



## **BBDO Online Privacy Notice**

Last updated: April 17, 2024

We at BBDO Worldwide, Inc., along with its subsidiaries BBDO USA, LLC, EnergyBBDO, Inc., and BBDO Atlanta, Inc. (collectively “BBDO Group”), respect your concerns about privacy. This privacy notice is issued on behalf of BBDO so when we mention "Company", "we", "us" or "our" in this privacy notice, we are referring to the relevant controller company in the BBDO Group responsible for processing your data. This Online Privacy Notice applies to personal information we obtain through this website (“Site”). This Online Privacy Notice describes the types of personal information we obtain through the Site, how we may use the information, with whom we may share it and the choices you may have regarding our use of the information. We also describe the measures we take to safeguard the information and tell you how to contact us about our privacy practices.

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### **Information We Obtain**

We may obtain certain categories of personal information when you choose to provide it through our Site.

We may collect contact and identity information, such as your name, postal address, email address and telephone number; personal information in content you provide on our Site; and information about your education, work and military history, legal work eligibility status, and other information relevant to specific jobs for which you may apply. You may give us such personal information by submitting an inquiry, requesting marketing to be sent to you, applying for a job with the BBDO Group or through other direct interactions you have with our Site.

In addition, we may collect technical and usage data, when you visit our Site. We may collect certain information by automated means, such as cookies and web beacons. The information we obtain in this manner includes IP address, browser characteristics, device characteristics, operating system, language preferences, referring URLs, information on actions taken on our site, and dates and times of

website visits. A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. A “web beacon,” also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies and may be used to transmit information collected through cookies back to a web server. Through these automated collection methods, we obtain “clickstream data,” which is a log of content on which a visitor clicks while browsing a website. As the visitor clicks through the website, a record of the action may be collected and stored. We may also use third-party web analytics services on our Site, such as those of Google Analytics. The analytics providers that administer these services use technologies such as cookies, web server logs and web beacons to help us analyze how visitors use the Site. The information collected through these means (including IP address) is disclosed to these analytics providers, who use the information to evaluate use of the Site. To learn more about Google Analytics and how to opt out, please visit [www.google.com/analytics/learn/privacy.html](http://www.google.com/analytics/learn/privacy.html).

Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. To learning more about opting out of cookies, please see the section titled “Your Options” below. Please note, however, that without cookies you may not be able to use all of the features of our Site. Information about our cookie practices in the European Union is available [here](#) (“Cookie Notice”). We will comply with applicable law when we collect information using cookies or similar automated means. If we receive personal information about you from third parties or public sources, we will use it in accordance with applicable laws.

## **How We Use The Information We Obtain**

We use the information we obtain through the Site to:

- respond to and communicate with you about your requests, questions and comments;
- operate, evaluate and improve our business (including developing new products and services; managing our communications; determining the effectiveness of our sales, marketing and advertising; analyzing and enhancing our products, services and Site; and performing accounting, auditing, billing, reconciliation and collection activities);
- perform data analyses and other processing (including market and consumer research, trend analysis, financial analysis, anonymization, encryption and tokenization of personal information);
- protect against, identify and prevent fraud and other criminal activity, claims and other liabilities; and
- comply with and enforce applicable legal requirements, relevant industry standards and our policies.

In addition, we use information collected online through cookies, web beacons and other automated means for purposes such as (i) customizing our users’ visits to our Site, and (ii) managing our business. We also use this information to help diagnose

technical and service problems, administer our Site, identify users of our Site, and gather demographic information about our users. We use clickstream data to determine how much time users spend on web pages of our Site, how users navigate through our Site, and how we may tailor our Site to better meet the needs of our users.

We also may use the information we obtain about you in other ways for which we provide specific notice at the time of collection.

The following are the types of lawful basis that we will rely on to process your personal information.

- Performance of Contract – we will process your personal information where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.
- Comply with a legal or regulatory obligation – we will process your personal information where it is necessary for compliance with a legal or regulatory obligation that we are subject to.
- Consent – we will process your personal information in a manner to which you have consented. You have the right to withdraw consent to marketing at any time by contacting us by using the information set forth in the section titled “How to Contact Us”.

Legitimate Interest – we will process your personal information in accordance with the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal information for our legitimate interests. We do not use your personal information for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us using the information set forth in the section titled “How to Contact Us”.

### **Information We Share**

We do not sell or otherwise share personal information about you, except as described in this Online Privacy Notice. We share personal information with third parties who perform services on our behalf, such as our hosting provider and other similar vendors. These third parties are not authorized by us to use or disclose the information except as necessary to perform services on our behalf or comply with legal requirements. We also share the personal information we obtain with our affiliates and subsidiaries for the purposes described in the section of this Online Privacy Notice called “How We Use the information We Obtain.”

In addition, we may disclose information about you (i) if we are required to do so by law or legal process, (ii) to law enforcement authorities or other government officials

based on a lawful disclosure request, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity. We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation).

## **Your Options**

We offer you certain choices about how we communicate with you and what information we collect from you. To update your preferences, ask us to remove your information from our mailing lists or submit a request, please contact us as indicated in the How To Contact Us section of this Online Privacy Notice.

If you want to stop or restrict the placement of cookies or flush any cookies that may already be on your computer or device, please refer to and adjust your web browser preferences. Further information on cookies is available at [www.allaboutcookies.org](http://www.allaboutcookies.org). By deleting our cookies or disabling future cookies you may not be able to access certain areas or features of our Site or some of its functionality may be affected. Cookies and similar items are not used by us to automatically retrieve personal information from your device without your knowledge. For more information about cookies, please visit our [Cookie Notice](#). Our Site is not designed to respond to “do not track” signals received from browsers.

## **Access and Corrections**

To the extent provided by the law of your jurisdiction, you may (i) have the right to access certain personal information we maintain about you and obtain a copy of that information, (ii) update or correct inaccuracies in that information, (iii) object to our processing of your personal information in certain circumstances, (iv) request that we delete your personal information from our database, (v) request a transfer of your personal information to a third party, and (vi) withdraw your consent for us to use your personal information. To exercise these rights, please contact us as indicated in the How To Contact Us section of this Online Privacy Notice. To help protect your privacy and maintain security, we may take steps to verify your identity before granting you access to the information. A charge may be applicable before we provide you with a copy of any of your personal information that we maintain if we reasonably feel that your request is unfounded, repetitive or excessive.

## **Data Transfers**

Some of the personal information we collect about you through the Site may be transferred to our processors in countries other than the country in which the information originally was collected. Those countries may not have the same data protection laws as the country in which you initially provided the information. When we transfer your personal information to such other countries, we will protect that information as described in this Online Privacy Notice and will comply with applicable legal requirements.

The BBDO Group is certified under the EU-U.S. Privacy Shield and Swiss-U.S. Privacy Shield frameworks (collectively, the “Privacy Shield”) developed by the U.S. Department of Commerce and the European Commission and Swiss Federal Data Protection and Information Commissioner, respectively, regarding the transfer of personal information from the EEA or Switzerland to the U.S. [Click here to view our EU/Swiss-U.S. Privacy Shield Privacy Policy](#)

### **Links To Other Websites**

Our Site may contain links to other websites for your convenience and information. These websites may be operated by companies not affiliated with Omnicom. Linked websites typically have their own privacy policies or notices, which we strongly suggest you review if you visit any linked websites. We are not responsible for the content of any websites that are not affiliated with Omnicom, any use of those websites, or the privacy practices of those websites.

The Site may integrate with social networking services. You understand that we do not control such services and are not liable for the manner in which they operate. While we may provide you with the ability to use such services in connection with our Site, we are doing so merely as an accommodation and, like you, are relying upon those third party services to operate properly and fairly.

You should be aware that personal information which you voluntarily include and transmit online in a publicly accessible blog, social network or otherwise online may be viewed and used by others. We are unable to control such uses of your personal information, and by using such services you assume the risk that the personal information provided by you may be viewed and used by third parties.

### **How We Protect Personal Information**

We maintain administrative, technical and physical safeguards designed to protect the personal information you provide against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. However, due to the inherent open nature of the Internet, we cannot ensure or warrant the security of any information provided online.

### **Retention of Personal Information**

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity of the personal information, the potential risk of harm from unauthorized use or disclosure of your personal information, the purposes for which we process your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances you can ask us to delete your data: see the section titled “Access and Corrections” for further information.

In some circumstances we may anonymize your personal information (so that it can no longer be associated with you) for research or statistical purposes in which case we may use and retain this information indefinitely without further notice to you.

### **Updates To Our Online Privacy Notice**

This Online Privacy Notice will be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will email you and/or post a prominent notice on our Site to notify you of any significant changes to our Online Privacy Notice, including indicating at the top of the notice when it was most recently updated.

### **How To Contact Us**

If you have any questions about this Online Privacy Notice, or if you would like us to update information we have about you or your preferences, please contact our privacy manager by email at [privacy@bbdo.com](mailto:privacy@bbdo.com) or write to us at the following address

If you are situated in the EEA, you have the right to make a complaint at any time to your local supervisory authority. We would, however, appreciate the chance to deal with your concerns before you approach your supervisory authority so please contact us in the first instance.

*BBDO Worldwide Inc.  
Attention: Corporate Legal Department*

*1285 6<sup>th</sup> Avenue*

*New York, New York 10019*

If you are in the European Union, please contact:

*BBDO Worldwide Inc.  
Attn: EMEA Lead Counsel*

*90 Southwark Street*

*London SE10SW*