

## DATA PROTECTION PROVISIONS REGARDING THE APPLICATION AND USE OF TRAKKAMETRICS

Utilize plc have integrated components of TrakkaMetrics which automatically recognises and qualifies companies who visit our website. TrakkaMetrics allows Utilize to identify and qualifying potential new customers from the companies who visit our website.

To do this we have implemented the TrakkaMetrics tracking pixel which is a miniature graphic embedded in our website pages to enable a log file recording and log file analysis to subsequently perform a statistical analysis. TrakkaMetrics also sets a cookie on the information technology system of the website visitor (data subject). The setting of this cookie enables us to analyse visitation to our website.

Using the data obtained, usage profiles are created and are used for the purpose of analysing visitor behaviour to enable us improve our Internet offer. Data collected through the TrakkaMetrics application is not used to identify the individual visitor (data subject) to our website without first obtaining a separate and explicit consent from them. The data collected will not be merged with personal data or with other data which contains the same usage profile.

By default, TrakkaMetrics identifies the companies not the individuals, who are accessing our website, and presents firmographic information. Personal information is only collected and stored based on a clear opt-in preference made by a visitor to our website.

When browsing the individual pages of our website, the Internet browser being used by a visitor (data subject) is programmatically requested to submit data for the purpose of online analysis to the TrakkaMetrics application. During the course of this technical procedure TrakkaMetrics captures visitor information such as the requesting IP address, which inter alia, serves to understand the origin of visitors to our website and clicks. The TrakkaMetrics cookie is used to store anonymised information, such as the access time and the frequency of visits to our website. With each visit to our website pages, visitor data, including the IP address used by the visitor to access the Internet, is logged and stored on the Trakkametrics application server.

Visitors to Utilize's website may prevent our website setting cookies at any time by adjusting their internet browsers settings to permanently deny the setting of cookies. Such an adjustment to the internet browser used view our website would also prevent TrakkaMetrics from setting a cookie on the information technology system of the website visitor (data subject). In addition, cookies that are already in use by TrakkaMetrics may be deleted at anytime via the preferences or settings in your web browser or other software programs.

Utilize has implemented "TrakkaMetrics" to provide a level of website visitor identification on our website, we may as a consequence transmit personal data of a visitor (data subject) to our website to the TrakkaMetrics application. By implementing TrakkaMetrics lead identification option Utilize has agreed to the transfer of personal data required for lead identification. The personal data transmitted to the TrakkaMetrics application is usually first name, last name, email address, IP address, telephone number, mobile phone number, or other data necessary for lead identification processing. The transmission of the data is aimed at lead identification. Utilize can transfer personal data to the TrakkaMetrics application, in particular, if a legitimate interest in the product or service of the data controller is given.

TrakkaMetrics from MC+ is powered by LeadBoxer and uses Leadboxer technology and servers for its delivery. The operating company of LeadBoxer is LeadBoxer BV, Singel 542, 1017 AZ, Amsterdam, The Netherlands. Further information and the applicable data protection provisions of LeadBoxer which powers TrakkaMetrics may be retrieved

under <https://www.leadboxer.com/privacy/>

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