




# YOUR PRIVACY MATTERS





## When Does This Statement Apply?

This Privacy Statement applies when you interact with Meredith Corporation in connection with our Good Impressions program (our “Services”) or where this Privacy Statement appears or is referenced. To read the Privacy Statement for Meredith brands, click [here](#).

## What Does It Say?

Read this Privacy Statement in full [here](#). Here are the highlights:

<p><b>What Personal Information Do We Collect?</b></p> 	<ul style="list-style-type: none"><li>• <b>Contact Information</b> (such as name, phone number, postal address, or e-mail address)</li><li>• <b>Professional and Employment Related Information</b> (such as your current employment information and other business activities)</li><li>• <b>Demographic Information</b> (such as age, gender, sexual orientation, race, ethnicity, income, or occupation)</li><li>• <b>Online Identifiers</b> (such as IP address,)</li><li>• <b>Location Information</b> (business address and information about your general location derived from your IP address)</li><li>• <b>Internet Activity Information</b> (such as information on how you interact with our Services)</li><li>• <b>Other Personal Information You Voluntarily Choose to Provide</b> (such as your program submissions, proof of eligibility, business information and materials, photos and other submissions to other interactive forums)</li></ul> <p><a href="#">MORE</a></p>
<p><b>Where/How Do We Collect Personal Information?</b></p> 	<ul style="list-style-type: none"><li>• <b>From You</b><ul style="list-style-type: none"><li>○ When you submit personal information on or through the Services</li></ul></li><li>• <b>From Your Device</b><ul style="list-style-type: none"><li>○ <b>From Cookies and Other Technologies</b> (personal information stored on your browser, which tells us your browser, device information, IP address, and how you interact with the Services)</li></ul></li><li>• <b>From Others</b><ul style="list-style-type: none"><li>○ Service providers</li></ul></li></ul> <p><a href="#">MORE</a></p>
<p><b>How Do We Use Personal Information?</b></p> 	<p><b>We Use Personal Information:</b></p> <ul style="list-style-type: none"><li>• To <b>evaluate your eligibility</b> for our Services To <b>provide our Services</b></li><li>• To conduct <b>market research and analysis</b> to understand how users engage on our Services</li><li>• To <b>protect you and us</b> from fraud and other security issues</li></ul> <p><a href="#">MORE</a></p>

<p><b>Who We Share Personal Information With?</b></p> 	<ul style="list-style-type: none"><li>• With Meredith's other <b>National Media Group Brands</b></li><li>• With other businesses <b>owned by</b> the Meredith Corporation, when we have the appropriate agreements in place</li><li>• With our <b>service providers</b> who help operate our Services and provide our services to you</li><li>• When <b>required by law</b></li><li>• With a <b>buyer of all or part of our business</b></li></ul> <p><a href="#">MORE</a></p>
<p><b>How Can You Control Our Use of Your Personal Information?</b></p> 	<p>You can opt out of certain Meredith communications by using the unsubscribe link at the bottom of each message.</p> <p><a href="#">MORE</a></p>
<p><b>Children's Privacy</b></p> 	<p>We do not knowingly collect personal information from anyone under the age of 16.</p> <p><a href="#">MORE</a></p>
<p><b>How Can You Learn More?</b></p> 	<p>Click here to read our full <a href="#">Privacy Statement</a>.</p> <p>Still can't find what you're looking for about our data privacy practices? Don't worry, just reach out to us at <a href="mailto:privacy@meredith.com">privacy@meredith.com</a> and we will get back to you!</p>



## What Personal Information Do We Collect?

When you visit or interact with our Services, we may collect the following personal information from or about you:

- **Contact Information:** Your name, phone number, postal address, business address or e-mail address.
- **Professional and Employment Related Information:** Your employer, your business information, including products, financial performance and other initiatives.
- **Online Identifiers:** IP address, and other information about your device, and internal and third-party IDs that have been assigned to you.
- **Location Information:** Information about your general location derived from your IP address.
- **Internet Activity Information:** Information about your use of our Services, your interactions with the e-mails we send to you, and your activities on our websites you visit, including the web pages, content, and forms you view and links you click on.
- **Demographic Information:** Age, gender, race, ethnicity, sexual orientation, education level, income information, or occupation.
  
- **Other Personal Information That You Voluntarily Choose to Provide:** Any content you submit or make available when you use or interact with our Services (like program submissions, business financial records, photos, video and comments), as well as the personal information about others that you may share in connection with Services (e.g. colleagues and business partners).



## Where/How Do We Collect Personal Information?

We collect personal information about you:

**From You.** We collect your contact, registration/account information, and any other personal information when you provide it to us online or offline in connection with the Services.

**From Your Device.** We may passively collect information from your device to help facilitate the Services we provide.

### ***What Are Cookies and Other Technologies?***

- **Cookies.** A “cookie” is a tiny file that’s stored on your computer. It contains a unique identifier, as well as the address and other information about the website you are visiting. Cookies help us know whether you are a returning visitor to our Services. For example, although you may not log in when you visit our Services, we can use cookies to recognize that you have visited that website in the past. We use cookies for analytics purposes
- **Web Beacons, Pixel Tags, and Other Tracking Technologies.** Web beacons, pixel tags, and other tracking technologies are small strings of code placed on a web page or in an e-mail or advertisement. These technologies allow your browser to recognize and store certain types of information such as cookies previously set, the time and date that you viewed the page with the beacon, and a description of that page.

### **Can You Opt Out?**

In most cases, yes! There are some cookies that we need in order to operate the Services. If you delete those cookies, the Services would no longer function (as an example, if we can't remember that you started to complete your submission form, your responses will be lost once you navigate away from the page). Visit our section on your [privacy choices](#) for more information on how to opt out.

### **From Others.**

- **Service Providers.** We work with service providers that collect personal information on our behalf in order to provide services to us, such as hosting our website, verifying your identity, and other activities needed to help us provide the Services to you. We only allow our service providers to use your personal information in connection with the services they provide us.



## **How We Use Personal Information?**

We and other Meredith Companies and the service providers working on our behalf use personal information collected about you to:

### **Contact You.**

- To send you information, including e-mail and postal mail, our surveys, and other communications.

### **Provide Services or Fulfill Your Requests.**

- Allow you to participate in and receive the Services.
- Address inquiries related to the Services or our use of your information.

### **Improve the Services.**

- Analyze, operate, and improve our Services (including repairing errors or debugging) or develop new ones.
- Measure and analyze visitor traffic and usage patterns and improve the quality and effectiveness of our Services, features, and related communications.

### **Marketing and Research.**

- Promote Meredith Corporation's contributions related to the Services.
- Conduct market or audience analysis and related reporting (e.g., to give reports on who our visitors are).

### **Security and Fraud Prevention.**

- Enforce our legal rights or comply with the law.
- Prevent potentially prohibited or illegal activities, comply with applicable law, and enforce our terms of service on the applicable website.

We may use your personal information for any other purposes disclosed to you at the time we collect your personal information, provided we have obtained the required consent.



## Who Do We Share Personal Information With?

We may share your personal information with our other Meredith Companies and service providers.

- **National Media Group Brands.** We share your information within Meredith's National Media Group.
- **Meredith Companies.** We may also share your personal information with other businesses owned by the [Meredith](#) Corporation, which have their own privacy statements and are not subject to this Privacy Statement.
- **Service Providers.** We engage service providers to provide services such as background checks and verification services, marketing, advertising optimization and interest-based targeting, e-mail data processing, mobile and website analytics, user authentication, security, and promotions management. We may share any personal information we collect about you with these service providers and authorize them to collect personal information from you directly to support the services they provide to us or you. We do not authorize the service providers we engage to share or use your personal information with any other third parties.
- **Others.** We may also share some of your submission information with third parties or the public in connection with the administration of the Good Impressions programs, such as a list of award recipients.
- **Legal Compliance, Business Transfers, and Other Disclosures.** We disclose personal information about users of our Services when we believe the law requires it. For example, to respond to compulsory process or law enforcement requests, to enforce our terms of service for relevant brands, or to protect the rights, property, or safety of users, the public, Meredith Companies, service providers, social media platforms, advertisers, data partners, or third parties. Over time, we may reorganize or transfer various assets and lines of business. We reserve the right to disclose or transfer any personal information we collect to third parties in connection with any proposed or actual purchase, sale, lease, merger, foreclosure, liquidation, amalgamation, or any other type of acquisition, disposal, transfer, conveyance, or financing of all or any portion of Meredith companies.



## What Rights Do You Have?

**E-mail.** You can opt out from certain Meredith emails by using the unsubscribe link at the bottom of each message.

**Opt Out of Cookies and Other Technologies On Your Browser (Chrome, Safari, etc.).** The settings of the browser you use give you an option to accept or reject most cookies, or to notify you when a cookie is set. (Each browser is different, so check the “Help” menu of your browser to learn how to change your cookie preferences). Please be aware that certain browsers cannot block or delete so-called Flash cookies, which use a feature of the Adobe Flash video player to store information on your computer. For information about how to delete Flash cookies, please visit the [Adobe website](#). This will opt you out of cookies on the browser you are using. If you use multiple browsers, you will need to take this step for all relevant browsers. Please note that denying all or certain cookies may result in a less personalized experience with some of the Services offered on the website.

### Do Not Track

We do not currently respond to browser do-not-track signals. Instead, we adhere to the standards set out in this Privacy Statement and offer the opt-out choices described above.



## Children’s Privacy

We do not knowingly allow anyone under the age of 16 to provide us with any personal information online. Children should always get permission from their parents before sharing any personal information about themselves over the internet. If you’re under 16, please do not register for the Services or provide us with any personal information.

## Additional Privacy Information

- **Security, Retention, and Storage of Personal Information.** We use commercially reasonable procedures to protect the personal information that we collect. However, we cannot guarantee the security of our databases, nor can we guarantee that personal information you supply won’t be

intercepted while being transmitted to us over the internet. Please see our Terms of Service for more information related to posting materials on our Services, including our use of such materials.

- **Location of Your Data.** Meredith is a U.S. company and your personal information will be transferred to, processed, stored, and accessed by us, the Meredith Companies, and service providers in the United States and in other jurisdictions where we or they operate, which may not provide you with the same level of privacy protection as you are entitled to in your jurisdiction. When you visit our Services, you consent to the processing of your personal information in the United States and other jurisdictions as described here.
- **EU-U.S. Privacy Shield.** Meredith adheres to the principles of the EU-U.S. Privacy Shield Framework (“Privacy Shield Principles”) as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union (“EU”) to the United States; however, we do not rely on the Privacy Shield Principles when we transfer or receive personal information transferred from the EU. If there is any conflict between the terms in this Privacy Statement and the Privacy Shield Principles, the Privacy Shield Principles will govern. To learn more about the Privacy Shield program, please visit the [Privacy Shield website](#).

Meredith is responsible for the processing of personal information it receives under the Privacy Shield Principles or subsequently transfers to a third party acting as an agent on its behalf. Meredith complies with the Privacy Shield Principles for all onward transfers from the EU and European Economic Area (“EEA”), including onward transfer liability provisions.

The U.S. Federal Trade Commission has jurisdiction over Meredith’s compliance with its obligations under the Privacy Shield Principles. In certain situations, Meredith may be required to disclose personal information in response to a lawful request by public authorities, including to meet national security or law enforcement requirements.

In compliance with the Privacy Shield Principles, Meredith commits to resolve complaints about our collection or use of your personal information. EU individuals with inquiries or complaints regarding our Privacy Shield policy should first contact us at [privacy@meredith.com](mailto:privacy@meredith.com).

Meredith has further committed to refer unresolved Privacy Shield complaints to JAMS, an established alternative dispute-resolution provider located in the United States. If you do not receive timely acknowledgment of your complaint from us, or if we have not resolved your complaint, please contact or visit [JAMS](#) or call 800-352-5267 to file a complaint. If the arbitrator finds that you cannot afford to pay JAMS’s filing, administrative, hearing, and/or other fees and you cannot obtain a waiver from JAMS, Meredith will pay them for you.

- **Changes to Our Privacy Statement.** Digital technology is rapidly evolving. If we decide to change our Privacy Statement in the future, we’ll post the changes here and indicate at the top of the page the last date on which it was updated. Unless otherwise noted, all changes will be effective when posted.



## How Can You Learn More?

### How to Contact Us

If you have any questions or concerns about this Privacy Statement or its implementation, please contact us via e-mail by clicking [here](#) or by writing to:

### **Meredith Corporation**

1716 Locust Street

Des Moines, Iowa 50309

[privacy@meredith.com](mailto:privacy@meredith.com)

515-284-3000

Attn: Legal Department, Privacy Office