



3rockAR Privacy & Cookies Policy

1. Introduction

This Privacy & Cookies policy explains the Privacy & Cookies policy of 3rockAR ("3rock.me Ltd"), Company No. 08566011, whose registered address is 3rock.me Ltd, 20-22 Wenlock Road, London, England, N1 7GU.

3rockAR's primary line of business is to create augmented reality advertising campaigns (direct to clients and or advertising marketing agencies), 3rockAR will support clients with all aspects of AR advertising.

3rockAR is acutely aware of its obligations and responsibilities with regard to the privacy of all stakeholders (including, but not limited to brands; clients; prospects; suppliers; staff/candidates). Specifically, 3rockAR is committed to ensuring that all data processing is: -

- processed lawfully, fairly and in a transparent manner
- collected for specified, explicit and legitimate purposes
- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
- accurate and, where necessary, kept up to date
- kept in a form which permits identification of data subjects for no longer than is necessary
- processed in a manner that ensures appropriate security of the personal data

The purpose of this document is to explain how 3rockAR will use your personal information when interacting with us. We have deliberately attempted to write this privacy policy in clear, easy-to-understand language. If anything about it isn't clear, please call us on +44 (0) 20 3588 6140 and we will get back to you with clarification within as soon as possible.

We may choose to make changes to this Privacy Policy at any time, to ensure compliance with applicable laws and industry regulations. Please ensure that you review this document from time-to-time to ensure you are familiar with the latest changes. These changes are effective immediately, after they are posted on this page.

This Privacy & Cookies Policy was last updated in May 2018, with a number of changes made in anticipation of the General Data Protection Regulation, set for implementation in May 2018.

2. Collection of personal information

Why do we collect personal information about you?

The reason we chose to collect, and process personal information depends on your relationship with 3rockAR: -

Brand: If you are a marketing, HR or IT decision-maker at a brand (for example a Marketing Director at a bank, or Head of IT at a retail business), we may collect and process personal data on you as part of the sales process. The objective of 3rockAR is to introduce our AR technology to assist and ultimately build relationships with our clients and their existing and potential customers in a more engaging manner.

In this instance, we are collecting and processing your personal data using Legitimate Interests as the Legal Basis for Processing.



The Legitimate Interest is that by processing your personal data, you are more likely to receive communications from us about our products and services that are relevant to your role.

We are careful not to process and sensitive personal information and restrict data processing to corporate/B2B data.

Client: If you are a client of 3rockAR, we collect and process personal information in order to most effectively deliver our services.

In this instance, we are collecting and processing your personal data using Legitimate Interests as the Legal Basis for Processing.

The Legitimate Interest is that we need to process data on you to achieve the optimum results as part of our new business campaign. We are careful not to process and sensitive personal information and restrict data processing to corporate/B2B data. We have determined that this data processing activity is very unlikely to have an adverse impact on your privacy.

Supplier: If you are a supplier to 3rockAR, we collect and process personal information as part of our contractual relationship with you.

In this instance, we are collecting and processing your personal data using Legitimate Interests as the Legal Basis for Processing.

The Legitimate Interest is that it is necessary to collect and process person data on you as part of our contractual relationship with you. We are careful not to process and sensitive personal information, and restrict data processing to corporate/B2B data. We have determined that this data processing activity is very unlikely to have an adverse impact on your privacy.

Staff member or candidate: If you are a staff member of 3rockAR, or you have applied for a job with us, we will collect and process personal information as part of our relationship with you.

In this instance, we are collecting and processing your personal data using Legitimate Interests as the Legal Basis for Processing.

The Legitimate Interest is that it is necessary to collect and process person data on you as part of our relationship with you as a staff member or candidate.

How do we collect personal information from you?

Information may be collected in the following ways: -

- Face-to-face (e.g. in an interview or business meeting)
- Phone (e.g. in a telephone conversation with one of our executives)
- Email
- Desk research (in this case, only publicly-available personal information is processed – e.g. we may find and store information that you have posted on LinkedIn or social media)
- Post (e.g. we may record data that you send to us by post)



What type of information is collected?

The types of data we will collect on may include: -

- Your name
- Corporate email address
- Workplace address
- Written Records/notes of conversations that you have had with our account executive and commercial team
- Records of emails that we have sent you/you have sent us
- Your job history
- Details of a business relationship that you have had with us
- Personal email address (staff and candidates only)
- Home address (staff and candidates only)

Aside from the two last examples above, all data collected and processed by 3rockAR is 'corporate' or 'business to business' data.

3rockAR has trained its staff to ensure that no 'special categories' or personal data (e.g. the ethnicity, or religious beliefs of data subjects) are collected and/or processed.

3rockAR does not collect or process personal data on children.

How is your information used?

We use your information for a variety of reasons, depending on the nature of your relationship with us, including: -

- To deliver the service that you have agreed to effectively
- To make a decision on whether or not to try and sell our services to you
- To deliver a tailored AR campaign

Keeping the data we hold on you up to date

We endeavour to keep the information that we hold on you as up-to-date as possible, so have put in place a process to clean our data on a rolling cycle, with the help of third party specialist software providers and suppliers. If you find that any data held by 3rockAR is not up-to-date, or you receive a communication from us that includes incorrect information, please alert us by writing to us or calling +44 (0) 20 3588 6140

3. Controlling personal information that we hold on you



As a data subject, we acknowledge that you have a right to control whether or not we collect and process personal data on you, and to ask for us to stop processing/delete data that we hold.

3rockAR is committed to ensuring that we process personal data in line with your wishes, so please tell us if you're unhappy with us holding any of the data that we do. You can do this: -

By phone: please call +44 (0) 20 3588 6140

Write to us: 20-22 Wenlock Road N1 7GU London

We will use our best endeavours that any requests for personal data to be deleted, are actioned within 2 business days of the request being received.

We are also committed to keeping personal data that we hold as accurate and up-to-date as possible. If you believe that we hold personal data on you that isn't up to date and want this rectified, please contact us.

4. Cookies

Cookies are files that include very small amounts of data, commonly used as an anonymous unique identifier. These are transmitted from your web browser from the web page that you have visited, and may subsequently be stored on the hard drive of the computer (or other device) that you are using.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit <http://www.aboutcookies.org> or <http://www.allaboutcookies.org>.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

5. Email marketing & newsletters

From time-to-time we may send you content via email that we believe is likely to be of interest to you.

For companies that we believe are likely to be interested in our services (this can be any company or agency) we may from time to time decide to send you information by email, post or phone that we believe will be of interest to your role.

This information may include extracts of research that we have done, or the opportunity to speak with our team to discuss 3rockAR's services (if you're not interested in receiving these communications, please let us know).

6. Data Security

All data held by 3rockAR on its clients and their associated business activities, by staff at our offices, and working remotely, is located within an **ISO 27001** certified Data Centre. This independently recognised standard for data security and management provides a high level of security for 3rockAR and its clients, in particular in relation to the confidentiality, integrity and availability of data across the network.

The organisation uses software countermeasures and management procedures to protect itself against the treat of malicious software. All staff are trained to co-operate with this policy.

The 3rockAR website is hosted in a secure data centre, which meets both **ISO 27001** and **ISO 27002** standards, as well as being in possession of an in-depth Business Continuity (BC) plan. While the



data centre is also PCI-DSS compliant, this is currently irrelevant due to the website not processing e-commerce payments.

While we take reasonable steps to maintain secure internet connections, if you provide us with personal information over the internet, the provision of that information is at your own risk.

7. Log Data

For those clients and former-clients who have previously clicked on a link in one of our email newsletter communications, we are keen to inform you that we may collect information that your browser sends called Log Data. This may include information such as your device's IP Address, browser type and version, pages of the Service that you access, the time and data that such activity takes place, time spent on each page, the entry and exit points of your browsing session, and other data.

We work with a number of recognised third-party providers – please contact us for a list these.

The reason for such activity – which will be reviewed from time to time – is to improve your experience of the Services.

8. Retention of data

3rockAR may retain data for differing periods of time for different purposes as required by law or best practices. However, under no circumstances will we retain your personal data for a period of longer than five years (from the point of collection or updating) unless there is a critical business reason to do so (for example, we may need to maintain records of invoices issued to you for longer than this for accounting reasons).

We would be happy to provide a copy of our data retention policy if you're interested in receiving more information on this point.

9. Public website

All elements of www.3rockar.com (the 'Public Site') are hosted on a web content management system called Cloudflare.

We may from time to time collect anonymous data on usage patterns on the public website. Please view Squarespace's Privacy Policy here: <https://www.cloudflare.com/privacypolicy/>

10. Links to Other Sites

Our Service may contain links to other sites. If you click on a third-party link, you will be directed to that site. Note that these external sites are not operated by us. Therefore, we strongly advise you to review the Privacy Policy of these websites. We have no control over, and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

11. If you email us

We work with a third-party IT support business to encrypt and protect email traffic in line with government advice. If your email service does not support TLS, please be aware that any emails we may send/receive may not be fully protected.

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware you have a responsibility to ensure that any email you send is within the bounds of the law.



12. The personal information of children

Our Services do not address anyone under the age of 13. We do not knowingly collect personal identifiable information from children under 13. In the case we discover that a child under 13 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to do necessary actions.

13. Contact us

If you have any questions or suggestions about our Privacy Policy, please do not hesitate to contact us (please email to us at hello@3rockar.com or you can telephone us on +44 (0) 20 3588 6140