

SMOKXPERTS Community Privacy & Cookie Notice

Effective Date: **August 1st, 2018**

Thank you for agreeing to join our SMOKXPERTS Community. For decades, Nielsen has set the standard for global market and consumer insight research. Our insights are based on samples of the population and help our clients (e.g., media companies, advertising agencies, and brands) learn about what consumers watch, buy, their preferences and behaviors. Your participation in the community helps us create our consumer insight solutions

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A. OUR PRIVACY COMMITMENT

We take your privacy very seriously. We have created this Notice to help answer questions you may have about how we protect and use your personal identifying information. Please note that this Notice, available through www.SMOKXPERTS.com (collectively, our "Site"), applies only to your participation in the SMOKXPERTS Community (the "Community"), and not to any participation in any other communities, panels or online services provided by Nielsen.

B. WHAT INFORMATION WE COLLECT

- **Information you give us.** During the recruitment process, the Community registration process, or as part of a research study or survey, you provide us with information. This may include:
 - **Personal identifying information**, which means information that, by itself – like your first and last name, home postal address or personal email address – or in combination with other information, could identify a specific individual.
 - Demographic information such as gender, marital status, occupation and other information.
 - Information in connection with your participation in surveys and/or studies. These surveys request additional information such as your behaviors and preferences and help us better understand consumer behavior, use, and trends. "Behavior data" is when, why or how you do things such as how frequently you use cigarettes or other tobacco products. "Preference data" means the choices you make such as which cigarettes or other tobacco products you use.
 - Any content or material you choose to submit, upload or transmit, including without limitation, photos, videos, images, or the likeness of the individual submitting the content in connection with your participation in market research activities.
 - In addition to the above mentioned information, through certain surveys or studies, you may be asked to voluntarily provide or disclose Sensitive Information. "Sensitive information" means personal identifying information that discloses or reveals health or medical conditions, biometric or genetic data, sexual orientation or sexual life, political opinions/views, race/ethnic origin, religious and philosophical beliefs and trade-union membership.

- **Information from your use of our software and Site.**

Information may be collected automatically, and automatic data collection may not always be obvious to you. When you use our Site or any of our software, we may collect information about your device, system and network. This includes information such as your Internet Protocol (IP) address, the type of browser you are using, the date and time of your visit, the web page you have visited immediately prior to visiting this Site, device identifier, device model, operating system, and language set. For information about cookies and other digital technologies that may be used in connection with your participation, please see section D on [Cookies and Other Digital Technologies](#).

You may also be invited to participate in certain research studies or surveys that ask you to download software, and/or interact with other companies, websites or applications. In the event that additional information is collected, it will be disclosed to you prior to, or at the time of initial collection. You may also be asked to accept other terms in connection with your participation.

- **Information we get from other sources.** After you join the Community or you agree to participate in our market research activities, we may receive additional information about you from other sources, including other Nielsen measurement products. This may include information such as what you watch or buy, and your exposure to advertising. We obtain this information from many sources, including outside sources. These include, for example: organizations that collect online data, data suppliers, and other entities that have a legal right to provide such information to us.

We may combine the above information with these additional sources. We will use it only for the purposes described in this Notice. By participating in our research, you agree that we may obtain this information about you and combine it in this way.

C. HOW WE USE THE INFORMATION

- Information you provide during the recruitment process is used to determine eligibility for participation in the Community. After you join the Community, we use the information we collect to create a variety of research insights for our clients. **We use tools and methods to make sure that there is no reasonable possibility of identifying an individual participant in the reports that we create for our clients.** For example, we combine the responses we collect from you with the responses of others to produce “aggregated” reports. We also create scientific reports based upon modeled information. “Modeled information” is data we have developed based upon demographic and behavioral characteristics (like your gender, age, and self-reported use and purchase of cigarettes or other tobacco products) to predict what people with similar or matching characteristics would use or buy.
 - Our research insights help our clients make choices about what types of products to offer consumers.
- We may use the information you give us to contact you. When we contact you we will usually do so for one of the following reasons:
 - to respond to your inquiries;
 - to validate answers you gave;
 - to update our records to ensure your information is correct;
 - to ensure that the software is working properly;
 - to provide notice regarding changes to our terms, conditions, and policies;
 - to ensure compliance with terms of active panel membership; or
 - to offer you expanded research opportunities through panels and surveys.

By participating in our research you agree to receive push notifications through our software and be contacted as described above.

- We may use the information for business purposes, such as data analysis, audits, developing new products, enhancing our Site or software, improving our services, identifying usage trends and determining the effectiveness of our communications.
- We may also use the information in other ways for which we provide specific notice, prior to, or at the time of collection.

If we combine non-personal information with personal identifying information, the combined information will be treated by us as personal identifying information as long as it is combined.

D. COOKIES AND OTHER DIGITAL TECHNOLOGIES

We use cookies and other digital technologies (collectively “Digital Technologies”) on our Site and on the Internet for the purposes described in this section. The technologies we use may include:

- session and persistent cookies, pixel tags, web beacons, clear GIFs, hereinafter referred to as “cookies,”
- local shared objects (such as Flash cookies and HTML5 storage),
- application software development kits (SDKs), and
- server-to-server connections.

We and our third party service providers may use the information obtained through Digital Technologies for the uses described in the chart below.

Categories of Use	Description
Authentication	To help us show you the right information and personalize your panel experience
Security	To enable and support our security features such as to help us detect malicious activity, combat fraudulent participation and violations of our Panel Membership Agreement. These Digital Technologies enable you to navigate around the Site and use the features that you have requested, such as accessing secure areas of the Site. Without these technologies, we cannot provide the services that allow this Site and/or the panel to operate.
Functionality	To improve your experience as a panelist when using the Site or software. For example, these Digital Technologies can remember information such as your user name, language, or location preference. Remembering your choices helps the Site provide enhanced, more personal features.
Performance, Analytics and Research	<p>To enable our analytics and research services, including when you are exposed to our services on other websites, applications, or devices. For additional information, visit: http://www.nielsen.com/digitalprivacy</p> <p>We also use Google Analytics to help us analyze how visitors use the site. Among other things, these tools use cookies to collect data about the number of visitors to the site, the web page that referred visitors to the site, and the pages that visitors view within the site. Google Analytics uses persistent cookies.</p> <p>To opt out of being tracked by Google Analytics across all websites, visit http://tools.google.com/dlpage/gaoptout</p>

Please be aware that we do not respond to Do Not Track signals on our Site or in connection with our market research activities.

If you do not want data to be collected from your device by cookies, most browsers have a setting that allows you to decline the use of cookies. Some features of the site may not work properly if you decline the use of cookies. To learn more about the use of cookies in general, please visit <http://www.allaboutcookies.org/>, located outside the Site.

If you have not previously agreed to participate in our use of Media Measurement Digital Technologies, as of the Effective Date of this Notice, you hereby consent to participate.

As a participant in our market research activities, you consent to the use of the above technologies.

E. WHEN WE SHARE YOUR INFORMATION

We may share your personal identifying information:

- With other members of the Nielsen family of companies for the purposes described in this Notice.
- With third parties who provide services for us such as website application hosting; data analysis; infrastructure provision; IT services; email delivery service; auditing services; and reward, incentive, sweepstakes, and other similar services.
- With other companies for the purposes of data processing or market research product development purposes. These companies are contractually required to keep this information confidential and secure and are not permitted to use this information for any other purpose except to carry out the services that they are performing for us.
- To other companies, including clients, in accordance with market research guidelines. If any such company receives your personal identifying information (whether provided by us to such company or collected by such company directly from you), such company will be bound to keep the information confidential and secure and use it only for research or statistical purposes.
- To identify you to anyone to whom you send messages through the Site.
- In other ways for which we provide specific notice prior to, or at the time of initial collection.
- To a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).
- As we believe to be necessary or appropriate: (a) under applicable law; (b) to comply with legal process; (c) to respond to requests from public and government authorities including public and government authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; or (g) to allow us to pursue available remedies or limit the damages that we may sustain.

F. YOUR CHOICES & ACCESS

Participation is always voluntary. You can access, edit or correct certain information in your profile on the Community member website at any time.

You may also [contact us](#) if at any time you would like to correct or update the information we hold about you, or if you wish to withdraw your consent and stop your participation.

G. ABOUT CHILDREN

The Community and the Site and our related market research activities are not intended for anyone under the age of 19 or over the age of 64. If we become aware that we have collected personal identifying information from anyone not falling within this permitted age range, we will delete that information from our records.

H. DATA SECURITY & TRANSFER

We use reasonable organizational, technical and administrative measures to protect your information under our control. We may store and process your personal identifying information in your home country and/or we may transfer and export these data outside of Canada to any country where we have facilities or in which we engage service providers and processors, including the United States, Canada and India. The data protection laws of other countries

may differ from those in your home country. Please be aware that storage and communication of data cannot always be 100 percent secure.

By participating in this research, you consent to transfer of your information to countries outside of your country of residence. By way of clarification, by voluntarily disclosing sensitive information to Nielsen, you expressly consent to the transfer of sensitive information by us to any country where we have facilities or in which we engage service providers and processors, including the United States, Canada and India.

I. DATA RETENTION

We will retain your personal identifying information for as long as needed for the purposes described in this Notice and in with accordance with law.

J. THIRD PARTY SITES

This Notice does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including any third party operating any site to which this Site contains a link. The inclusion of a link on the Site does not imply endorsement of the linked site by us or by our affiliates.

K. UPDATES TO THIS NOTICE

We may change this Notice. Please take a look at the “Effective Date” at the top of this page to see when this Notice was last revised. If we were to make a **material** change (the kind of change to the way we use your data that might make you reconsider participating in the Community) we will notify you at the most recent mailing address or email address we have on file and we will provide you with access at least 30 calendar days prior to its implementation, giving you time to resign from the Community if you want. You may view the currently effective Notice at any time by checking the Notice posted on this Site. Your continued participation after the effective date of any changes will constitute your acceptance of all effective changes.

L. CONTACTING US

If you have any questions about this Notice, please contact us: support@smokxperts.com

Or: Nielsen Legal-Privacy, 85 Broad Street, New York, NY 10004

Please note that online communications are not always secure; so please do not include sensitive information in your inquiry to us.

This Notice replaces any other statement, whether written or oral, made to you about our practices with respect to the collection and use of personal identifying information.

THANK YOU – WE APPRECIATE AND VALUE YOUR PARTICIPATION!

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen’s Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content – video, audio and text – is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry’s only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world’s population. For more information please visit www.nielsen.com.