

## Jet-Stream Privacy Policy and Processor Agreement

At Jet-Stream, we value your privacy and that of your end users. We are member of Bits of Freedom, we actively advocate privacy. We see it as our responsibility to help keep the threats that modern day technologies bring to our privacy to a minimum. Please read this document as our privacy statement regarding our practices with respect to how we collect and use your (Personal) Data.

### GDPR actions

Jet-Stream has always used strict privacy policies so we are pleased to inform you that the steps we needed to take to be GDPR compliant were minimal. This is what we have done:

- We discussed the GDPR with all employees.
- We assessed all data we process and documented this.
- Where needed we enhanced our existing privacy and data policies.
- We decided to produce one privacy statement and processor agreement document (this one) for all customers and prospects and made it part of our General Terms & Conditions so our privacy policy and processor agreement is clear to all our customers, prospects and the world.
- To make sure that all customers agree to our new privacy policy and processor agreement, they need to again accept our Terms & Conditions when they log into their account on our platform and we will notify all customers.
- We audited our data management procedures, and concluded that we are GDPR compliant.
- We audited our development procedures and concluded we are GDPR compliant by using privacy and security by design development principles.
- We introduced a new procedure for security breaches.
- We analyzed potential data sharing with third parties and made this information transparently available in this document.

We hope you appreciate our efforts to make this a human-readable document instead of legal mumbo jumbo :)

# Jet-Stream platform

## Scope, data ownership

Jet-Stream is a streaming media hosting provider. We only host audio, video and images. We do not host data sets, web sites or databases so our role as a data processor is limited, if at all. We are not a communication (telecom) provider so we don't keep records of your communication. We are not a media platform that monetizes content or data. It is our business to host and distribute our customers live and on-demand audio and video content. We charge for this service. We do not monetize content, nor (meta)data. We do not claim ownership on your media nor your (meta)data. We also don't share your content nor your data unless otherwise stated or unless you specifically choose to use third party services through us. We don't have access to data sets from customers about their employees or end users other than stated here. In short: we do not process, share or monetize personal data, other than that we need to have minimal data customers need to share with us about themselves in order for us to service them.

## Media containing personal data

If customers put media on our platform that contains personal data, it is your responsibility to secure this content for example by using encryption (DRM) before putting or streaming the content to our platform. We offer anti-deeplinking features so our customers can prevent third parties to access their media without their consent. We strongly recommend using these technologies. Anti-deeplinking is no replacement for encryption. We exclude responsibility for customers uploading audio and video and images containing personal data without encryption and we are not responsible for customers who do not – or badly- implement anti-deeplinking technologies. It is our customers' responsibility to use anti-deeplinking and encryption if media contains personal data.

## Customer data

### Personal Data we (may) collect, and why

In order to provide our service to our customers, we save minimal and only relevant data about you (and your company) in our platform, CRM, support system and accounting system in order to identify, support, contact and invoice you. This includes surname, last name of technical and administrative contacts, address, email address, phone number, account name, start date and end date. All this data is transparently visible to you in your portal. We may also collect your bank account details or other payment method data if you provide these to us, in order to invoice you. You can give third parties limited access to our platform and we will save their name and email address in order to grant them access. You have full overview of this data in your account and you can delete these users and their data yourself. When your employees or subcontractors contact us for support, we will save their email address and other contact details in order to support them. It is our customers' responsibility to share this data with us. It is our customers' responsibility to inform Jet-Stream if their data (such as other employees, other contact details, bank account details) need to be updated or removed.

### How long we keep data

When your account contract is ended, all media and data will be permanently deleted after 3 months from our platform. CRM, customer support data and access logs are archived up to 3 months. We typically cleanup backups after 3 months. We need to comply to statutory obligations and data retention obligations. We are legally bound to keep all administrative records for 7 years.

### Potential sharing of data with third parties

We may need to do creditworthiness and risk management checks; we outsource our invoicing to a EU company (<https://www.payt.nl/privacy-statement/>) with whom we share minimal data for invoicing; we grant debt collection rights to EU companies; we may need to collect legal data against you if we suspect breach of contracts or breach of law.

### European company and services

Jet-Stream is a B.V. in the Netherlands. Our own platform is self-hosted in the EU. Our CRM, support system and accounting systems are either self-hosted or EU-cloud hosted. We are a EU company with infrastructure in the EU, owned by a EU holding. This ensures that your data stays in Europe, compliant with the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679) which will be enforced from 25 May 2018 onwards.

### Optional non-EU services

Optionally you can use additional services from Jet-Stream, such as: our video player, performance measurement, edge servers beyond the EU and global CDNs and other

additional services. It is your choice to use or not use these services. Some of these services will be hosted or operated outside of the EU:

Player: hosted by Jet-Stream in EU, callbacks to player vendor outside EU, which logs access by end users, no data sharing;

Performance measurements: third party non-EU service provider to measure connect speed and playback quality of streams, no data sharing;

Edge servers: operated by Jet-Stream in EU, hosting in or outside EU by third party potentially non-EU hosting vendors who will log access for security reasons. Only data shared is account name;

Transcoding: operated by non-EU vendor, in the EU. Transcodes media upon your command to lower bit rates. No data is shared;

Global CDNs: EU or non-EU vendors with servers across the world, to optimize delivery of your media globally, will log end user access for security, traffic measurement and analytics. No data is shared;

Jet-Stream reserves the right to use any offload CDN in order to optimize the performance of your streams and to optimize the performance of our platform but will try to use EU based CDNs if possible. Offload CDNs have no access to Jet-Stream or your data. Offload CDNs save access logs and cache chunks of media content.

### Analytics, end user data processing

To calculate your traffic usage so we can invoice you for using our platform and to provide you with media usage analytics, we use our own access log processing and analytics engines. Access logs are gathered from our own servers and third party CDNs. These services automatically clean up access logs on the delivery servers. Our log processing and analytics services are self-hosted in the EU. This ensures that your end user data stays in Europe, compliant with the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679) which will be enforced from 25 May 2018 onwards.

Also, our analytics tool is configured for privacy, automatically striking the last three numbers from the IP address of your viewers (for example 123.123.123.123 becomes 123.123.123.000) in our analytic reports to our customers. This ensures that no data is produced which can lead to identification of a person, or could be used to cause harm in any way. If original log files are deleted, calculated traffic metadata and invoiced traffic are accepted as the source of the data calculation.

# Security and operations

## Privacy policies

Jet-Stream uses an employee guidelines handbook. In this handbook employees are instructed how to deal with customer data. In short: employees must respect the privacy of customers. Employees will not access accounts, media or data unless customers contact them asking for commercial, technical, operational or administrative support; or to do deeper analysis in case of system wide disturbances where we need to do more than standard analysis. Employees must use the highest confidentiality about our customers, their media, their data and our services and must secure their devices using encryption and strong passwords. Only employees who need access to systems have only access to those systems.

## Security by design

We do not use cloud services for email, documents or applications in order to prevent data sharing with (possible non-EU) third parties. We maintain high standards in physical and digital security and have ongoing security routines for patching, password changing and we run technologies that identify unwanted access to our systems and automatically block these attempts, among other technical protection measures. We use privacy by design. We use SSL by default, it is your responsibility to use secure connections to our services. Customers cannot access each other's content and data. Our services are shielded and actively monitored. Physical access to our servers and data is restricted and secured. We do active update monitoring and have pro-active patching procedures. We don't share server, rack, switching infrastructure with third parties. We have identified and documented all data that we store in a Personal Data record. We have a data breach procedure.

## Infrastructure partner

We are using one EU-based supplier for our infrastructure as a potential sub-processor. This supplier has only access to our racks, network and switches and does not have access to our operating systems, applications, databases, your content, or our or your data. For some customers we use bespoke services for which we may lease servers, the supplier may be granted access to these systems for servicing purposes only. The supplier will only be granted access after approval by Jet-Stream and access is monitored by Jet-Stream. This supplier is Leaseweb Netherlands B.V. and they have published their own privacy statement here:

[https://www.leaseweb.com/sites/default/files/Legal/NL\\_ENG\\_Privacy\\_Statement.pdf](https://www.leaseweb.com/sites/default/files/Legal/NL_ENG_Privacy_Statement.pdf) which is applicable. Similar to Jet-Stream, Leaseweb has integrated their processing agreement in their General Conditions.

## Cookies on www.jet-stream.com

All of the analytics and optimisation applications we have on our website are set to the maximum privacy levels. This ensures that no data we collect can be related to a person or individual. We use the following tools and applications on our website Jet-Stream.com

Application	Purpose in short
Google analytics	General improvement of the website and marketing Specific improvement of the website
HotJar	Specific improvement of the website
Google Optimizer	Specific improvement of the website
Conversion pixels	ROI of marketing, only on thank you pages

### Specific description of use Google analytics

We use Google analytics to see how visitors interact with our website. Which content do they love and which content do they hate? What works and what doesn't. We see where a visitor has come from and this helps us determine if our efforts for attracting new visitors are paying off (or not). Last but not least, it helps us track down technical problems with our website and shows if everything is working as it should. Google Analytics does not allow tracking of an IP address. Also, we don't combine data. This means that if you are a recurring visitor or a known customer, we don't combine your behavior from a previous session to -or with- any other information we have about you.

### Specific description of use HotJar and Google Optimizer

Once we find out that our visitors don't like particular parts of our website very much, we will use these tools to see what is happening and if we can fix this. If we find content that appears to put off our visitors, HotJar and Google Optimizer can be used to run split tests. This helps us establish if the improvement we have come up with, is indeed an improvement.

### Specific description of use conversion pixels

On our thank you page, we have conversion pixels from several of our advertising campaigns. The type of advertising we use, is highly dependent on our goals at that time, but in general we use Google AdWords, Facebook, LinkedIn and Twitter to advertise. The conversion pixel only gives the information that the "Thank you page" was triggered as a result of that specific Ad. This helps us understand which Ads are relevant to our (potential) customers. We don't retarget (or remarket) our visitors. No information about a visitor on our website is shared in any way. Our website is hosted in Europe.

## Website data and mailings

Information that is being shared with us on our website, through a contact form or a request for a free trial, is being collected for the purpose of fulfilling that request and for future communication. A request for support is added to our support system. Any other requests are added to our CRM system and, if this is allowed by you, also to our mailing list. The information which you leave us when requesting a free trial is also added to our video platform VDO-X and may be added to our customer support system if you require support.

If you become a paying customer, we will also add your information to our mailing list. Our customers rely on us for their mission critical services. Their 24\*7 operation needs to be guaranteed. In order to keep our customers informed about (pending) changes to our platform, scheduled and unscheduled downtime, updates and upgrades, we will occasionally send emails. To keep customers informed about new features or important streaming developments, we will also send emails. We don't spam and we keep the number of mailings to a minimum, typically no more than 8 per year.

## General Terms and Conditions

According to article 28, 3 of the AVG: *“Processing by a processor shall be governed by a contract or other legal act under Union or Member State law, that is binding on the processor with regard to the controller and that sets out the subject-matter and duration of the processing, the nature and purpose of the processing, the type of personal data and categories of data subjects and the obligations and rights of the controller”*, this privacy statement and processing agreement is made part of our General Terms and Conditions governed in the Netherlands, and is effective from May 25 2018 onwards and is applicable to all our existing and new customers. Our General Terms and Conditions fully apply including our limited liability.

## Your rights

In accordance with data protection laws, you have a number of rights regarding your Personal Data and the processing thereof:

- You can view your Personal Data in your account at any time;
- You can ask Jet-Stream to produce what information we have collected about you. Jet-Stream will produce this data in a reasonable term;
- You can ask Jet-Stream to change Personal Data within a reasonable term for as long as Jet-Stream can continue its services, obligations and invoicing;
- You can ask Jet-Stream to provide access to your content and data within a reasonable term so you can port it;
- You also have the right to obtain from us the erasure of your Personal Data (right to be forgotten) within a reasonable term, under the condition that we need to keep data in order to service, support and invoice you;
- In addition, you may, under certain circumstances, have the right to restriction of the processing of your Personal Data within a reasonable term;
- You have the right to object, on grounds relating to your particular situation, at any time to processing of your Personal Data within a reasonable term, for as long as Jet-Stream can continue its services, obligations and invoicing;

If you have any requests regarding the abovementioned, please contact us using the contact details below. If we do not grant your request, we will inform you about the reason why.

## Consent and withdrawal of consent

You are entitled to withdraw your consent at any time by giving us notice. Upon receipt of a notice where your consent is withdrawn, we will within a reasonable term stop processing your Personal Data to the extent it is required under law. We must be able to fulfill our mutual contractual obligations with customers. Please use the contact information at the bottom of the page should you wish to withdraw your consent given under this privacy statement.

## Statement changes

Jet-Stream reserves the right to change the privacy statement, and will post any revisions on the Jet-Stream website [www.jet-stream.com](http://www.jet-stream.com). Jet-Stream advises you to check this page regularly to see if any changes have been implemented.

## Contact information

If you have any requests, questions or suggestions about Jet-Stream's privacy practices, please send an email to [info@jet-stream.com](mailto:info@jet-stream.com)

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Jet-Stream Services B.V, a private limited liability company, incorporated under the laws of the Netherlands and with its offices at Helperpark 290, 9723 ZA Groningen, listed with the Chamber of Commerce under number 56794223.

This privacy statement was most recently changed on 16 May 2018.