



A WUNDERMAN SOCIAL EXPERIMENT

## Wunderman Worldwide, LLC Website and Sweepstake Privacy Policy

**Effective Date:** December 1, 2015

### Scope

This website is provided to you, and the Greed vs Good sweepstake (the "Sweepstake") is sponsored, by Wunderman Worldwide, LLC ("Wunderman", "we" and equivalent terms, such as "our" and "us").

The purpose of this privacy policy is to set out the principles, legal terms and legal conditions (collectively, this "policy") governing the way Wunderman and its affiliates collect, use, disclose and store your personal information, information that you share with us in connection with the Sweepstake and any other transactional information that we may obtain about you through this website (individually, "personally identifiable information", "sweepstake information" and "transactional information", and, collectively, "data" or your "information"). By using this website or by participating in the Sweepstake, you agree to such collection, use, disclosure and storage as is described below (collectively, "use"). You also agree that, in order to provide you with the website and to administer the Sweepstake, our affiliates may collect, use, disclose and store your information in accordance with this policy. This policy only applies to this website and does not apply to any other websites, products or services of Wunderman or its affiliates or clients.

We ask you to read this policy carefully; if you do not agree with this policy you must immediately stop using this website and participating in the Sweepstake. We may change this policy from time to time and therefore ask you to check it regularly to ensure that you are aware of the most recent policy that will apply each time you access this website. If we plan to make material changes to how we collect, use and disclose your information, we will provide you with an opportunity to opt-out of any or all of such uses.

### Third Parties

In addition to data we may collect from you, this website and the Sweepstake may also contain third party content and links to third party sites. This policy does not govern how third parties and third party sites may collect, use and disclose your information; we ask you to carefully read the privacy policies and terms of use that such third parties display on their own third party sites, as these separate policies and terms explain how such third parties may collect, use and disclose your information. This policy, however, does provide general information about the roles of third parties on this website and in relation to the Sweepstake.

### Personal Information Collection and Use

Wunderman may collect and store personally identifiable information, such as your name, age group, gender group, geographic location, Twitter account details (including, your screenname, Twitter handle, likeness and representation in the Tweet) or email address, when it is voluntarily submitted to us at this website or in connection with the Sweepstake.

Wunderman will use this information to provide you with access to this website, to allow you to participate in the Sweepstake, to comply with your request for information or as otherwise disclosed to you when you submit your information.

1. From time to time, we may refer to that information to better understand your needs and how we can improve our services. We may use that information to contact you.
2. We may permit our vendors and subcontractors to access your personally identifiable information, but they are only permitted to do so in connection with performing services for us. Our vendors and subcontractors are not authorized by us to use the information for their own benefit.
3. We may disclose personally identifiable information to investigate suspected fraud, harassment or other violations of any law, rule or regulation, the policy for this website or the rules governing the Sweepstake. We may disclose such information to court officers, law enforcement officers or government agencies if required by any law, rule or regulation.
4. We do reserve the right to transfer your personally identifiable information and other information in connection with a bankruptcy proceeding or the sale, merger, reorganization or change of control of Wunderman or the division responsible for this website or the Sweepstake with which your information is associated.

We will not transfer the personally identifiable information you provide at this website or in connection with the Sweepstake to any third party unless described in this policy or otherwise disclosed to you.

### Sweepstake Information Collection and Use

Wunderman will use Sweepstake information to allow you to participate in the Sweepstake and to administer the Sweepstake.

1. During and after the Sweepstake, Wunderman will collect, aggregate and anonymize the Sweepstake information to advertise and publicize the Sweepstake.

2. For example, Wunderman will monitor, collate and publicly display the number of Sweepstake entries made publicly via Twitter, or anonymously via this website, using the hashtag #meltforthemoney, #freezeforgood and/or #greedvsgoodcontest.
3. For example, Wunderman may use aggregated and anonymized Sweepstake information to generate infomatics, email content, website content, Tweets publicly displayed via Twitter, posts publicly displayed via Facebook, posts publicly displayed via Instagram, a post-Sweepstake book, promotions and advertisements.
4. Wunderman may use Sweepstake information to contact you if you are selected as the contest winner.
5. Wunderman may use Sweepstake information in accordance with the official Sweepstake rules governing how Wunderman will administer the Sweepstake.
6. You give your consent for Wunderman to obtain and deliver your Sweepstake information to third parties for the purpose of administering the Sweepstake and complying with applicable laws, regulations and rules.
7. For example, Wunderman may permit third party social media platform providers, such as Twitter, Facebook and Instagram, and their own third party social media platforms to access your Sweepstake information, but they are only permitted to do so by their own privacy policies and terms of use that such third parties display on their own third party platforms.
8. We may disclose Sweepstake information to investigate any civil, criminal or regulatory action in connection with the Sweepstake. We may disclose such information to court officers, law enforcement officers or government agencies if required by any law, rule or regulation.

Unless the Sweepstake information is aggregated and anonymized, we will not use or disclose the Sweepstake information you provide at this website or in connection with the Sweepstake to any third party unless described in this policy or otherwise disclosed to you.

### **Transactional Information Collection and Use**

In the course of providing this website and administering the Sweepstake, the web server providing the content and functionality will log certain transactional information. This information may include data such as:

1. The internet protocol (i.e., IP) address assigned to you by your internet service provider;
2. Search terms that may have lead you to this website or to the Sweepstake;
3. The uniform resource locator ("URL") of the content or functionality you requested;
4. The success status of each request;
5. The time you requested the URL;
6. Information about your device such as your operating system, browser version and ability to display different kinds of media; and
7. Cookies as explained in the "Cookies" section below.

We do not attempt to connect this transactional information with actual identities. We use this transactional information to better understand how this website is used and navigated and to otherwise administer and monitor the Sweepstake.

### **Data Retention**

We do reserve the right to store your information, including automatically generated electronic back-ups of such information, in accordance with Wunderman's corporate archive policy.

### **Cookies**

A cookie is small data file in the form of a name value pair (for example, language=English), that a website may ask a web browser to store and send back with subsequent requests to the same website (collectively, "cookies"). By keeping data in a cookie it allows this website to remember what occurred when you visited previous pages, such as putting an item in a shopping cart, establishing a login credential or other information used to dynamically adjust content to your preferences as an individual user.

Cookies may be categorized as first party cookies or third party cookies. First party cookies are cookies issued by this website you see in the URL bar. On this website first party cookies come from [www.greedvsgood2015.com](http://www.greedvsgood2015.com). Third party cookies are cookies set or received by legal entities other than Wunderman that appear within the first party website but are served by another domain. The roles of third parties in connection with this website and the Sweepstake is explained in the "Third Parties" section above and "Third Party Content" section below. This website may contain third party cookies from third party advertising systems and such systems may deliver interest-based advertising, or advertising based on your previous browsing activity. Data collection for this type of advertising includes the categories of data described in the "Transactional Information" section above. This transactional information may be used by third parties to report on advertisement delivery or target future advertising.

For more information about third party cookies, including your ability to exercise choice options, please see the Digital Advertising Alliance's Opt Out Page accessible at [www.aboutads.info/choices/](http://www.aboutads.info/choices/). By using this website and participating in the Sweepstake, you consent to use of cookies by Wunderman and third parties on this website and in connection with the Sweepstake.

### **Our Security Procedures**

We have a commitment to taking commercially reasonable steps to ensure the security of your information. To prevent unauthorized access, maintain data accuracy, and ensure the authorized use of information, we have put into place industry standard physical, administrative and technical procedures to safeguard and secure information we collect on this website or in connection with the Sweepstake. That said, it is not possible to guarantee the security of information you disclose online since no data transmission over the Internet is 100% secure and a sufficiently powerful attack from an unauthorized third party, however unlikely, could compromise your data. When using this website or otherwise participating in the Sweepstake, you acknowledge that such use and such participation is at your own risk and that we cannot guarantee that your information will be completely secure despite our commercially reasonable efforts.

We require our employees to protect the privacy of all information collected over this website or in connection with the Sweepstake. Only employees with specific authorization have access to databases containing your personally identifiable information. The databases are protected in a secure facility. If we decide to share your information with other members of the Wunderman corporate group, the receiving entity will also maintain in accordance with this policy the security and integrity of personally identifiable information collected over this website or in connection with the Sweepstake. That said, it is not possible to guarantee the security or integrity of information you disclose online since no data transmission over the Internet is 100% secure and a sufficiently powerful attack from an unauthorized third party, however unlikely, could compromise your data.

For your convenience, we may offer a list of helpful website links provided by other entities and/or persons. Wunderman does not endorse or recommend, nor is it liable for, the products, services or security of any websites not owned or operated by Wunderman. When you visit other websites you will also be subject to the privacy policies and terms of usage agreements, if any, of that website operator.

### **Third Party Content**

This website, and communications in connection with the Sweepstake (for example, email communications), will contain content from third parties. When you use this website, or access communications in connection with the Sweepstake, you will be directly communicating with these third parties. These third parties will collect data, including cookies and other information similar to that described in the "Transactional Information" section above. Third parties may provide services, including social media platforms, analytics and advertising services. While we do not provide third parties with your identity, if you have a previous relationship with a third party, such as a social media provider, which allows them to recognize you through identifying tools including cookies, that third party may collect such identifying information while you are on this website. Please refer to your agreements with these companies to understand their privacy controls as explained in the "Third Parties" section above.

### **Governing Law**

You further authorize the export of your information outside of the United States of America as required for use of your information in accordance with this policy. This policy and all legal obligations of Wunderman are subject to the laws of New York and the United States of America, regardless of your physical location. Any claims or complaints must be filed in courts located in the State of New York in the United States of America.

### **Opt Out**

If you would like to amend or delete any personal data you have volunteered to this website or if you would like to opt out of participation in the Sweepstake, please email [greedvsgood2015-optout@wunderman.com](mailto:greedvsgood2015-optout@wunderman.com).

### **Contact Information**

If you have questions or comments relating to this policy, please email [greedvsgood2015-privacy@wunderman.com](mailto:greedvsgood2015-privacy@wunderman.com).