

## ADVERTISING PRIVACY POLICY

### 1. Introduction

This Advertising Privacy Policy explains how MiToken Technology Limited ("the Company") collects, uses, and shares personal information through advertising activities. This policy applies to all advertising activities conducted by the Company, including those on our website, third-party websites, social media platforms, and other online channels.

### 2. Personal Information Collected

The Company may collect the following types of personal information through advertising activities:

- Contact information: name, email address, phone number, postal address
- Demographic information: age, gender, location
- Browsing behaviour: pages visited, products viewed, ads clicked, search history
- Purchase history: products purchased, transaction details
- Social media profile information: interests, preferences, connections
- Other information: survey responses, feedback, reviews

### 3. Use of Personal Information

The Company may use personal information collected through advertising activities for the following purposes:

- Delivering targeted advertising: The Company may use personal information to deliver advertisements that are tailored to your interests and preferences.
- Analysing advertising performance: The Company may use personal information to analyse the effectiveness of advertising campaigns and improve future advertising activities.
- Communicating with you: The Company may use personal information to send you marketing communications and respond to your inquiries.
- Compliance with legal obligations: The Company may use personal information to comply with legal obligations, such as anti-spam laws and data protection regulations.

### 4. Sharing of Personal Information

The Company may share personal information collected through advertising activities with the following types of third parties:

- Advertising networks: The Company may share personal information with advertising networks that assist in delivering targeted advertising.
- Social media platforms: The Company may share personal information with social media platforms that assist in delivering targeted advertising.
- Service providers: The Company may share personal information with service providers that assist in advertising activities, such as data analytics and campaign management.
- Legal authorities: The Company may share personal information with legal authorities in response to a legal request or to comply with legal obligations.

## **5. Your Rights**

You have the right to:

- Access your personal information: You can request a copy of the personal information we hold about you.
- Correct your personal information: You can request that we correct any inaccuracies in your personal information.
- Object to processing: You can object to the processing of your personal information for direct marketing purposes.
- Withdraw consent: You can withdraw your consent to the processing of your personal information at any time.

## **6. Security**

The Company takes the protection of personal information seriously. We implement appropriate technical and organizational measures to protect personal information against unauthorized or unlawful processing and against accidental loss, destruction, or damage.

## **7. Retention**

The Company retains personal information collected through advertising activities for as long as necessary to fulfil the purposes for which it was collected, unless a longer retention period is required by law.

## **8. Changes to this Policy**

The Company reserves the right to modify this policy at any time without notice. Any changes to this policy will be posted on our website and will be effective immediately upon posting.

## **9. Contact Information**

If you have any questions or concerns about this policy, please contact us at [info@mitoken.tech](mailto:info@mitoken.tech), Last updated: 07/05/2023

By interacting with our advertising activities, you acknowledge that you have read, understood, and agree to this policy.