



Rank a Brand Privacy Policy

Date: 19th October 2009

RANK A BRAND FOUNDATION (FURTHER REFERRED TO AS “WE/US/OUR” or “RANK A BRAND”) HAS CREATED THIS PRIVACY POLICY IN ORDER TO DEMONSTRATE OUR FIRM COMMITMENT TO PROTECTING YOUR PRIVACY. PLEASE READ THE FOLLOWING PRIVACY POLICY CAREFULLY BEFORE USING THIS RANK A BRAND WEBSITE (“SITE”). **REGISTERING IN THIS SITE INDICATES THAT YOU GIVE YOUR EXPLICIT CONSENT TO RANK A BRAND FOR COLLECTING AND PROCESSING PERSONAL DATA IN ACCORDANCE WITH THIS PRIVACY POLICY.** IF YOU DO NOT ACCEPT THIS PRIVACY POLICY, DO NOT REGISTER IN THIS SITE. RANK A BRAND RESERVES THE RIGHT TO CHANGE, MODIFY, ADD OR DELETE ANY TERMS OF THIS PRIVACY POLICY FROM TIME TO TIME AT ITS SOLE DISCRETION. IF WE DECIDE TO CHANGE THE POLICY IN A WAY THAT AFFECTS YOU, WE WILL EITHER POST A NOTICE ON THIS SITE OR CONTACT YOU DIRECTLY. IT IS RECOMMENDED THAT YOU REVIEW THIS POLICY PERIODICALLY. YOUR USE OF THIS SITE WILL BE SUBJECT TO THE MOST CURRENT VERSION OF RANK A BRAND PRIVACY POLICY AT THE TIME OF SUCH USE.

RANK A BRAND respects your privacy choices. If you give us personal information, we will treat it in accordance to the law and this Privacy Policy.

1. Websites covered by this Privacy Policy

RANK A BRAND Site may contain links to other sites not affiliated with RANK A BRAND. When you access those links, you will leave the RANK A BRAND website. RANK A BRAND does not control such websites. These sites have their own policies and practices with respect to online privacy, and RANK A BRAND cannot be held responsible for the privacy practices or the content of these unaffiliated sites. For avoidance of doubt, the Personal Information you choose to give to unrelated third-party websites are not covered by this RANK A BRAND privacy policy.

2. Types of information you provide

If you choose to register with RANK A BRAND, the Site may ask you for personal information such as your name, address, e-mail address, your sex, job, phone number, age, photograph, and social website profile address. The required information in this privacy policy is referred to as “Personal Information”. You may also provide other information, at your sole discretion, which information is referred to as “Optional Information”. You do not have to provide the Optional Information. However, if you do not do so, this may limit our ability to provide you with a specific service or offer you specific personalised content.

Please note that you may be able to access and partially use the RANK A BRAND Site without providing your Personal Information and/or Optional Information but you may not be able to access certain parts of the RANK A BRAND Site, which require your Personal Information.

3. Why should you share Personal Information?

Sharing your Personal Information with RANK A BRAND enables us to offer you a number of services. It will make it possible for you to:

- Register as a RANK A BRAND volunteer and use all consequent services;
- Request information specific to your interest;
- E-mail personal messages to brands (this function may soon be added to RANK A BRAND)
- Follow changes of brand profiles by email
- Create and customize your own gadget (this function may soon be added to RANK A BRAND)



4. What does RANK A BRAND do with the data it collects?

Whenever RANK A BRAND collects Personal Information and/or Optional Information (collectively “User Information”), it is intended to provide a service tailored to or improved for the visitors to our site. From the data collected we can offer content and services, based on the user’s preferences. It will allow us to conduct market research to help us develop better products, to provide more responsive customer service and to improve our websites. We may also contact you to see if you are interested in participating in market research regarding RANK A BRAND.

It is our policy to send mailings only to registered users who give us permission to do so. When sending you mailings, we will also include instructions on how to unsubscribe and avoid receiving any future mailings from us.

RANK A BRAND may transfer User Information across country borders for the purpose of consolidation and storage of data or for the purpose of simplified customer information management in general. All data collected and stored will be treated according to the EU legislation.

5. What choices are available regarding collection, use and distribution of the information (Opt-In Policy)?

In accordance with EU legislation, the RANK A BRAND Site provides you with the opportunity to “opt-in” to receive communications (email and mail) from us, at the time we ask you for this information. In addition, whenever we contact you via email or mail, we will also provide instructions on how to unsubscribe so that you will not receive any future emails or mail from us if you choose.

6. With whom does RANK A BRAND share data?

RANK A BRAND does not sell, rent or lease the User Information to others. We may share your data with (third-party) companies working on our behalf. Third-parties may be contracted if necessary to provide services, support or communications you requested or to perform the activities as described above in ‘What does RANK A BRAND do with the data it collects’.

If RANK A BRAND contracts third-parties they are always required to keep and hold the disclosed personal data confidential and exclusively for the purpose to carry out the services on behalf of RANK A BRAND. In addition, they are required to abide by RANK A BRAND’s Privacy Policy and by the EU data protection laws.

RANK A BRAND will not disclose User Information to any other third-parties unless:

- (a) RANK A BRAND has your explicit consent to share the information;
- (b) RANK A BRAND believes in good faith that it is required to provide User Information in accordance with law, court order or other legal procedure;
- (c) RANK A BRAND believes - in good faith - that such disclosure of User Information is necessary to protect the rights and properties of RANK A BRAND, its users or the public;
- (d) RANK A BRAND merges or is acquired by another business entity or some or all of our respective assets are purchased. If this situation occurs, RANK A BRAND will make every reasonable effort to notify you within a reasonable time.

7. Children

RANK A BRAND is committed to protecting the privacy needs of children and we encourage parents and guardians to take an active role in their children’s online activities and interests. We do not knowingly collect Personal Information from children under the age of 13 and do not target to children under the age of 13. If we learn that we have Personal Information on a child under the age of 13, we will delete that information from our systems.



8. Retention

We generally hold User Information until such time you unsubscribe from our service or until the expiry of any period required by applicable law. In addition, we shall not retain User Information longer than is necessary for the purposes for which it was collected.

9. Your rights and obligations

RANK A BRAND strives to keep your Personal Information accurate. You are required to correctly register Personal Information as of the date of registration. If your Personal Information changes after the registration, you are requested to immediately change/update your Personal Information. Neglecting to do so may result in failure to receive any service, notice or information from RANK A BRAND. Please refer to the registration instructions for the RANK A BRAND Site you are visiting.

You may have reasonable access to the User Information relating to you that we hold and you may also ask us to rectify or delete this information by contacting Rank a Brand at contact@rankabrand.com. You have the opportunity to completely unsubscribe from all of RANK A BRAND's databases and services.

Private correspondence between users or volunteers containing User Information is not subject to Rank a Brand Privacy Policy.

10. Cookies

Cookies are pieces of information about a website user, stored on the user's computer, ready to be accessed on future visits to the website. There are two types of cookies, 'session-based cookies' and 'persistent cookies'. Session-based cookies only reside in memory; this means, when you close your browser the cookie will be gone. Persistent cookies on the other hand remain on your computer.

RANK A BRAND may use both types of cookies, depending on the specific Site or page. We use the information collected via session-based cookies to improve content and usage of the site. We use persistent cookies in order to deliver appropriate content on future visits and save you time.

If you do not want to accept cookies, you are able to refuse, selectively accept or delete them (if they are already stored) via your internet browser. Please use the help tool of your browser to find out how to achieve this.

If you choose to block cookies some features of our website will not function.

11. Procedures designed to protect the loss, misuse or alteration of User information under RANK A BRAND's control.

RANK A BRAND is committed to ensuring the security of your User Information. RANK A BRAND has taken measures to prevent unauthorized access and/or disclosure. Amongst others, we keep User Information in a secure server and we ensure that information is accessible only to the user who has initially entered the information and to authorised RANK A BRAND personnel.

Rank a Brand does not accept any responsibility for accidental or inadvertent disclosure, unauthorized access or other disclosure as required by law or described herein. We cannot control the actions of other Users. Therefore, we cannot and do not guarantee that User Content you post on the Site will not be viewed by unauthorised persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Site. Any improper collection or misuse of information provided on this Site is a violation of the Rank a Brand Terms of Use and should be reported by contacting Rank a Brand at contact@rankabrand.com.



12. Contacting us

To contact RANK A BRAND please write to contact@rankabrand.com in case you would like to:

- ask us a question regarding our privacy policy;
- request a copy of your Personal Information, or change or delete your Personal Information;

13. Removing your profile, email address or name from our mailing list or database

You may ask us at any time to remove your profile, email address or name and address from any future mailings or database, by sending us an e-mail. Please send your request, showing your full name and address to contact@rankabrand.com with the subject line "Remove Personal Information".

14. Other important RANK A BRAND information

Please read through any other legal terms applicable to the RANK A BRAND Site as well, like the Disclaimer and also the User Agreement that can be downloaded from the Join Us' page.

Copyright © 2009, RANK A BRAND Foundation, ALL RIGHTS RESERVED.