PRIVACY STATEMENT FOR SURVEYS, GAMES AND OTHER MULTI RESPONSE MEDIA SPECIAL OFFERS

Within the context of the surveys, games and special offers (hereinafter: the "Survey") offered on the website www.first-impressions.nl (hereinafter: the "Website") Multi Response Media BV (maintaining offices at [1689 AK] Hoorn at De Factorij 33 (hereinafter: the "MRM") registers personal data.

MRM respects and protects the privacy of all users of the Website. MRM processes the personal data carefully and in accordance with relevant legislation and regulations and the provisions of this Privacy Statement. As regards the processing of your personal data, MRM is the controller within the meaning of the Dutch Personal Data Protection Act. MRM notified the processing of your personal data to the Dutch Data Protection Agency under number 1111698.

By participating in the Surveys and entering your personal data, you agree explicitly and unequivocally to the processing of your personal data in accordance with this Privacy Statement.

1. TYPE OF PERSONAL DATA

If you participate in a Survey, MRM registers the following personal data:

- the personal data you have entered, such as your name, address and telephone details and your email address;
- the data that arises from the use of the service including, but not limited to, your answers to the various survey questions.

The personal data are included in an MRM file.

2. OBJECTIVES

MRM uses the personal data:
- in order to be able to draw the prize winners from all participants in the Survey;
- to contact you in order to inform you about the prize you have won (only if you have won a prize);
- to inform you, by means of a newsletter, about new, similar MRM products and services, unless you have objected to this.
- to provide said data to selected advertisers with your consent.

In addition to the above, MRM may also use the personal data listed in paragraph 1 to (i) improve and further develop its services and (ii) to send you, using various media, interesting information, including personalised offers and advertisements. Within that framework, MRM may combine your personal data with data from other services and/or files.

3. MRM NEWSLETTERS

Similar, proprietary products

Unless you object, MRM will keep you informed, via its free newsletter, of new and similar MRM products and services.

Third-party products and services

At your request, MRM will inform you, via an email newsletter, of products and services of advertisers selected by you.

Information and objections

MRM will ensure that each email newsletter contains (i) the MRM contact details, (ii) a functional reply address in the "Reply-To" field and (iii) an internet link to which the recipient of an email can send a request for termination. A free and straightforward procedure is in place by which you can, at any time, object to the use of your personal data for email newsletters. MRM will ensure that such requests are granted without delay.
In addition to the above, you can, of course, always have your personal data removed by sending an email or letter to the address referred to in paragraph 8.

4. PROVISION TO THIRD PARTIES

Email addresses

Your email addresses will only be issued to advertisers if you have given your consent via the Survey. The advertiser will include your email address in a file and use it to send email newsletters. In each email newsletter the advertisers will offer you the option of objecting, simply and free of charge, to the (further) use of your personal data for the advertiser's newsletters.

Other personal data

If you select an advertiser or indicate in the Survey that you would like to receive information about an advertiser's products, services and/or activities, MRM will issue your (necessary) personal data to the selected advertiser so that this advertiser can contact you in the agreed manner.

If you wish to have your personal data removed, including your email address, from the file of the relevant advertiser, you can contact the advertiser's customer service department at any time. The advertiser will grant your request for removal without delay.

MRM will not issue your personal data to third parties without your prior approval, unless (i) it is obliged to do so on the basis of a statutory provision, (ii) the third party is a processor acting on behalf of MRM, or (iii) the issuing to a third party is necessary in connection with an acquisition and/or merger in which MRM is involved.

5. THIRD-PARTY WEBSITES

The Website contains hyperlinks to third-party websites. MRM is not responsible for the privacy policy of these other websites and recommends that you always consult the privacy policy of these websites.

6. SECURITY AND RETENTION

In order to protect your personal data, MRM applies appropriate technical and organisational measures to secure your personal data against loss or any form of unlawful processing. MRM will not retain your personal and company data for longer than is necessary and allowed by law.

7. CLICK BEHAVIOUR

Visitor data, such as the pages visited most frequently by the visitor, is kept on the Website. The aim is to optimise the layout of the Website. This data may also be used to place information that is relevant to you on the pages you visit, for example special messages relating to your fields of interest, or special offers from advertisers. This allows us to offer you an even better service.

8. ALGEMEEN

You have the right to inspect your personal data and, if necessary, to have it changed or removed. In connection with the above, and for all other questions about this Privacy Statement, please contact MRM via:

Multi Response Media BV
De Factorij 33
1689 AK Hoorn
T: 0229 - 283000
E: info@scootmedia.nl

MRM reserves the right to make changes to the Privacy Statement. Changes are published on this Website or you will be notified of them by email. We therefore recommend that you visit this Website regularly.

HOORN, February 2013