

Third-Party Partners

MiQ Australia Pty Ltd. Privacy Notice

MiQ Digital – Privacy Collection Notice

By agreeing to use Samba TV's services, you permit the collection of personal information which, in accordance with our agreement with Samba TV, will be disclosed to us for the purposes set out in this notice. In the course of using Samba TV's services, you will provide us with personal information.

In order to comply with our obligations under the *Privacy Act 1988*(Cth) (**Privacy Act**), we are required to notify you of certain matters when we collect your personal information (**Notice**). These matters are outlined below.

Why we collect your personal information? We collect your personal information in order to carry out our business operations. By using Samba TV's services and providing your personal information, we will use your personal information in order to order help our clients (advertisers, media agencies, brands) to advertise their ads on websites or web properties that allow third party advertising ("Publishers"). We develop insights for our clients or for Publishers based on Samba TV services that allow advertisers to deliver, measure or track advertising and obtain other insights in order to develop targeted digital advertising campaigns for our clients that create a better user experience (together, our **Services**).

Please note we are not required to collect your personal information by law.

Who will we disclose your personal information to? In order to provide our Services to you, we may need to disclose your personal information to third parties, which may include:

(a) our related bodies corporate;

- (c) government agencies for the purposes of compliance breaches, investigations or enquiries; or
- (d) law enforcement bodies for the purposes of law enforcement activities.

Will we disclose your personal information overseas? In order to provide our Services we may need to disclose your personal information to overseas recipients such as our related bodies corporate in foreign jurisdictions including the United Kingdom, the United States and India for the purposes of data processing, data analysis and management.

If we disclose your personal information overseas, we will take reasonable steps to ensure that the recipient complies with privacy standards equivalent to the Australian Privacy Principles established under the Privacy Act.

Do we collect sensitive information? None of the personal information we collect under this Notice will be considered 'sensitive information' under the Privacy Act. We will not collect any sensitive information from you in connection with our Services.

For further information regarding the way we collect, use and disclose your personal information please see our Privacy Policy which is available on our website at www.wearemiq.com/privacy-policy/.

If we do not collect your personal information, we may be unable to provide you with our Services. If you do not feel comfortable with the circumstances of collection, as outlined in this Notice or our Privacy Policy, or you do not wish to provide us with your personal information, please do not use Samba TV's services or, alternatively, contact our Privacy Officer to discuss at privacy@miqdigital.com.

If you would like to discuss the content of this Notice or if you have any specific enquiries regarding your personal information, please contact our Privacy Officer at privacy@miqdigital.com.

MiQ Digital Australia Pty Ltd.

A woman with long dark hair is sitting on a grey sofa, working on a laptop. To her right is a large, leafy indoor plant. The scene is dimly lit, suggesting an evening or indoor setting with soft lighting.

Learn more about how Samba can help your organization

