

## Flashtalking Platform Acceptable Use Policy

April 28<sup>th</sup> 2018

Version 1.3

Use of this and all related Flashtalking/Simplicity Marketing Ltd. services are subject to this Acceptable Use Policy. Flashtalking reserves the right to amend this policy from time to time. Please contact your Account Manager or refer to your Master Services Agreement if you have any questions regarding the use of this service or any other policies set forth by Flashtalking.

### **User agrees to not engage, promote or facilitate the following behavior:**

- Illegal Activity - Do not to engage in, promote or encourage illegal activity
- Malicious Use – Do not intentionally distribute viruses, worms, Trojan horses, or other items of a destructive or deceptive nature
- Unauthorized Access – Do not attempt to access or use the Platform without permission, including attempting to probe, scan, or test the vulnerability and/or breach any security or authentication measures used by the Platform
- Operations – Do not attempt to interfere and/or circumnavigate the operations and use of the Platform
- Unauthorized use of Data – Do not use any data gathered from the system for personal use

### **User Responsibilities:**

- Users have access to and perform management activities of their systems, data and content
- Users must adhere to all local, state, federal and international laws governing the access and use of all data
- Users in the EU must adhere to General Data Protection Regulation standards on the collection and acceptable use of all data fields including custom data fields as it relates to personal and sensitive data collection. All non-EU users must adhere to state, federal, and international guidelines on the collection and acceptable use of all data fields including custom data fields as it relates to Personally Identifiable Information
- Users must immediately report any suspected violations of any of the items above to your Flashtalking Account representative

By using this service, the user agrees to periodically receive emails from Flashtalking concerning Platform updates and marketing information.

Flashtalking reserves the right, but does not assume the obligation, to investigate violations of this policy and to take any reasonable actions up to and including suspension or termination of access of any user found in violation of this policy. Flashtalking may report any activity that is suspect in violating any law or regulation to appropriate law enforcement or regulators.