

MEDIA UNITED

Privacy Policy- Last update: June 2015

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use the website at <http://mediaunited.co.uk>. By accessing or using this site, you agree to this privacy policy. This policy may change from time to time. Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

People Under the Age of 16

Our Website is not intended for People under 16 years of age. No one under age 16 may provide any personal information to or on the Site. We do not knowingly collect personal information from People under 16. If you are under 16, do not use or provide any information on this Website or on or through any of its features, make any purchases through the Site, use any of the interactive or public comment features of this Site or provide any information about yourself to us, including your name, address, telephone number, e-mail address or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a person under 16, please contact us at admin@mediaunited.co.uk.

The Short Version

At BLUK we care about your privacy. We do not sell or rent your personal information to third parties. We do not disclose it to others except as required to provide you with the services of the (the "Store"), meaning - to allow you to buy, sell, share the information you want to share on the Site, pay for products, post reviews and so on.

We collect information that you provide us or voluntarily share with other users, and also some general technical information that is automatically gathered by our systems, such as IP address, browser information and cookies to enable you to have a better user experience and a more personalized browsing experience. Information that you provide us **in the process of the registration** will remain private and secure - including your contact information.

Information that **you choose to publish** on the site (photos, videos, text, music, reviews, deliveries) - is no longer private, just like any information you publish online.

Technical information that is **gathered by our systems**, or third party systems, automatically may be used for site operation, optimization, analytics, content promotion and enhancement of user

experience. We may use your information to contact you - to provide notices related to your activities, or offer you promotions and general updates.

The Longer Version

BLUK respects your privacy and is committed to protect the personal information of its users - purchasers, sellers, and visitors browsing the site ("**Users**"). We believe that you have a right to know our practices regarding the information we may collect when you visit and/or use our website [<http://blacklinks.co.uk/dashboard/>] (the "**Site**"). This policy explains our privacy practices for the Site and services provided by BLUK. By accessing and/or using the Site and its related sites, applications, services, goods and/or registering for a BLUK account, you consent to the terms and conditions of this privacy policy, including to our collection, use, disclosure, processing and retention of your personal information. You can also learn how to limit sharing of information in this policy.

Information We Collect

When you register to the Site we ask you to provide certain personal information, including a valid email address, location and username. We may collect additional information such as physical address and additional authentication information, to provide you with the services you need (such as payment or withdrawal of funds, sending physical goods), or to ensure the marketplace integrity (for example, prevention of fraud). We collect information to provide better services and enhanced user experience to all of our Users.

In addition, we collect information while you access, browse, view or otherwise use the Site. In other words, when you access the Site we are aware of your usage of the Site, and may gather, collect and record the information relating to such usage, including geo-location information, IP address, device and connection information, browser information and web-log information, and all communications recorded by Users through the Site. We use that information to enhance user experience, personalize your browsing experience as well as monitor the Site for fraud and inappropriate content or behaviour. We may also collect supplemental information obtained from third parties such as demographic and navigation data.

Once you register, your username and additional information regarding your activity is made public and is visible to all Users of the Site. This information includes photos you upload, product and services information, ratings and reviews, and additional information you may choose to add to your profile.

How do we collect Information?

You directly provide us with most of the information we collect. You do this by filling out the registration details on the Site, and by posting and sharing additional information voluntarily. This can include information about sellers and their products and services, user's location, sharing of ratings, reviews and feedbacks by purchasers and anything you choose to add to your user profile. We also collect technical information indirectly and automatically through our systems. This information may include logging your Internet Protocol (IP) address, software configuration, operating system and use of cookies (cookies are small files sent from us to your computer and

sometimes back). Cookies ultimately help us improve your navigation and ease of use of our Site. Cookies do not contain any personally identifiable information. You can find further information about Cookies in this policy below, under cookies and Local Storage.

The Information We Collect

1. Personal Information

When you sign up to become a user, you will be required to provide us with personal information about yourself, which may include your name, e-mail address, and phone number (collectively, "Personal Information"). We do not collect any Personal Information from you when you use the Service or the Website unless you provide us with the Personal Information voluntarily.

2. Address Book Information

When you access and use the Service, you hereby grant us the right to automatically collect the data stored in the address book on the Device from which you are accessing and using the Service (the "Address Book Data"). We will store the Address Book Data in hashed form (i.e., in a manner in which we cannot read the data) and will use it only to provide you the Service.

3. Message Information

When you use the Service to send and/or receive encrypted Messages, we may temporarily process and store your Message (in encrypted form), log and contact data, and other related information (collectively, the "Message Information") in order to provide the Service to you. We do not read your encrypted Messages, and we delete your Message Information as soon as a Message is successfully read.

4. Billing Information

If users wish to purchase a Subscription for any premium features we may offer in the future, they may be required to provide certain information in addition to the information noted above. Such information may include a debit card number, credit card number, expiration date, bank account information, billing address, activation codes, and similar information. Such information is collectively called the "Billing Information." Such Billing Information would be collected and processed by a third-party payment vendor pursuant to the terms and conditions of its privacy policy, and we would not obtain access to any Billing Information in connection with these transactions.

5. Geolocational Information

Certain features and functionalities of the Service may be based on your location. In order to provide these features and functionalities, we may – with your consent – collect geolocational information from your mobile Device or wireless carrier and/or certain third-party service providers. Such information is collectively called the “Geolocational Information.” Collection of such Geolocational Information occurs only when the Service is running on your mobile Device.

6. Other Information

In addition to the information noted above, we may collect additional information (collectively, the “Other Information”). Such Other Information may include:

- a. From Your Activity. Information that we automatically collect when you use the Service or the Website, including, without limitation:
 - When you visit the Website, we may collect your IP address, browser type and language, referring and exit pages and URLs, date and time, amount of time spent on particular pages, sections of the Website visited, etc.
 - When you use the Service, we may collect information regarding the time and total number of Messages sent and received, time logged in, and similar information.
- b. About Your Device. We may collect information about your Device, including universally unique ID (“UUID”), MAC address, operating system and version (e.g., iOS, Android or Windows), carrier and country location, hardware and processor information (storage, chip speed, camera resolution, NFC enabled, and network type (WiFi, 2G, 3G, 4G)).
- c. From Cookies. Information that we collect using “cookie” technology. Cookies are small packets of data that a website stores on your Device’s hard drive so that your Device will “remember” information about your visit. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to help us collect Other Information and to enhance your experience using the Website and/or the Service. If you do not want us to place a cookie on your hard drive, you may be able to turn that feature off on your Device. Please consult your browser’s documentation for information on how to do this and how to delete persistent cookies. However, if you decide not to accept cookies from us, the Website or the Service may not function properly.

Accessing and Modifying Personal Information and Communication Preferences

If you have registered for the Service, you may access, review, and make changes to your Personal

Information, any Billing Information, and certain Other Information by following the instructions found on the Website or Service. In addition, you may manage your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located on the bottom of any Confide marketing email. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our subscription databases. Users cannot opt out of receiving transactional e-mails related to their account.

How We Use and Share the Information

We use and share the Personal Information, the Address Book Information, the Message Information, the Geolocational Information, and the Other Information (collectively, the “Information”) as follows:

- We use the Information for our internal purposes to provide and improve the Website and the Service for you.
- We use the Personal Information, the Geolocational Information, and the Other Information for our internal purposes to solicit your feedback and inform you about our products and services and those of any third-party marketing partners. We do not sell, rent, or license your Information to third parties so they can advertise or market to you.
- In order to provide the Service, we will transmit your encrypted Messages to the intended recipients.
- In an ongoing effort to better understand our users and our Website and Service, we might analyze the Other Information and the Geolocational Information in aggregate and anonymous form in order to operate, maintain, manage, and improve the Service and/or the Website. This aggregate information, such as how many users we have and how many Messages have been sent over the Service, does not identify you personally. We may share this aggregate, anonymous data with our affiliates and agents. We may also disclose aggregated user statistics in order to describe our products, the Website, and Service to current and prospective business partners and to other third parties for other lawful purposes.
- We may employ other companies and individuals to perform functions on our behalf. Examples may include providing network services, information technology support and customer service. These other companies will have access to the Information only as necessary to perform their functions and to the extent permitted by law.
- We may share some or all of your Information with any companies under common control with us.

- As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution, or similar event, the Information may be part of the transferred assets.
- To the extent permitted by law, we may also disclose Information when required by law, court order, or other government or law enforcement authority or regulatory agency, or whenever we believe that disclosing such information is necessary or advisable, for example, to protect the rights, property, or safety of Confide or others.

External Websites

You may use the Service or Website to access third-party websites, and any advertisements you may receive through the Service or the Website may contain links to third-party websites. Confide has no control over the privacy practices or the content of any of the third-party websites that you may access using the Service, the Website, or the websites of our business partners, advertisers, sponsors, or other websites to which we provide links. As such, we are not responsible for the content or the privacy policies of those third-party websites. You should check the applicable third-party privacy policy and terms of use when visiting any other websites.

Changes to This Privacy Policy

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time, and will post any changes on the Website as soon as they go into effect. By accessing the Website or using the Service after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please refer back to this Privacy Policy on a regular basis.

How do we use the Information collected?

We use personal information only as appropriate to provide you with quality service and security. For example, we may use the information collected from you to verify your identity. We may also use this information to establish and set up your account, verify or re-issue a password, log your activity and contact you from time to time. The information helps us improve our services to you, customize your browsing experience and inform you about additional products, services or promotions from BLUK that may be of interest to you. In addition, this information helps us track any fraudulent activities and other inappropriate activities and monitor content integrity. Should you ever deactivate your account with us, we will keep your information on file, but only use it to

comply with regulatory requirements and to contact you occasionally with the option to reactivate your account. We process personal information on our servers in different jurisdictions world-wide. We may process your personal information on a server located outside the country in which you live.

We retain information as long as it is necessary and relevant for our operations. In addition, we may retain personal information from closed accounts to comply with the law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigation, enforce our Site terms and take other actions permitted by law.

Sharing Personal Information with Third Parties

We may combine your personal information with information we collect automatically or obtain from other companies and use it to improve and personalize our services, content and advertising.

We may provide your personal details to third parties, only in order to operate the Site, and prevent fraud and illegal activities, as detailed below:

- to service providers for the purpose of opening, operating and servicing your account (example - payment vendors, CRM systems, mailing systems or technical consultants);
- to respond to a subpoena or court order, judicial process or to regulatory authorities; and
- to protect against fraud, unauthorized transactions (such as money laundering), claims or other liabilities. We do not collect credit information; but allow our payment vendors to collect information for the purpose of collecting payments from purchasers on the Site or transferring payments to sellers on the Site. We are not exposed to the payment information provided to our payment vendors, and this information is subject to the privacy policy applicable to the payment vendor.

Cookies and Local Storage

When you visit the Site, we may use industry-wide technologies such as "cookies" (or similar technologies), which store certain information on your computer and which will allow us, among other things, to enable automatic sign-in to the Site, make your browsing much more convenient and effortless and allow us to test user experience and offer you personalized browsing or promotions. Cookies (which may be html files, Flash files or other technology) are text files that help store user preferences and activity. The Site uses cookies to collect statistical data about its use, to tailor the Site's functionality to suit personal preferences and to assist with various aspects of Site operation. These files contain a variety of information such as information about webpages visited by you, the length of time you visited certain sites, data about how you came to visit particular sites, the scope and nature of those sites, areas viewed by you, and additional information.

Blocking Cookies

You may set your browser to block all cookies, including cookies associated with our services, or to indicate when a cookie is being set by us. However, it's important to remember that many of our services may not function properly if your cookies are disabled. For example, cookies may, in

certain cases, save you from the need to enter usernames and passwords, and allow session continuity.

Security

We take great care in maintaining the security of the Site and your information and in preventing unauthorized access to it through industry standard technologies and internal procedures. However, we do not guarantee that unauthorised access will never occur. Users who have registered to the Site agree to keep their password in strict confidence and not disclose such password to any third party.

Third Party Sites

While using the Site you may encounter links to third party websites. BLUK is not responsible for these sites and has no responsibility or liability whatsoever with regard to privacy matters or any other legal matter with respect to such sites. We encourage you to carefully read the privacy policies and the terms of use or service of such websites. Our terms of use and our privacy policy apply only to information collected by us in accordance with this policy.

Updating Your Information

We take steps to ensure that the personal information we collect is accurate and up to date, and we provide you with the opportunity to update your information through your account profile settings. In the event that you believe your information is in any way incorrect or inaccurate, please let us know immediately. We will make sure we investigate the matter and correct any inaccuracies as quickly as possible where necessary or give you ways to update it quickly or to delete it - unless we have to keep that information for legitimate business or legal purposes. When updating your personal information, we may ask you to verify your identity before we can act on your request. If for any reason you have a problem with deleting your personal information please contact admin@mediaunited.co.uk and we will make reasonable efforts to delete any such information pursuant to any applicable privacy laws.

You can review and change your personal information by logging into the Site and visiting your account profile page. You may also send us an e-mail at admin@mediaunited.co.uk to request access to, correct or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Generated Content ("UGC"), as defined in the BLUK Terms Of Service, from the Site, copies of your UGC may remain viewable in cached and archived pages, or might have been copied or stored by other Site users. Proper access and use of information provided on the Site, including UGC, is governed by our [Terms of Service](#).

Changes to the Privacy Policy

We reserve the right to change this policy at any time, so please re-visit this page frequently. Changes to this privacy policy are effective as of the stated "Last Update" and your continued use of

the Site on or after the Last Update date will constitute acceptance of, and agreement to be bound by, those changes.

Corporate Change

In the event we go through a business transition such as a merger, acquisition, bankruptcy, or sale of all or a portion of our assets, your information may be among the assets transferred.

Got any Questions?

If you have any questions (or comments) concerning this Privacy Policy, please email us at admin@mediaunited.co.uk, and we will make an effort to reply within a reasonable timeframe.