PRIVACY POLICY
Markmonitor Inc.

Effective Date: May 5, 2026

Markmonitor Inc., a Delaware corporation ("Markmonitor," "we," "us," or "our"), respects your privacy and is committed to protecting personal information. This Privacy Policy explains how we collect, use, and disclose information when you visit our website (the "Site"). Markmonitor is part of a global group of affiliated companies. In certain circumstances, information may be shared within our corporate group or processed in connection with services provided across jurisdictions.

1. Information We Collect

a. Information You Provide

We collect information you voluntarily provide, including:

- Name
- Email address
- Company name
- Any information submitted through contact forms, subscriptions, or other inquiries

b. Information Collected Automatically

When you visit the Site, we may automatically collect certain information, including:

- IP address
- Browser type and device information
- Pages visited and time spent on the Site
- Referring URLs

c. Cookies and Similar Technologies

We may use cookies, analytics tools, and similar technologies to operate, improve, and analyze use of the Site and support our business operations. These technologies may collect information about your device and browsing activity over time and across different websites[1].

Where required by applicable law, we will obtain your consent before using certain cookies or similar technologies. You can control cookies through your browser settings or other tools made available on the Site.

2. How We Use Information

We use the information we collect to:

[1] Cookie Notice: Cookies are small text files stored on your device. Some cookies are necessary for the website to function, while others help us understand how the site is used and improve performance. Depending on your location, you may be presented with options to accept or manage certain cookies. For more information, please contact us at legal@markmonitor.com

- Respond to inquiries and provide requested information
- Operate, maintain, and improve the Site
- Analyze usage and performance
- Maintain security and prevent misuse
- Communicate with you, including sending updates or information where permitted by law
- Comply with legal obligations
-

We do **not sell personal information** and do not use personal information for third-party advertising purposes.
Where required under applicable data protection laws (such as GDPR), we process personal information based on legal grounds including legitimate interests (such as operating, maintaining and improving the Site and our services), consent, and compliance with legal obligations.

3. How We Share Information

We may share information:

- With our affiliates and group companies for internal business purposes
- With service providers that support our Site and business operations (e.g., hosting, analytics, IT services)
- With domain name registries, ICANN, and related service providers, where relevant to our services
- With professional advisors (e.g., legal, financial) where necessary
- When required by law, regulation, or legal process
- To protect the rights, security, or property of Markmonitor, our clients, or others
- In connection with a corporate transaction (e.g., merger, acquisition, or reorganization)

We require third parties to handle personal information only on our instructions and in accordance with applicable law.

4. International Data Transfers

Your information may be processed in the United States and other countries where we or our affiliates or service providers operate. Where required by applicable law, we take reasonable steps to ensure appropriate safeguards are in place for international data transfers, including, where applicable, the use of standard contractual clauses or other approved transfer mechanisms.

5. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, taking into account the nature of the information and the purposes for which it is processed, unless a longer retention period is required or permitted by law.

6. Your Privacy Rights

Depending on your location and applicable law, you may have certain rights regarding your personal information.

6.1. California Residents (CPRA/CCPA)

If you are a California resident, you may have the right to:

- Request access to personal information we collect about you
- Request deletion of your personal information
- Request correction of inaccurate information
- Opt out of the “sale” or “sharing” of personal information (note: we do not sell personal information)
- You may designate an authorized agent to make a request on your behalf, subject to applicable law.

You may exercise these rights by contacting us at legal@markmonitor.com.
We will not discriminate against you for exercising your rights.

6.2. Other U.S. State Privacy Laws

Residents of certain U.S. states (including Virginia, Colorado, Connecticut, and Utah, as applicable) may have similar rights under applicable law.

6.3. International Users

If you are located outside the United States, including in the European Economic Area or United Kingdom, you may have rights under applicable data protection laws, such as rights to access, correct, delete, restrict, or object to certain processing of your personal information, as well as the right to file a complaint with a competent supervisory authority.

7. Data Security

We implement reasonable technical and organizational measures designed to protect personal information against unauthorized access, loss, misuse, or alteration. These measures may include, as appropriate, access controls and safeguards designed to limit access to personal information to authorized personnel. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

8. Third-Party Links

The Site may contain links to third-party websites. We are not responsible for the privacy practices of those websites.

9. Children’s Privacy

The Site is not directed to children under the age of 13, and we do not knowingly collect personal information from children. If we become aware that we have done so, we will take steps to delete such information.

10. Additional Disclosures for California Residents

10.1. We collect categories of personal information such as identifiers (e.g., name, email) and internet or other electronic network activity information (e.g., browsing data).
10.2. We use this information for the purposes described in this Privacy Policy.
10.3. We may disclose these categories of personal information to service providers and affiliates for business purposes as described above.
10.4. We do not sell personal information or share it for cross-context behavioral advertising.
10.5. We do not knowingly collect or use sensitive personal information for purposes that would require offering a right to limit its use.
10.6. California residents may also request information regarding our disclosure of personal information to third parties for their direct marketing purposes, as permitted under California Civil Code §1798.83.

11. Updates to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

12. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us at:

Markmonitor Inc.
1120 S. Rackham Way, Suite 300
Meridian, ID 83642, USA
legal@markmonitor.com