may lead to legal consequences for you. This right does not apply if such processing is necessary in order for us to enter into or fulfill an agreement with you, if such processing is allowed according to applicable legislation, or if the legal basis for such processing is your consent.
- **The right to lodge complaint with supervisory authority.** You have the right to lodge a complaint with a supervisory authority, if you consider that the processing of the data in question breaches the provisions of data protection law. You can assert this right to lodge a complaint with a supervisory authority in the Member State where you are domiciled, at your place of work or at the place of the alleged breach.

We have implemented reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Information. If you wish to be informed of the type of Personal Information we hold about you and/or if you wish to remove such Personal Information from our systems, please contact us at:

[privacy@collectivelyinc.com](mailto:privacy@collectivelyinc.com) or:

Collectively, Inc.

1600 Bryant Street

#410750

San Francisco, CA 94141

Please note that for your safety and security, we may ask you to verify your identity before responding to such requests.