

Footage Firm Privacy Statement

Effective July 20, 2018

Your privacy is important to us. This Privacy Statement describes the types of information that Footage Firm Inc. (“We” or “Our”) collect from and about you when you visit our web properties, including the following websites (collectively, the “Sites”):

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

It 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 this Site, you agree to the data collection, use, disclosure and storage practices described in this Privacy Statement.

INFORMATION COLLECTION

In some countries, including in the European Economic Area, this information may be considered personal data under applicable data protection laws.

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 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 your name, address, email address, telephone number, mobile telephone number, geolocation information, photos or videos, user name and credit/debit card number or other financial information. You may be required to provide certain information to create your account. If you use a third-party service to login, link to us, or communicate with us (such as a social network or third-party video chat), we may receive certain information about you from the third party based on your registration and privacy settings on those third party services.

- Unique Identifiers such as user name, account number, password
- Preferences Information such as product wish lists, order history, marketing preferences
- Demographic information such as age, education, gender, interests and zip code

Information Collected From Other Sources

We may obtain information about you from other sources, including social networks that you use to connect with Us. This information may include name, user name, demographic information, updated address or contact information, interests, and publicly-observed data, such as from social media and online activity.

Information Obtained from Third Parties

If you provide us personal information about others, or if others give us your information, we will only use that information for the specific reason for which it was provided to us, for example, if you have agreed to share information with one of our partners, we may add this information to the information we already hold about you.

Information We Automatically Collect and Cookie Policy

As is true of most Web sites, we automatically gather information about your computer such as your IP address, browser type, referring/exit pages, and operating system.

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. For more information on our use of cookies, please review our Cookie Policy below.

Our Web site may include Widgets, which are interactive mini-programs that run on our site 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.

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. Note that our systems may not recognize Do Not Track headers or requests from some or all browsers.

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.

INFORMATION USE

We may use the information we collect from and about you 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 Web site and marketing efforts;
- Conduct research and analysis;
- Display content based upon your interests;
- Comply with applicable laws, lawful requests and legal process, including to respond to requests from public and government authorities;
- Enforce this privacy statement; and
- Protect our rights, privacy, safety or property, and/or that of you or others.
- Develop new programs, products or services
- Protect the security or integrity of the Services and our business; and
- As described to you at the point of data collection.

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 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 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).

INFORMATION SHARING

We may share the information we collect from and about you:

- (1) with selected third parties that we believe may provide promotional materials, and goods and services that may be of interest to you;
- (2) to our Service Providers, if the disclosure will enable them to perform a business, professional or technical support function for us;
- (4) as necessary if we believe that there has been a violation of Our Terms of Use, or of our rights or the rights of any third party;
- (5) when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- (6) to respond to judicial process or provide information to law enforcement or regulatory agencies or in connection with an investigation on matters related to public safety, national security or law enforcement, as permitted by law, or otherwise as required by law; and
- (7) as described to you at the point of collection.

If Footage Firm is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information

We do not sell your personal information to third parties.

We also may share aggregate or anonymous non-personal information with third parties for their marketing or analytics uses.

We may sell or purchase assets during the normal course of our business. If another entity acquires us or any of our assets, information we have collected about you may be transferred to such entity. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, such information may be considered an asset of ours and may be sold or transferred to third parties. Should such a sale or transfer occur, we will use reasonable efforts to try to require that the transferee use personal information provided through the Services in a manner that is consistent with this Privacy Statement.

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

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.

Third Party Advertisers

We share your personal information with other companies so that they can market their products or services to you.

YOUR RIGHTS

Your California Privacy Rights

For California residents: We may share your personal information with third parties for their direct marketing purposes. As these third parties and this category of affiliated third parties are considered an *unaffiliated party* under California law, you may opt-out of our disclosure of personal information to third parties for their direct marketing purposes. To opt out, please:

- Contact us at privacy@storyblocks.com

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

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.

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

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.

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.

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.

PUBLIC FORUMS

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. Please exercise caution when disclosing personal information in these public areas.

DATA SECURITY

The security of your personal information is important to us. We have taken certain physical, administrative, and technical steps to safeguard the information we collect from and about You. While we make every effort to help ensure the integrity and security of our network and systems, we cannot guarantee our security measures.

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).

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.

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it.

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.

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 by ensuring at least one of the following safeguards is implemented:

- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal information the same protection it has in Europe.
- Where we use providers based in the U.S., we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal information shared between Europe and the U.S.

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.

ANONYMOUS DATA

When we use the term “anonymous data”, we are referring to data and information that does not permit you to be identified or identifiable, either alone or when combined with any other information available to a third party.

Anonymous data might include analytics information and information collected by us using cookies. We use this anonymous data to analyze usage patterns in order to make improvements to our Site.

ACCESS TO YOUR PERSONAL DATA

If you have an account on our Services, you may sign in to your account and update your personal information contained in the account

COOKIES

To make this site 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 this site 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 our <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 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 Site uses the following types of cookies for the purposes set out below:

Type of cookie	Purpose
<i>Essential Cookies</i>	These cookies are essential to provide you with services available through our Site and to enable you to use some of its features. For example, they allow you to log in to secure areas of our Site 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.
<i>Functionality Cookies</i>	These cookies allow our Site to remember choices you make when you use our Site, such as remembering your language preferences, remembering your login details and remembering the changes you make to other parts of our Site 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 Site.
<i>Analytics and Performance Cookies</i>	<p>These cookies are used to collect information about traffic to our Site and how users use our Site. The information gathered does not identify any individual visitor. The information is aggregated and therefore anonymous. It includes the number of visitors to our Site, the websites that referred them to our Site, the pages that they visited on our Site, what time of day they visited our Site, whether they have visited our Site before, and other similar information. We use this information to help operate our Site 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 Site works. You can find out more information about Google</p>

	<p>Analytics cookies here: https://developers.google.com/analytics/resources/concepts/gaConceptsCookies</p> <p>You can find out more about how Google protects your data here: www.google.com/analytics/learn/privacy.html.</p> <p>You can prevent the use of Google Analytics relating to your use of our Site by downloading and installing the browser plugin available via this link: http://tools.google.com/dlpage/gaoptout?hl=en-GB</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 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.</p>
<i>Social Media Cookies</i>	<p>These cookies are used when you share information using a social media-sharing button or “like” button on our Site or you link your account or engage with our content on or through a social networking website such as Facebook, Twitter or Google+. The social network will record that you have done this.</p>

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 the Site, allowing us to measure the performance and quality of the Site 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?

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 site 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.

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.

YOUR QUESTIONS

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