

## Privacy Policy

This privacy policy details how Who's Watching TV (WWTV) uses, stores and protects data collected from users accessing its services. It further outlines what data is collected, how the data is stored, retained and for what purpose. It is therefore very important that you read and understand this document. Should you desire further clarity or information on our terms of use, please contact [privacy@whoswatching.tv](mailto:privacy@whoswatching.tv).

### Definition of terms

- 1 **"Client"** an entity with an active subscription of WWTV services.
- 2 **"Data provider"** - A company whose data is being accessed through WWTV Services.
- 3 **"User"** a registered individual from a licensed client accessing WWTV services.
- 4 **"Service"** A suite of reports offered by WWTV.

### About Us

Who's Watching TV offers a wide range of ratings and TV Schedule solutions in an "easy to use" format. The company delivers its services via the web and prides itself in being very responsive to its client needs.

### Information we collect from you

In the course of registering for service and accessing our services, we directly collect data in two ways:

1. User registration – Each user is required to enter a basic set of information. This information is provided by and with the consent of each user and includes:
  - Name
  - Email address
  - Office location
  - Job title
  - Office telephone number
2. Use of Services/Website Visits – In accessing our services, we collect information which include but not limited to:
  - Pages accessed
  - IP address
  - Report parameters used
  - Report run time number of records returned

## How we use your information

We store the collected data on our internal network and use it in any of the following ways:

- To analyze user and client usage
- To improve the services we provide to you
- To assist us in resolving systems/services issues

## Sharing of information

The information collected is for INTERNAL USE ONLY and is not shared with any third party.

## Access to your own information

You have the right to request a copy of the information which we hold about you. This is called a Data Subject Access Request, which you can make by sending an email to [privacy@whoswatching.tv](mailto:privacy@whoswatching.tv). Your request will be processed within seven (7) business days.

## Rectify inaccurate information

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate. We will respond to your request in the shortest time possible.

## Data storage and retention

The data we collect from you is encrypted and stored on our internal network. It is accessed only by authorized WWTV employees. We maintain all relevant information in our live environment while outdated or irrelevant data is archived periodically.

## Security

The transmission of information via the internet, email or text message is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted through the Services or over email; any transmission is at your own risk. Once we have received your information, we will take appropriate technical and organizational measures to safeguard your personal information against loss, theft and unauthorized use, access or modification.

## Mean of communication

As a user of our services, it is important that we keep you up-to date on matters related to:

- Service changes, enhancements and new services
- Support matters
- In the event of data breaches which could expose the information we collect from you

Our preferred mean of communication is via email or notices on our website.

## Complaints

In the event that you wish to make a complaint about how we process your personal information, please contact our Data Protection Officer at [privacy@whoswatching.tv](mailto:privacy@whoswatching.tv) and we address your concerns in the shortest time possible. You may also contact us in writing:

Care of  
Privacy officer  
Who's Watching TV  
5021 Eggleston Avenue  
Orlando Florida, 32804

Tel: 407-521-6966

## Notification of changes

We reserve the right to modify this privacy policy at any time, so please review it frequently. If we decide to change this privacy policy in any material way, we will notify you here, by email, or by means of a notice on <http://www.whoswatching.tv>.

*In all cases, your continued use of any Services constitutes acceptance to any such changes.*

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