

PRIVACY POLICY

This Privacy Policy (“**Policy**“) provides our policies and procedures for collecting, using, and disclosing your information, while you are using the The Fridge services (“**The Fridge Services**” or “**Services**”).

The Fridge Services are accessible through a browser by using the website <http://synk.thefridge.tv/>, through applications on Devices, through APIs, through third-parties, or by any combination of these. A “Device” is any computer used to access the The Fridge Service, including without limitation a desktop, laptop, mobile phone, tablet, or other consumer electronic device.

All of the different forms of data, content and information exchanged between The Fridge and you are referred to as “Information”. This Privacy Policy governs your access of the Service, regardless of how you access it. By using our Services you consent to the collection, transfer, processing, storage, disclosure and other uses of Information as described in this Privacy Policy.

Information

When you use The Fridge Services, we may collect and store the following types of information:

When you register an account, we may collect personal information (“**Personal Information**“), such as your name, phone number, credit card or other billing information, email address and home and business postal addresses. You may also ask us to import your contacts by giving us access to your third party services (for example, your email account) or to use your social networking information if you give us access to your account on social network connection services. When you invite others to join The Fridge by using our referral page, we send them a one-time email for that referral. You may also provide us with your contacts’ email addresses when sharing folders or files with them. We may also receive Personal Information (for example, your email address) through other users, for example if they have tried to share something with you or tried to refer The Fridge to you.

During the use of the Services, you may submit any creative material in the form of scripts, audiovisual content or other (“**Work**“). You retain full ownership to your Work. We don’t claim any ownership to any of it. These Terms do not grant us any rights to your Work or intellectual property except for the limited rights that are needed to run the Services, as explained below.

When you use our Services, we automatically record information from your Device, its software, and your activity using the Services (“**Logging**“).

We may use “cookies” to collect information and improve our Services. A cookie is a small data file that we transfer to your Device. We may use “persistent cookies” to save your

registration ID and login password for future logins to the Service. We may use “session ID cookies” to enable certain features of the Service, to better understand how you interact with the Service and to monitor aggregate usage and web traffic routing on the Service. You can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. If you do not accept cookies, however, you may not be able to use all aspects of the Service.

Use of Personal Information

The main purpose to collect Personal Information is to be able to identify and to contact you when necessary. Personal Information is or may be used: (i) to ensure that only you or authorised users get access to your Work, (ii) to provide and improve our Service, (iii) to administer your use of the Service, (iv) to better understand your needs and interests, (v) to personalize and improve your experience, and (vi) to provide or offer software updates and product announcements. If you no longer wish to receive communications from us, please follow the “unsubscribe” instructions provided in any of those communications, or update your account settings information.

Some Devices allow applications to access real-time location-based information (for example, GPS). Our mobile apps do not collect such information from your mobile device at any time while you download or use our mobile apps as of the date this policy went into effect, but may do so in the future with your consent to improve our Services.

We collect information using logging and cookies, such as IP address, which are correlated with Personal Information. We use this information for the above purposes and to monitor and analyze use of the Service, for the Service’s technical administration, to increase our Service’s functionality and user-friendliness, and to verify users have the authorization needed for the Service to process their requests.

Disclosure

We will display your Personal Information in your profile page and elsewhere on the Service according to the preferences you set in your account. Any information you choose to provide should reflect how much you want others to know about you. Please consider carefully what information you disclose in your profile page and your desired level of anonymity. You can review and revise your profile information at any time. We do not sell your personal information to third parties. We may share or disclose your information with your consent, for example if you use a third party application to access your account (see below). Through certain features of the Service, you may also have the ability to make some of your information public. Public information may be broadly and quickly disseminated.

The Fridge may use certain **trusted third party companies** and individuals to help us provide, analyse and improve the Service (including but not limited to data storage, maintenance services, database management, web analytics, payment processing, and

improvement of the Service's features). These third parties may have access to your information only for purposes of performing these tasks on our behalf and under obligations similar to those in this Privacy Policy. As of the date this policy went into effect, we use Mixpanel to store some of the application logs and Stripe for the processing of payment information. You can find more information on <https://stripe.com/be/privacy>.

We may disclose your Work submitted to The Fridge and information about you that we have collected to parties outside The Fridge **when disclosure is necessary** to (a) comply with a law, regulation or compulsory legal request; (b) protect the safety of any person from death or serious bodily injury; (c) prevent fraud or abuse of The Fridge or its users; or (d) to protect The Fridge's property rights. If we provide your The Fridge files to a law enforcement agency as set forth above, we will remove any encryption from the files before providing them to law enforcement.

Collaborative Production

Audiovisual work is often a collaborative effort ("Production") whereby the Work is owned by one or more legal entities ("Producer"). In case you're invited to join a Production which is owned by a Producer which is not you, The Fridge will explicitly indicate the owner of the rights associated with the Production. In that case, the Work and the rights to the Work are governed by specific agreements between you and the Producer. In case you want to retain ownership over your Work, you need to set up an account as a Producer yourself.

It is possible you have access to several Productions owned by different Producers. The Fridge will make sure there is a strict separation of Intellectual Property and that the Work you own is not shared or transferred to a Production you don't own.

In either case, the Producer is entitled to disclose, restrict, or access information that you have submitted in the context of the Production. The Producer controls as well how your Production account may be accessed or deleted.

The Fridge Community

Our Service offers publicly accessible community services such as blogs, forums, and wikis. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them. Your posts may remain even after you cancel your account.

Our Site includes links to other Web sites whose privacy practices may differ from those of The Fridge. If you submit personal information to any of those sites, your information is governed by their privacy statements.

Changing your Information

If you are a registered user, you may review, update, correct or delete the Personal Information provided in your account profile by changing your “account settings”. If you no longer desire using our service, you may delete your entire profile by making the change on your account settings.

For questions about your Personal Information on our Service, please contact info@synk.cloud. We will respond to your inquiry within 30 days.

Data Retention and Deletion

We retain your information for as long as your account is active or as needed to provide you services. If you wish to cancel your account or request that we no longer use your information to provide you services, you may delete your entire account. Upon request for deletion, we may retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. Consistent with these requirements, we will try to delete your information as quickly as possible.

Changes to our Privacy Policy

We reserve the right to modify the Privacy Policy at any time and without prior notice. If we make a change to this privacy policy that we believe materially reduces your rights, we will provide you with notice (for example, by email). And we may provide notice of changes in other circumstances as well. By continuing to use the Service after those changes become effective, you agree to be bound by the revised Privacy Policy.

Contacting Us

If you have any questions about this Privacy Policy, please contact us at
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Belgium
info@synk.cloud