

AFFILIATE PROGRAM – PRIVACY POLICY

This Privacy Policy explains how trafficflowpartners.com (“TrafficFlowPartners”) collects, uses, shares, and protects user information obtained through the trafficflowpartners.com website. The terms “we,” “us,” and “our” refer to TrafficFlowPartners, its affiliates and advertisers. When we ask for certain personal information from users it is because we are required by law to collect this information, or it is relevant for specified purposes. Any non-required information you provide to us is done so voluntarily. You decided whether to provide us with this non-required information; you may not be able to access or utilize all of our Services if you choose not to. By using the Site, you consent to the data practices described in this Privacy Policy. On occasion, TrafficFlowPartners may revise this Privacy Policy to reflect changes in law or our personal data collection and use practices. If material changes are made to this Privacy Policy, the changes will be announced by posting on the site. We will ask for your consent before using your information for any purpose that is not covered in this Privacy Policy. The latest privacy policy has incorporated elements from the General Data Protection Regulation (GDPR) as we act in accordance with its personal information processing rules within the European Economic Area (EEA). This Privacy Policy is part of and should be read in conjunction with the Affiliate Agreement and your Affiliate Sign Up Form and any other guidelines or additional terms we provide to you via email or our website in connection with your participation in the Affiliate Program (collectively, “Terms of Use”).

Information Collected. We consider information that may be used to identify an individual, including, but not limited to, first and last name, date of birth, bank account details, home or other physical address, email address, phone number or other contact information to be Personal Information (“Personal Information”). You may be asked to provide Personal Information when you use our website, open an affiliate account, or use the Affiliate Program. This information is held by Us on Our servers whether within or outside the European Union. In addition, when you interact with the Affiliate Program, our servers keep an activity log unique to you that collects certain administrative and traffic information including: source IP address, time of access, date of access, web page(s) visited, language use, software crash reports and type of browser used. This information is essential for the provision and quality of the Affiliate Program.

Means Of Collecting And Processing Data. We may automatically collect certain data as discussed above and receive Personal Information about you where you provide such information through the Affiliate Program or other communications and interactions with us. We may also receive Personal Information from customer lists lawfully acquired from third-party vendors. In addition, We may engage the services of third-party service providers to provide technical support, process your online transactions and maintain your online account. We will have access to any information you provide to such vendors, service providers and third-party e-commerce services, and we will use the Personal Information as set out in this Privacy Policy below. This information will only be disclosed to third parties in accordance with this Privacy Policy and/or in accordance with applicable legislation. We take steps to ensure that our arrangements with third-party service providers and online vendors protect your privacy. You are responsible for ensuring the accuracy of your Personal Information and all other information you submit to us. Inaccurate information will affect the information you receive when using our site and tools and our ability to contact you as contemplated in this Privacy Policy. For example, your email address should be kept current because that it is how we communicate with you.

Information Use. We use the Personal Information we collect from you to deliver the Affiliate Program, to provide customer support, to undertake necessary security and identity verification checks, to process any of your online transactions, meet certain business requirements and for any other purpose related to the operation of the Affiliate Program. Your Personal Information may also be used by us to provide you with promotional offers and information, either provided by us or by third parties. From time-to-time, we may request information from you via surveys or

contests. Participation in these surveys or contests is completely voluntary, and, therefore, you have the choice of whether or not to disclose such information. If you choose to participate in a survey or contest and win, by accepting any contest prize or winnings from us, you consent to use of your name and likeness for advertising and promotional purposes without additional compensation, except where prohibited by law. We may disclose your Personal Information if required to do so by law, or if we believe in good faith that such action is necessary to: (1) comply with any legal process served on us, any of our sites or the Affiliate Program or in circumstances where we are under a substantially similar legal obligation; (2) protect and defend our rights or property; or (3) act to protect the personal safety of users of the Affiliate Program or the public. If, in our sole determination, you are found to have cheated or attempted to defraud us, we reserve the right to share this information (together with your identity) with third parties.

Access. You may opt out of receiving any promotional communications either by choosing to opt out where such option is made available on our sites or the Affiliate Program or in an email you receive from us, or at any time by sending an email to us at info@trafficflowpartners. In addition, you may contact us at this email address if you: 1) want to confirm the accuracy of the Personal Information we have collected about you; 2) would like to update your Personal Information or delete your Personal Information; and/or 3) have any complaint regarding our use of your Personal Information. If requested, we will change any information you have provided to us or mark any information to prohibit future use, provided that you provide evidence as we may reasonably require for such changes.

Cookies. Cookies are small text files that are stored on your computer or equipment when you visit certain online pages that record your preferences. We use cookies to track use of our website. We also may use cookies to monitor traffic to the site, improve the Affiliate Program and make it easier and/or more relevant for your use. These cookies will hold information collected during your registration and will allow us to recognize you as a customer and provide you with the services you require. For visitors to our website, we use cookies to collect information. You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but, if you prefer, you can usually modify your browser setting to decline cookies. The Help menu on the menu bar of most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. If you choose to decline cookies, you may not be able to experience all of the interactive features on our website.

Consent To Use Of Electronic Service Providers. If you take part in the Affiliate Program, you may be entitled to receive money from us. We may use third-party electronic payment processors and/or financial institutions (ESPs) to process such financial transactions. By accepting this Privacy Policy, you expressly consent to Personal Information necessary for the processing of transactions being shared with ESPs, including, where necessary, the transfer of information outside of your country and outside the European Union (where applicable). We take steps to ensure that our arrangements with ESPs protect your privacy.

Consent To Security Review. We reserve the right to conduct a security review at any time to validate your identity, age, the registration data provided by you and to verify your use of the Affiliate Program and your financial transactions for potential breach of the Terms of Use and of applicable law. By agreeing to our Terms of Use you authorise us, our staff, agents and suppliers to use your Personal Information and to disclose your Personal Information to third parties for the purposes of validating the information you provide to us in the course of using the Affiliate Programs, including, where necessary, the transfer of information outside of your country and outside the European Union (where applicable). Security reviews may include but are not limited to ordering a credit report and/or otherwise verifying the information you provide against third-party databases. In addition, to facilitate these security reviews, you agree to provide such information or documentation as we may request.

Security. We have implemented suitable security policies, rules and technical measures to protect and safeguard the Personal Information under our control from unauthorized

access, improper use or disclosure, unauthorized modification, unlawful destruction or accidental loss. All our employees and data processors that have access to, and are associated with the processing of your personal information, are obliged to respect the confidentiality of your information. On our websites, when your sensitive data is transferred, we use the latest 128-bit Secure Socket Layer (SSL) encryption technology to ensure that your data is transferred securely over the internet to our server. Protection Of Children. The Affiliate Program is not intended for or directed at persons under the age of eighteen (18) or the age of legal consent (whichever is higher). Any person who provides their information to us through any part of the Affiliate Program represents to us that they are at that age or higher. It is our policy to uncover attempts by minors to access Our Affiliate Programs which may involve us having to access and verify your Personal Information. If we become aware that a minor has attempted to or has submitted personal information via the online site, we will not accept this information and will take steps to remove such information from our records. International Transfers. Personal Information collected on the Affiliate Program may be stored and processed in any country in which we or our affiliates, suppliers, ESPs or agents maintain facilities (including outside the European Union). By participating in the Affiliate Program, you expressly consent to any transfer of information outside of your country (including to third countries that may not have been assessed as having adequate privacy laws). Nevertheless, We take steps to ensure that our agents, affiliates, and suppliers comply with our standards of privacy regardless of their location. Third-Party Practices. Our site may contain links to other sites. Other sites may also reference or link to our websites. We cannot ensure the protection of any information collected by third party websites. Any information collected by these third parties is not governed by this Privacy Policy but by the privacy policy, if any, of such third party. If you have questions about a third party's information practices, please read its privacy policy. We assume no responsibility or liability whatsoever for the practices, actions, or policies of such third parties, and we are not responsible for the content or privacy practices of such online sites. Legal Disclaimer. We are not responsible for events beyond our direct control. Because of the complex and constantly changing nature of our technology and business, we cannot guarantee, nor do we represent that there will be error-free performance regarding the privacy of your Personal Information, and we will not be liable for any indirect, incidental, consequential or punitive damages relating to the use or release of Personal Information. Mergers And Other Events Requiring Transfer. If we should ever file for bankruptcy, or become insolvent, or be acquired by a third party, merge with a third party, sell all or part of our assets, or transfer substantially all or part of our assets to a third party, we are entitled to share the Personal Information and all other information you have provided through the Affiliate Program to potential and subsequent business and merger partners. Consent To Privacy Policy. By agreeing to our Terms of Use during the registration process on our website or by your continued use of the Affiliate Program following the posting of this Privacy Policy (as applicable), you agree to this Privacy Policy, and to any changes we make to this Privacy Policy from time to time. This is our entire and exclusive Privacy Policy, and it supersedes any earlier version. This Privacy Policy should be read in conjunction with the Terms of Use and any additional applicable terms posted on our website. We may periodically make changes to this Privacy Policy and will notify you of these changes by posting the modified terms on our website.

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