

# Footage Firm Privacy Statement

Effective September 10, 2020

Your privacy is important to us. This Privacy Statement describes the types of personal information that Footage Firm Inc. (“Footage Firm,” “we,” “us,” or “our”) may collect when you visit our web properties, including the following websites (collectively, the “Sites”) and when you communicate or interact with us or seek or use our products and services, including those available at such Sites (the “Services”):

www.storyblocks.com  
www.videoblocks.com  
www.graphicstock.com  
www.audioblocks.com

This Privacy Statement also describes the choices available to you regarding our use of your personal information and how you can access and update this information. This Privacy Statement also explains how We may use and disclose such information, as well as your ability to control certain uses of it. By using the Sites, you consent to our collection and use of personal information as described in this Privacy Statement. If you do not agree to this Privacy Statement, please do not use our Sites or Services.

## 1. REVISIONS TO THIS STATEMENT

We reserve the right to revise this Privacy Statement at any time. When we do, we will post the change(s) on the Sites. If we change the Privacy Statement in a material way, we will provide appropriate notice to you.

## 2. INFORMATION COLLECTION

We collect information about you in a range of forms, including personal information, when you choose to provide it to us. Personal information (or personal data) means information about an individual from which that person can be identified. It does not include personal information where the identity has been removed (anonymous personal information). This may include information you provide when you become a member, request information from us, purchase a product, create an account with us, sign up for newsletters or our email lists, use our Services, submit a rating or review, participate in a survey or promotion, or otherwise contact us.

### Information You Provide to Us

The information we collect may include:

- **Contact data**, such as your name, address, email address, telephone number, mobile telephone number.
- **Communications** that we exchange, including when you contact us with questions, feedback, or otherwise.
- **Geolocation information**, such as when you authorize your device to access and share your location.
- **Your content**, such as photos, text, audio or videos, along with the metadata associated with the files you choose to upload to or provide through the Services.

- **Financial data**, such as your financial account numbers or payment card information.
- **Transaction data**, such as information about payments to and from you and other details of products or services you have purchased from us.
- **Profile data**, such as user name, account number, password that you may set to establish an online account with us and your preferences, product wish lists, marketing preferences.
- **Demographic information**, such as zip code.
- **Marketing data**, such as your preferences for receiving communications about our activities, events, and publications, and details about how you engage with our communications.
- **Other information** that we may collect which is not specifically listed here, which we will use as described in this Privacy Statement or as otherwise disclosed at the time of collection.

### **Information Obtained from Third Parties**

We may receive personal information about you from third-party sources. For example, a business partner may share your contact information with us if you have expressed interest in learning specifically about our products or services, or the types of products or services we offer. We also may obtain your personal information from other third parties, such as marketing partners, publicly-available sources and data providers.

If you choose to login to the Services via a third-party platform or social media network, or otherwise connect your account on the third-party platform or network to your account through the Services, we may collect information from that platform or network. For example, this information may include your username, user ID, profile picture, cover photo, and networks to which you belong (e.g., school, workplace). You may also have the opportunity to provide us with additional information via the third-party platform or network, such as a list of your friends or connections and your email address. You can read more about your privacy choices in the “Third party platforms or social media networks” portion of the section below titled, “Your Choices”.

### **Information We Automatically Collect**

As is true of most Sites, we automatically gather information about you, your computer or mobile device, and your activity over time on our Sites and other online services, such as:

- **Device data**, such as your computer or mobile device operating system type and version number, manufacturer and model, browser type, screen resolution, IP address, unique identifiers (e.g., Apple's ID for Advertising or Google's Advertising ID), general location information (such as city or state), and precise geolocation (if you permit our Services to access it from your device settings).
- **Online activity data**, such as the website you visited before browsing to our Sites, pages or screens you viewed on the Services, how long you spent on a page or screen, navigation paths between pages or screens, information about your activity on a page or screen, access times, and duration of access.

We may use cookies, web beacons, pixel tags, log files, or other technologies to automatically collect certain information when you use our Services or interact with our emails and online or mobile advertisements. For example, we may automatically collect certain non-personal

information from you such as your mobile device identifier or MAC address, browser type, operating system, device model, software version, Internet Protocol (“IP”) address, mobile or ISP carrier information, and the domain name from which you accessed the Services. We also may collect information about your use of the Services including the date and time you access the Services, the areas or pages of the Services that you visit, the amount of time you spend using the Services, the number of times you return, whether you open forward or click-through emails and ads, and other usage data.

Our Sites may include Widgets, which are interactive mini-programs that run on our Sites to provide specific services from another company (e.g. displaying the news, opinions, music, etc.). Personal information, such as your email address, may be collected through the Widget. Cookies may also be set by the Widget to enable it to function properly. Information collected by this Widget is governed by the privacy policy of the company that created it.

For more information on our use of cookies and the other information collected automatically on the Sites, please review our Cookie Policy below.

### **Combination of Information**

We may combine the information we receive from and about you, including information you provide to us and information we automatically collect through our Sites, Apps, as well as information collected offline or from third party sources to help us tailor our communications to you and to improve our Services.

## **3. INFORMATION USE**

**Delivering Services.** We may use the information we collect from and about you to operate and deliver the Services, including to:

- Fulfill your order (including processing payment);
- Send you an order confirmation;
- Assess the needs of your business to determine suitable products;
- Send you requested product or service information;
- Send product updates or license information;
- Respond to customer service requests;
- Administer your account;
- (With your consent), send you a newsletter and marketing communications;
- Respond to your questions and concerns;
- Improve our Sites and marketing efforts;
- Conduct research and analysis;
- Display content based upon your interests;
- Provide support and maintenance for the Services; or
- As described to you at the point of data collection.

**For research and development.** We analyze use of the Services to analyze and improve the Services and to develop new products and services, including by studying user demographics and use of the Services.

**To send you marketing and promotional communications.** We may send you Footage Firm-related marketing communications as permitted by law. You will have the ability to opt-

out of our marketing and promotional communications as described in the “Opt Out of Marketing Communications” section below.

**To display advertisements.** We work with Third Party Advertisers to display advertisements on the Services or elsewhere online. These advertisements are delivered by our Third Party Advertisers and may be targeted based on your use of the Services or your activity elsewhere online. To learn more about your choices in connection with advertisements, please see the section below titled “Targeted online advertising.”

**To comply with law.** We use your personal information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

**For compliance, fraud prevention, and safety.** We may use your personal information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) protect our, your or others’ rights, privacy, safety or property (including by making and defending legal claims); (b) enforce the terms and conditions that govern the Services; and (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity.

**With your consent.** In some cases we may specifically ask for your consent to collect, use or share your personal information, such as when required by law.

**To create anonymous, aggregated or de-identified data.** We may create anonymous, aggregated or de-identified data from your personal information and other individuals whose personal information we collect. We make personal information into anonymous, aggregated or de-identified data by removing information that makes the data personally identifiable to you. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Services and promote our business.

### **Change of Purpose**

We will only use your personal information for the purposes for which it was collected, unless we reasonably consider that we need to use it for another reason and that reason is permitted by law and compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please [contact us](#).

If we need to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

### **Personal Information We Do Not Collect**

We do not intentionally collect any sensitive personal, information (aka, if you are based in the European Union, Special Categories of Personal Data) about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric information).

## **4. INFORMATION SHARING**

We may share the information we collect from and about you in the following circumstances as described in this Privacy Statement, or as described to you at the point of collection:

### **Affiliates**

We may share your personal information with our corporate parent, subsidiaries, and affiliates, for purposes consistent with this Privacy Policy.

### **Third Parties**

We do not sell your personal information to third parties.

### **Service Providers**

We may contract with third parties to perform functions related to the Services (“Service Providers”). Service Providers will have access to your personal information needed to perform their business functions, but may not use or share that personal information for other purposes. These companies are authorized to use your personal information *only as necessary to provide* these services to us.

If you provide the name of your company, we may use the name of your company (but not other personal information) on a list of current or former customers for promotional purposes.

### **Advertising Partners**

We may share your personal information with third party advertising companies that collect information about your activity using our Services and other online services in order to help advertise our products or Services. We may also share customer lists with these partners to deliver ads to customers and similar users on their platforms. .

### **Other Users of the Services and the Public**

We may provide functionality that enables you to disclose personal information to other users of the Services or the public. For instance, you may be able to maintain a user profile with information about yourself that you can make available to other users or the public. In addition, any information you may disclose in ratings or reviews, on message boards, in chat rooms, or on other public areas of the Services, becomes public information. We do not control how other users or third parties use any personal information that you make available to such users or the public. Please exercise caution when disclosing personal information in these public areas.

### **Third-party platforms and social media networks**

If you have enabled features or functionality that connect the Services to a third-party platform or social media network (such as by logging in to the Services using your account with the third-party, providing your API key or similar access token for the Services to a third-party, or otherwise linking your account with the Services to a third-party’s services), we may disclose the personal information that you authorized us to share. We do not control the third party’s use of your personal information.

## **Professional advisors**

We may disclose your personal information to professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services that they render to us.

## **For compliance, fraud prevention and safety**

We may share your personal information for the compliance, fraud prevention and safety purposes described above.

## **Business transfers**

We may sell, transfer or otherwise share some or all of our business or assets, including your personal information, in connection with a business transaction (or potential business transaction) such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

## **5. YOUR CHOICES**

In this section, we describe the rights and choices available to all users. Users who are located within the European Union can find additional information about their rights below.

### **Access or Update Your Information**

If you have registered for an account with us, you may review and update certain personal information in your account profile by logging into the account.

### **Opt out of Marketing Communications**

You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by contacting us at [privacy@storyblocks.com](mailto:privacy@storyblocks.com). You may continue to receive service-related and other non-marketing emails.

### **Cookies & Browser Web Storage**

We may allow service providers and other third parties to use cookies and similar technologies to track your browsing activity over time and across the Services and third party websites. For more details, see our **Cookie Policy**. You may also wish to review our *Online Tracking Opt-out Guide* for more information about how you can limit the collection of certain types of this data.

### **Targeted online advertising**

Some of the business partners that collect information about users' activities on or through the Services may be members of organizations or programs that provide choices to individuals regarding the use of their browsing behavior or mobile application usage for purposes of targeted advertising.

Users may opt out of receiving targeted advertising on websites through members of the

Network Advertising Initiative by clicking [here](#) or the Digital Advertising Alliance by clicking [here](#). European users may opt out of receiving targeted advertising on websites through members of the European Interactive Digital Advertising Alliance by clicking [here](#), selecting the user's country, and then clicking "Choices" (or similarly titled link). Please note that we also may work with companies that offer their own opt-out mechanisms and may not participate in the opt-out mechanisms that we linked above.

In addition, your mobile device settings may provide functionality to limit our, or our partners', ability to engage in ad tracking or targeted advertising using the Google Advertising ID or Apple ID for Advertising associated with your mobile device.

Please review our Online Tracking Opt-out Guide for more information and instructions about how you can exercise these options.

If you choose to opt-out of targeted advertisements, you will still see advertisements online but they may not be relevant to you. Even if you do choose to opt out, not all companies that serve online behavioral advertising are included in this list, so you may still receive some cookies and tailored advertisements from companies that are not listed.

### **Do Not Track**

Some Internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to "Do Not Track" or similar signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

### **Choosing not to share your personal information**

Where we are required by law to collect your personal information, or where we need your personal information in order to provide the Services to you, if you do not provide this information when requested (or you later ask to delete it), we may not be able to provide you with our services. We will tell you what information you must provide to receive the Services by designating it as required at the time of collection or through other appropriate means.

If you do not want us to share your personal information as set forth in this Privacy Statement, contact us at [privacy@storyblocks.com](mailto:privacy@storyblocks.com)

### **Third-party platforms or social media networks**

If you choose to connect to the Services via a third-party platform or social media network, you may have the ability to limit the information that we may obtain from the third-party at the time you login to the Services using the third-party's authentication service or otherwise connect your account. Subsequently, you may be able to control your settings through the third-party's platform or service. If you withdraw our ability to access certain information from a third-party platform or social media network, that choice will not apply to information that we have already received from that third-party.

## **6. NOTICE TO EUROPEAN USERS**

The information provided in this “Notice to European Users” section applies only to individuals in Europe.

**Personal information.** References to “personal information” in this Privacy Statement are equivalent to “personal data” governed by European data protection legislation.

**Controller and Representative.** Footage Firm Inc. is the controller of your personal information covered by this Privacy Statement for purposes of European data protection legislation.

VeraSafe has been appointed as our representative in the European Union for data protection matters, pursuant to Article 27 of the General Data Protection Regulation of the European Union. VeraSafe can be contacted in addition to the Data Protection Officer identified below, only on matters related to the processing of personal data. To make such an inquiry, please contact VeraSafe using this link to the contact form: <https://www.verasafe.com/privacy-services/contact-article-27-representative>

Alternatively, VeraSafe can be contacted at:

**Matthew Joseph**

Zahradníčkova  
1220/20A  
Prague 15000  
Czech Republic

**VeraSafe Ireland Ltd**

Unit 3D North Point House  
North Point Business Park  
New Mallow Road  
Cork T23AT2P  
Ireland

**VeraSafe Netherlands BV**

Keizersgracht 391 A  
1016 EJ Amsterdam  
The Netherlands

**Your rights as a visitor from the European Economic area (EEA)**

If you are a European resident, our legal basis for collecting and using your personal data or information is to do so with your consent; where we need the personal data or information for performance of a contract, or where the collection and use is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms. In some cases, we may also have a legal obligation to collect the personal information in question. If we collected your personal data or information with your consent, you may withdraw your consent at any time.

You also have the right to:

- Access your personal data or information;

- Delete, or request deletion of, your personal data or information;
- Object to or restrict processing of your personal information;
- Request portability of your personal information;
- Complain to your local data protection authority at any time;
- Object to automated decision making; and
- Update your personal data or information.

To withdraw consent or exercise these rights, please:

- Contact us at [privacy@storyblocks.com](mailto:privacy@storyblocks.com)

Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.

We try to respond to all legitimate requests within thirty (30) days. Occasionally it may take us longer to process your request if it is particularly complex or if you have made multiple requests. In this case, we will notify you and keep you updated on the status of your request(s).

If we ask you to provide personal data to us to comply with a legal requirement or enter into a contract, we will inform you of this and let you know whether providing us with your personal data is required and if not, the consequences of not sharing your personal data with us.

We may use automated decision-making and profiling to evaluate fraudulent accounts in connection with the delivery of our Services or to fulfill our legal obligations.

If we engage in automated decision-making and profiling, we will implement suitable measures to safeguard your rights and freedoms and legitimate interests, including the right to speak to a representative so you can express your point of view, obtain an explanation of the decision and contest a decision we have made. Decisions we make through automated decision-making will not be based on any special categories of personal data

Similarly, if we collect and use your personal information in reliance on our or a third party's legitimate interests and those interests are not already listed above (see "Information Use" section), we will let you know what those legitimate interests are.

## **7. IMPORTANT INFORMATION FOR CALIFORNIA RESIDENTS**

This section of the Privacy Statement applies only to California residents. It describes how we collect, use and share Personal Information of California residents in operating our business, and their rights with respect to that Personal Information. For purposes of this section, "**Personal Information**" has the meaning given in the California Consumer Privacy Act of 2018 ("**CCPA**"). It is important to note that the CCPA exempts certain information from some of its requirements, including information processed in the business-to-business context (e.g., information about an individual acting in his or her capacity as a representative of a company) and information about employees, job applicants, and contractors when processed in that

context. This section of this Privacy Statement therefore does not cover information falling with the scope of these exemptions or to which the CCPA's relevant provisions do not apply.

## **Your California privacy rights**

As a California resident, you have the rights listed below. However, these rights are not absolute, and in certain cases we may decline your request as permitted by law.

- **Information.** You can request the following information about how we have collected and used your Personal Information during the past 12 months:
  - The categories of Personal Information that we have collected about you.
  - The categories of sources from which we collected Personal Information.
  - The business or commercial purpose for which we collected and/or sold the Personal Information.
  - The categories of third parties with whom we shared the Personal Information.
  - Whether we have disclosed your Personal Information for a business purpose and, if so, the categories of Personal Information received by each category of third party recipient.
  - Whether we've sold your Personal Information, and if so, the categories of Personal Information received by each category of third party recipient.
- **Access.** You can request a copy of the Personal Information that we have collected about you during the past 12 months.
- **Deletion.** You can ask us to delete the Personal Information that we have collected from you.
- **Nondiscrimination.** You are entitled to exercise the rights described above free from discrimination. This means that we will not penalize you for exercising your rights by taking actions such as denying you services; increasing the price/rate of services; decreasing service quality; or suggesting that we may penalize you as described above for exercising your rights.
- **Accessibility.** We are committed to making our communications, such as our Sites, accessible to individuals with disabilities. If you need a copy of this Privacy Policy in an alternative accessible format, please contact us at (866) 788-9225 or contact [support@storyblocks.com](mailto:support@storyblocks.com).

## **How to exercise your rights**

You may exercise your California privacy rights described above as follows:

- **Right to information, access and deletion.** You can request to exercise your information, access and deletion rights by:
  - visiting <https://www.storyblocks.com/support>
  - calling us toll free at (866) 788-9225
  - emailing [support@storyblocks.com](mailto:support@storyblocks.com)

## **Our Processes for Responding to CCPA Requests**

*Verifying Requests.* We cannot process your request if you do not provide us with sufficient detail to allow us to understand and respond to it. Depending on the nature of your request, we

may ask you to provide us with additional information to verify your request and your identity. Depending on the information you seek, we may also ask you for a declaration attesting to your identity, signed under penalty of perjury. Below, we provide additional details about when additional information to verify your request and identity may be required.

- *Using an Agent:* You may designate an agent to submit a CCPA request on your behalf. The agent can be a natural person or a business entity that is registered with the California Secretary of State. If you would like to designate an agent to act on your behalf, you and the agent will need to comply with our agent verification process. You will be required to verify your identity by providing us with certain personal information, depending on the nature of the information you require, which we will endeavor to match with information we maintain about you. Additionally, we will require that you provide us with written confirmation that you have authorized the agent to act on your behalf, and the scope of that authorization.
- *Timeline for Responding to Requests:* We will respond to requests for access or deletion as soon as practicable and, in any event, generally within 45 days after receiving your request. In some cases, we may extend this period for responding to your or your authorized agent's request to 90 days and, in the event that we do extend the period, we will explain to you or your authorized agent why we did so.
- *Requests for Specific Pieces of Personal Information:* To respond to requests for specific pieces of personal information, for verification purposes we may ask you for three pieces of personal information and will endeavor to match that information to information we maintain about you. Additionally, we may also ask you for a declaration attesting to your identity, signed under penalty of perjury. If we are unable to verify your identity with the degree of certainty required, we will not be able to respond to the request. In that case, we will notify you.
- *Requests for Categories of Personal Information:* To respond to requests for categories of personal information, we may ask you for at least two pieces of personal information and endeavor to match those pieces to information we maintain about you. If we are unable to verify your identity with the degree of certainty required, we will not be able to respond to the request. In that case, we will notify you.
- *Requests for Deletion of Personal Information:* To respond to requests for deletion of personal information, we may ask you for at least two pieces of personal information and endeavor to match those pieces to information we maintain about you. If we are unable to verify your identity with the degree of certainty required, we will not be able to process your request. In that case, we will notify you.
- *Requests for Household Information:* There may be some types of personal information that can be associated with a household. Requests for access or deletion of household personal information must be made by each member of the household.

- **Request a list of third-party marketers.** Under California Civil Code section 1798.83, California residents are entitled to annually ask us, free of charge, for a notice identifying the categories of personal customer information which we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. If you are a California resident and would like a copy of this notice, please submit a written request to us via email at [privacy@storyblocks.com](mailto:privacy@storyblocks.com). You must put the statement "Your California Privacy Rights" in your request and include your name, street address, city, state, and ZIP code. We are not responsible for notices that are not labeled or sent properly, or do not have complete information.
- **We do not sell your personal information.** We do not “sell” your Personal Information and have not sold it to third parties for a business or commercial purpose in the 12 months preceding the effective date of this Privacy Policy. However, like many companies online and as set forth above, we use services provided by Google, Facebook and others that help deliver interest-based ads to you as described in the section above entitled Interest-Based Advertising. If you would like to opt out of our (and our third party advertising partners') use of cookies and other tracking technologies, please review the instructions provided in the Online Tracking Opt-out Guide.

**Personal information that we collect, use and share**

The chart below summarizes how we collect, use and share Personal Information by reference to the statutory categories specified in the CCPA, and describes our practices during the 12 months preceding the effective date of this Privacy Policy. Categories in the chart refer to the categories described above in the general section of this Privacy Policy.

<b>Statutory category of personal information (PI)</b>	<b>PI we collect</b>	<b>Source of the PI</b>	<b>Purpose for collection</b>	<b>Categories of third parties to whom we “disclose” the PI for a business purpose</b>
<u>Identifiers</u>	<ul style="list-style-type: none"> <li>● <i>Contact data</i></li> <li>● <i>Profile data</i></li> <li>● <i>Communications</i></li> <li>● <i>Your content</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>You</i></li> <li>● <i>Public sources</i></li> <li>● <i>Third Parties</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Delivering Services</i></li> <li>● <i>Research &amp; development</i></li> <li>● <i>Marketing &amp; Advertising</i></li> <li>● <i>To comply with law</i></li> <li>● <i>Compliance, fraud prevention, and safety</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Affiliates</i></li> <li>● <i>Third Parties</i></li> <li>● <i>Service Providers</i></li> <li>● <i>Third Party Advertisers</i></li> <li>● <i>Other users and the public</i></li> <li>● <i>Professional advisors</i></li> <li>● <i>Authorities and others</i></li> <li>● <i>Business transferees</i></li> </ul>
<u>Commercial Information</u>	<ul style="list-style-type: none"> <li>● <i>Contact data</i></li> <li>● <i>Profile data</i></li> <li>● <i>Transaction data</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>You</i></li> <li>● <i>Third Parties</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Delivering Services</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Affiliates</i></li> <li>● <i>Third Parties</i></li> <li>● <i>Service Providers</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Communications</i></li> <li>• <i>Marketing data</i></li> </ul>		<ul style="list-style-type: none"> <li>• <i>Research &amp; development</i></li> <li>• <i>Marketing &amp; Advertising</i></li> <li>• <i>To comply with law</i></li> <li>• <i>Compliance, fraud prevention, and safety</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Third Party Advertisers</i></li> <li>• <i>Other users and the public</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> </ul>
<u>Financial Information</u>	<ul style="list-style-type: none"> <li>• <i>Financial data</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>You</i></li> <li>• <i>Third Parties</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Delivering Services</i></li> <li>• <i>Research &amp; development</i></li> <li>• <i>To comply with law</i></li> <li>• <i>Compliance, fraud prevention, and safety</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Service Providers</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> </ul>
<u>Online Identifiers</u>	<ul style="list-style-type: none"> <li>• <i>Profile data</i></li> <li>• <i>Device data</i></li> <li>• <i>Online activity data</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>You</i></li> <li>• <i>Third Parties</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Delivering Services</i></li> <li>• <i>Research &amp; development</i></li> <li>• <i>Marketing &amp; Advertising</i></li> <li>• <i>To comply with law</i></li> <li>• <i>Compliance, fraud prevention, and safety</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Third Parties</i></li> <li>• <i>Service Providers</i></li> <li>• <i>Third Party Advertisers</i></li> <li>• <i>Other users and the public</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> </ul>
<u>Internet or Network Information</u>	<ul style="list-style-type: none"> <li>• <i>Device data</i></li> <li>• <i>Online activity data</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>You</i></li> <li>• <i>Automatic collection</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Delivering Services</i></li> <li>• <i>Research &amp; development</i></li> <li>• <i>Marketing &amp; Advertising</i></li> <li>• <i>To comply with law</i></li> <li>• <i>Compliance, fraud prevention, and safety</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Third Parties</i></li> <li>• <i>Service Providers</i></li> <li>• <i>Third Party Advertisers</i></li> <li>• <i>Professional advisors</i></li> <li>• <i>Authorities and others</i></li> <li>• <i>Business transferees</i></li> </ul>
<u>Geolocation Data</u>	<ul style="list-style-type: none"> <li>• <i>Geolocation information</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Automatic collection</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Delivering Services</i></li> <li>• <i>Research &amp; development</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Affiliates</i></li> <li>• <i>Third Parties</i></li> <li>• <i>Service Providers</i></li> <li>• <i>Third Party Advertisers</i></li> </ul>

			<ul style="list-style-type: none"> <li>● <i>Marketing &amp; Advertising</i></li> <li>● <i>To comply with law</i></li> <li>● <i>Compliance, fraud prevention, and safety</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Professional advisors</i></li> <li>● <i>Authorities and others</i></li> <li>● <i>Business transferees</i></li> </ul>
<u>Inferences</u>	<p><i>May be derived from your:</i></p> <ul style="list-style-type: none"> <li>● <i>Profile data</i></li> <li>● <i>Transaction data</i></li> <li>● <i>Device data</i></li> <li>● <i>Online activity data</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>You</i></li> <li>● <i>Automatic collection</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Delivering Services</i></li> <li>● <i>Research &amp; development</i></li> <li>● <i>Marketing &amp; Advertising</i></li> <li>● <i>To comply with law</i></li> <li>● <i>Compliance, fraud prevention, and safety</i></li> </ul>	<ul style="list-style-type: none"> <li>● <i>Affiliates</i></li> <li>● <i>Third Parties</i></li> <li>● <i>Service Providers</i></li> <li>● <i>Third Party Advertisers</i></li> <li>● <i>Professional advisors</i></li> <li>● <i>Authorities and others</i></li> <li>● <i>Business transferees</i></li> </ul>

## 8. LINKS TO OTHER WEBSITES

The Services may have links to third-party sites or applications, which may have privacy policies that differ from our own. We are not responsible for the practices of such sites or applications.

## 9. CHILDREN’S PRIVACY

Protecting children’s privacy is important to us. We do not direct the Services to, nor do we knowingly collect any personal information from, children under the age of thirteen. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us. We will delete such information from our files as soon as reasonably practicable.

## 10. DATA SECURITY

The security of your personal information is important to us. We maintain reasonable security policies and procedures designed to maintain the confidentiality of personal information, and have taken certain physical, administrative, and technical steps to safeguard the information we collect from and about You. For example, when you enter sensitive information (such as credit card number) on our order forms, we encrypt the transmission of that information using secure socket layer technology (SSL). However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

Some of our websites permit you to create an account. When you do you will be prompted to create a password. You are responsible for maintaining the confidentiality of your password, and you are responsible for any access to or use of your account by someone else that has obtained your password, whether or not such access or use has been authorized by you. You should notify us of any unauthorized use of your password or account.

## 11. DATA STORAGE AND RETENTION

Your personal information is stored on servers in the United States. You understand and agree that We may collect, use, disclose, and otherwise process the information you provide as described in this Privacy Statement even if you are from an area outside the United States. Your personal information may be disclosed in response to inquiries or requests from government authorities or to respond to judicial process in the United States. We will retain your personal information for as long as it is needed to provide you with the Services, or to fulfill any legal or contractual obligations we may have. If you wish to cancel your account or request that we no longer use your information to provide you Services contact us at [privacy@storyblocks.com](mailto:privacy@storyblocks.com).

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

If you are a resident of the EEA: Your personal information will be transferred to and processed in the United States, which has data protection laws that are different than those in your country and may not be as protective. Whenever we transfer your personal information out of the EEA, we ensure a similar degree of protection is afforded to you, including for example by entering into contracts approved by the European Commission to support your data protection rights.

For more information on where and how long your personal data is stored, and for more information on your rights of erasure and portability, please contact our data protection officer at [privacy@storyblocks.com](mailto:privacy@storyblocks.com).

## 12. COOKIE POLICY

To make our Sites work properly, we sometimes place small data files called cookies on your device. Most big websites do this too. By choosing to continue to use these Sites without changing your cookie setting, we will assume that you are consenting to receiving cookies.

### **What are cookies?**

A cookie is a small text file that a website saves on your computer or mobile device when you visit the site. It enables the website to remember your actions and preferences (such as login, language, font size and other display preferences) over a period of time, so you don't have to keep re-entering them whenever you come back to the site or browse from one page to another. Cookies can expire at the end of a browser session (from when a user opens the browser window to when they exit the browser) or they can be stored for longer.

### **How do we use cookies?**

As set forth in this Privacy Policy, we may use cookies to facilitate automated activity, assist you with storing and tracking your passwords, determine appropriate solicitations, and review navigation patterns. We will not use cookies for purposes not set forth in this Cookie Policy.

- *You control your cookies through your browser*
- *You can delete the stored cookies from your computer by changing your browser settings*

## Cookies We Use

Our Sites uses the following types of cookies for the purposes set out below:

Type of cookie	Purpose
<i>Essential Cookies</i>	<p>These cookies are essential to provide you with services available through our Sites and to enable you to use some of its features. For example, they allow you to log in to secure areas of our Sites and help the content of the pages you request load quickly. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.</p>
<i>Functionality Cookies</i>	<p>These cookies allow our Sites to remember choices you make when you use our Sites, such as remembering your language preferences, remembering your login details and remembering the changes you make to other parts of our Sites which you can customize. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you visit our Sites.</p>
<i>Analytics and Performance Cookies</i>	<p>These cookies are used to collect information about traffic to our Sites and how users use our Sites. The information gathered does not identify any individual visitor. The information is aggregated and therefore anonymous. It includes the number of visitors to our Sites, the websites that referred them to our Sites, the pages that they visited on our Sites, what time of day they visited our Sites, whether they have visited our Sites before, and other similar information. We use this information to help operate our Sites more efficiently, to gather broad demographic information and to monitor the level of activity on our Site.</p> <p>We use Google Analytics for this purpose. Google Analytics uses its own cookies. It is only used to improve how our Sites works. You can find out more information about Google Analytics cookies here: <a href="https://developers.google.com/analytics/resources/concepts/gaConceptsCookies">https://developers.google.com/analytics/resources/concepts/gaConceptsCookies</a></p> <p>You can find out more about how Google protects your data here: <a href="http://www.google.com/analytics/learn/privacy.html">www.google.com/analytics/learn/privacy.html</a>.</p> <p>You can prevent the use of Google Analytics relating to your use of our Sites by downloading and installing the browser plugin available via this link: <a href="http://tools.google.com/dlpage/gaoptout?hl=en-GB">http://tools.google.com/dlpage/gaoptout?hl=en-GB</a></p>
<i>Targeted and advertising cookies</i>	<p>These cookies track your browsing habits to enable us to show advertising which is more likely to be of interest to you. These cookies use information about your browsing history to group you with other users who have similar interests. Based on that</p>

	information, and with our permission, third party advertisers can place cookies to enable them to show adverts which we think will be relevant to your interests while you are on third party websites.
<i>Social Media Cookies</i>	These cookies are used when you share information using a social media-sharing button or “like” button on our Sites or you link your account or engage with our content on or through a social networking website such as Facebook or Twitter. The social network will record that you have done this.

## Tags

We may use action tags (which are also known as pixel tags, web beacons and clear GIFs) to help us identify and track the performance of web pages on our Sites, allowing us to measure the performance and quality of our Sites and to manage Site content. In addition, we may use action tags in emails. This allows us to gauge the effectiveness of certain communications and the effectiveness of marketing campaigns by showing, for example, how many emails have been opened.

Unlike cookies, which are stored on the hard drive of your computer or mobile device by a website, tags are embedded invisibly on webpages. The information we collect using tags is not linked to our users’ personal information.

## Do Not Track Signals

Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to Do Not Track signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

## How can I control my cookies?

*Tracking Options, EEA and California Do Not Track Disclosures.*

You may adjust your browser or operating system settings to limit this tracking or to decline cookies, but by doing so, you may not be able to use certain features on the Services or take full advantage of all of our offerings. Check the “Help” menu of your browser or operating system to learn how to adjust your tracking settings or cookie preferences. To learn more about the use of cookies or other technologies to deliver more relevant advertising and your choices about not having this information used by certain Service Providers (defined below), please click [here](#). On your mobile device, you can adjust your privacy and advertising settings to limit your tracking for advertising or control whether you receive more relevant advertising.

You can use your web browser to:

- delete all cookies;
- block all cookies;
- allow all cookies;
- block third-party cookies;
- clear all cookies when you close the browser;
- open a 'private browsing' / 'incognito' session, which allows you to browse the internet without storing local data; and
- install add-ons and plug-ins to extend browser functionality.

If you choose to block or delete cookies, some functionality of our Sites including login to the member site may be affected.

You can find information about how to control cookies as follows:

- [Internet Explorer cookies information](#)
- [Chrome cookies information](#)
- [Firefox cookies information](#)
- [Safari cookies information](#)
- [Opera cookies information](#)

## Useful information

- A number of websites provide detailed information on cookies, including [AboutCookies.org](#) and [AllAboutCookies.org](#).
- The Internet Advertising Bureau website [Your Online Choices](#) allows you to install opt-out cookies across different advertising networks.
- Google has developed a browser add-on to allow users to [opt-out of Google Analytics](#) across all websites which use this popular analytics product.
- New technologies such as Mozilla's [Do Not Track](#) allow you to tell websites not to track you.

- Internet Explorer has a feature called Tracking Protection Lists which allows you to import a list of websites you want to block.

### 13. ONLINE TRACKING OPT-OUT GUIDE

Like many companies online, we may use services provided by Google and other companies that use tracking technology. These services rely on tracking technologies – such as cookies and web beacons – to collect directly from your device information about your browsing activities, your interactions with websites, and the device you are using to connect to the Internet. There are a number of ways to opt out of having your online activity and device data collected through these services, which we have summarized below:

- **Blocking cookies in your browser.** Most browsers let you remove or reject cookies, including cookies used for interest-based advertising. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).
- **Blocking advertising ID use in your mobile settings.** Your mobile device settings may provide functionality to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes.
- **Using privacy plug-ins or browsers.** You can block our websites from setting cookies used for interest-based ads by using a browser with privacy features, like [Brave](#), or installing browser plugins like [Privacy Badger](#), [Ghostery](#) or [uBlock Origin](#), and configuring them to block third party cookies/trackers.
- **Platform opt-outs.** The following advertising partners offer opt-out features that let you opt-out of use of your information for interest-based advertising:
  - o Google: <https://adssettings.google.com>
  - o Facebook: <https://www.facebook.com/about/ads>
  - o Twitter: <https://twitter.com/settings/account/personalization?lang=en>
- **Advertising industry opt-out tools.** You can also use these opt-out options to limit use of your information for interest-based advertising by participating companies:
  - o Digital advertising Alliance: <http://optout.aboutads.info>
  - o Network Advertising Initiative: <http://optout.networkadvertising.org/?c=1>

Note that because these opt-out mechanisms are specific to the device or browser on which they are exercised, you will need to opt-out on every browser and device that you use.

### 14. CONTACT US

If you have any questions, requests or concerns about this Privacy Statement or the practices described herein, you may contact our Data Protection Officer (DPO) at:

Data Protection Officer  
Footage Firm  
1515 N Courthouse Road  
Suite 1000  
Arlington, VA 22201  
Email: [privacy@storyblocks.com](mailto:privacy@storyblocks.com)

You may also call us (866) 788-9225 toll free at or email us at [support@storyblocks.com](mailto:support@storyblocks.com).