

## PRIVACY POLICY

1. In this Privacy Policy, we use various defined terms. You will know they are defined because they begin with a capital letter.
  - 1.1. **Administrator, Website Administrator** – the controller of Users’ personal data in accordance with the Privacy Policy; owner of the Website and the entity responsible for proper functioning of the Website, the company BENEFIT PTE. LTD., a private limited company, duly incorporated and organized under the laws of Singapore, with registered office in Singapore at 80 Robinson Road #02-00, Singapore (068898), registered with the Accounting and Corporate Regulatory Authority in Singapore, registration number 201612601N.
  - 1.2. **Advertiser** - any person registered in the Administrator’s Website in the “Advertiser” tab.
  - 1.3. **Affiliate Programme** – a programme run by the Administrator, described in details in Affiliate Programme Rules and Regulations for Affiliates, published in the “Regulations” tab in the Website.
  - 1.4. **Privacy Policy** – these Privacy Policy in its entirety; a set of rules for the processing of personal data and protection of privacy applicable to Website Users, presented in detail on the Website under the “Privacy Policy” tab.
  - 1.5. **Publisher** – any person registered in the Administrator’s Website in the “Publisher” tab.
  - 1.6. **User** – any person accessing or using the Website, including Advertiser and Publishers and any person who has written to us using contact details from “Contact” tab;
  - 1.7. **Website** – the website registered in this domain directaffiliate.com.
2. This Privacy Policy defines the terms of collection, processing and protection of personal data shared by the Users during or in relation to the use of the Website, based on the use of cookie files on Users’ computers, as well as collection and processing of User data provided by the Users for the purpose of running Affiliate Programme, for statistical purposes, and on other means of data processing – in particular on collection, storage, analysis, amendment, sharing and other uses of data.
3. Any personal data is collected on a fully voluntary basis and is used solely by the owner and/or the Administrator.
4. While using the Website, information sent by the web browser and included in system logs is automatically collected by servers. Such information may contain various data, e.g. e-mail address, IP address, browser type, address of the site visited immediately before accessing the Website, time of visit to the Website and other statistical data. The Website Administrator uses such data to ensure high-quality of services, as well as for technical and statistical purposes.
5. The Administrator maintains the personal database in conformity with the laws applicable for Administrator’s registered seat and in accordance with the rules of social conduct. We take all reasonable steps, including implementing reasonable technical and organizational measures, to protect the confidentiality and security of your personal data collected.
6. The collected data is used only for:
  - 6.1 running Affiliate Programme;
  - 6.2 identification of Users after using contact details from section “Contact us” by them and for further communication with the Users.
7. The collected data may include:
  - 7.1 regarding Advertiser – full name, e-mail address, Skype ID and any data shared by the Advertisers themselves;

- 7.2 regarding Publisher - nickname, e-mail address, Skype ID, phone number, password to log in the Website and any data shared by the Publishers themselves
- 7.3 Users who contacted us through "Contact us" section - full name, e-mail address, Skype ID and any data shared by the Users themselves.

- 8. Each User has the rights vested to him by the relevant data protection act. In order to access or remove their data, the Users shall contact the Administrator of the Website.
- 9. The Website may also use Google Analytics (and similar tools), i.e. the service enabling analyses of visits to sites rendered by Google, Inc. ("Google") or other entities. Google Analytics also uses "cookies". Google's ability to disclose information obtained this way to third persons is restricted to situations where it is obliged to do so to satisfy the law in force.
- 10. The Website's owner uses „cookies" to store information on Users' preferences. Such text files are stored in the Users' computers to identify them in a way required to enable some operations. The files contain: Users' personal preferences and suggestions for automatic fillings of web forms used, among others, to remember the data necessary for the User to log in. In particular, one category of cookies is used:
  - 10.1 Action Cookies – files stored to register Users' activity on the Website. They provide information on most frequently visited websites, most popular functionalities of the Website and on the effectiveness of marketing materials on the Website. Action cookies provide statistical data allowing optimization of the Website functionality through observation of, for instance, the jump off rate i.e. information on the moment when use of the Website was terminated by the User. Acceptance of cookies by the User through the applicable browser settings is a prerequisite condition for their use.
- 11. The Users may withdraw their consent to the processing and storage of their personal data by contacting the Administrator.
- 12. Fighting any forms of identity theft, illegal acquiring of information and illicit practices defined as „phishing" is one of the highest priorities for the owner and the Administrator. Therefore any data shared by the Users is collected pursuant to data safety rules.
- 13. The Administrator has the right to send unsolicited communication to the Users. Such communication may include information linked directly to the functioning of the Website (e.g. changes in Website functionalities), or non-commercial mail (e.g. wishes, system notifications). The Users have the right to reserve the lack of consent to provision of such information, by clicking on the link available at the bottom of such communication.
- 14. There may be links on the Website (e.g. in the form of third party logotypes) which, when clicked on, direct the User to an external website. The fact of using any such referrals shall not be equated with any kind of connection between the Administrator and the entity running the external website. The Administrator shall not in any case be responsible for such redirections nor for the content of privacy policies and safety rules applied on such websites, nor for cookies used when viewing such websites. Persons using this kind of redirections are advised to read and acknowledge the relevant documents available on such sites.
- 15. The Administrator has the right to introduce amendments or clarifications into this Privacy Policy. Any such amendments will be published on the Website under the tab „Privacy Policy" and are effective from the moment they are published, therefore Users are recommended to visit the Website and observe updates of the rules on a regular basis.
- 16. By visiting and using this Website the User accepts the terms of this Privacy Policy.