

## Me2everyone Privacy Policy 11th November 2013

### Welcome Notes

**Complete Earth Limited** (or "Complete Earth") may collect your personal data when you use Me2everyone.com and we are committed to ensure that your privacy is protected whenever you use our website. This document explains more about how Complete Earth collects and protects your personal data.

- 1.1 Me2everyone.com is a website owned by **CEOSA Organisation SA** (or "CEOSA") which in May 2011 entered into a 30-year development and management licence agreement with an English company, **M2E Holdings PLC** (or "M2E Holdings").
- 1.2 In November 2013 both these companies assigned **Complete Earth Limited** (or "Complete Earth") the exclusive rights to run Me2everyone.com, and to generate income streams from the sale of advertising, sponsorship, Enhanced Memberships (see paragraph 2.4) and other merchandise via the M2E Store. Therefore this Membership Agreement is now being made between you and Complete Earth.
- 1.3 Me2everyone.com is an ecosystem where you are able to interact with other members, customise your experience, benefit from a share in our global income, become a registered shareholder in M2E Holdings, promote your business or favourite good cause, start a new business or become involved in shaping innovative ideas.
- 1.4 Me2everyone.com is being developed by **Complete Earth** who are also developing new features (or "M2E Apps") designed to improve your experience of Me2everyone.com.
- 1.5 Me2everyone.com is principally hosted in the United Kingdom but also uses aspects of the Cloud and a Content Delivery Network.
- 1.6 If you want to contact Complete Earth please visit the "**Help Centre**" where you will find a contact form. For your convenience if you wish to contact Complete Earth please write to:

Complete Earth Limited  
Windmill Close  
Bridge  
Kent  
CT4 5LY  
United Kingdom

### Membership of Me2everyone.com

- 2.1 Anyone who uses Me2everyone.com is known as a **User** and they are divided into those who view Me2everyone.com without becoming a Member (or "**Visitors**") and any of the membership types given below.
- 2.2 **Personal Members** are Visitors who complete the membership activation form, accept the terms of this Membership Agreement and also verify their email address. Personal Members are given access to a range of free features within a password-protected area, including those aspects noted in paragraph 1.3 and our **Member Rewards** concept (see paragraph Section 7).
- 2.3 **M2E Kids** (not yet launched) will be a family-based Personal Membership. We recognise that children younger than 13 are routinely using the internet and may want to use Me2everyone.com. To allow this we are creating M2E Kids for both their protection and their parents' peace of mind whilst using Me2everyone.com. M2E Kids will be a special account (see paragraph 5.2) in the name of a parent or legal guardian who then assigns a sub-account to each of their children and then oversees their use of Me2everyone.com. We will inform all members when M2E Kids is live.
- 2.4 **Enhanced Members** are Personal Members over the age of 18 who have purchased and activated the appropriate independent business licence as an **Evolution Support Member** (or "ESM") as defined in Schedule A or as an **Evolution Development Director** (or "EDD") as defined in Schedule B.
- 2.5 **Business Members** will be business entities, including sole traders, who seek to use Me2everyone.com to publicise their business or good cause using both our free and paid for services.
- 2.6 **Entertainment Members** will be professional or emerging members of the entertainment industry, including actors, musicians, authors, studios, publishers, sports stars, sports clubs or artists. Entertainment Members will require third party verification (usually your agent or legal counsel) as we seek to ensure both your publicity and privacy as required. This process also ensures that anyone who pretends to be you can be identified and removed from Me2everyone.com.
- 2.7 Personal Members, Enhanced Members, Business Members and Entertainment Members are collectively known in this Agreement as "**Members.**"

### Additional Notes about this Privacy Policy

- 3.1 We may amend this Agreement at any time and without prior notice to Users, although we shall endeavour to inform our Members via the relevant news channel prior to any amendments being published.

- 3.2 Your continued use of Me2everyone.com following any amendment to this Agreement constitutes your agreement to be bound by and your acceptance of such amendments. You should therefore review this Agreement regularly.
- 3.3 In order to help you identify the most current Agreement, we shall date the current version.
- 3.4 If you do not agree to accept and be bound by this Agreement and to abide by all applicable laws, you must stop using Me2everyone.com immediately.
- 3.5 This Agreement, and any posted amendment to this Agreement, shall remain in full force and effect while you use Me2everyone.com or remain a Member. You may cancel your Membership at any time, for any reason, by using the password-protected system in the **Create** App. In the event that your account has been compromised by a third party (from, say, a shared computer) and cancelled without your knowledge or if you cancel your account by mistake, this may be re-instated by contacting us via the Help Centre.
- 3.6 Where in this Agreement the words: “we”, “our” or “us” are given, reference shall mean Complete Earth unless a specific company is named.
- 3.7 This Agreement is written in English and if any translated version of this Agreement conflicts with the English version, the English version takes precedence.

#### Privacy Aspects

- 4.1 We are committed to safeguarding the privacy of our website visitors; this Privacy Policy sets out how we will treat your personal information. We comply with the principles of the UK Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

#### What information do we collect?

- 5.1 We may collect, store and use the following kinds of personal data:
  - a. information about your computer, about your visits to and use of Me2everyone.com (including your IP address, geographical location, browser type, referral source, length of visit and number of page views);
  - b. information that you provide to us for the purpose of registering with us. This includes without limitation your name, address, email address, password, personal preferences to music, films, sports, hobbies, relationship status, date of birth, gender, telephone details, other personal info that you may wish to share with Me2everyone.com.

#### Cookies

- 6.1 A cookie consists of information sent by a web server to a web browser, and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.
- 6.2 We use “session” cookies on Me2everyone.com. We will use the session cookies to: keep track of you whilst you navigate Me2everyone.com and when you recommend any other person to visit Me2everyone.com (using your unique **URL link**).
- 6.3 Session cookies will be deleted from your computer when you close your browser.
- 6.4 Most browsers allow you to refuse to accept cookies. This will, however, have a negative impact upon the usability of many websites.

#### Using your Personal Data

- 7.1 Personal data submitted on Me2everyone.com will be used for the purposes specified in this Privacy Policy or in relevant parts of Me2everyone.com. We may use your personal information to:
  - a. Administer the website;
  - b. Enable your use of the services available on the website;
  - c. Send statements and invoices to you, and collect payments (as applicable) from you;
  - d. Register shares in your name (subject to the collection of other required data);
  - e. Send you general (non-marketing) commercial communications;
  - f. Send you email notifications which you have specifically requested;
  - g. Send to you our newsletter and other marketing communications relating to our business which we think may be of interest to you by email which you give us permission to do (you can inform us at any time if you no longer require marketing communications) and;
  - h. Deal with enquiries and complaints made by or about you relating to the website.
- 7.2 From the information you provide we will compile some information on the demographics of Me2everyone.com to show to Business Members and prospective advertisers. We do not send or give your Personal Information to such users.
- 7.3 Personal information and preferences provided by you on this website will determine the types of advertisements that you see on the website.

7.4 We will not without your express consent provide your personal information to any third parties for the purpose of direct marketing. We will use your personal information purely to assist you during your membership of Me2everyone.com.

#### Disclosures

- 8.1 We may disclose information about you to any of our employees, officers, agents, relevant Enhanced Members (as per paragraph 2.4) suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this Privacy Policy. In addition, we may disclose information about you to the extent that we are required to do so by law:
- In connection with any legal proceedings or prospective legal proceedings;
  - In order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and
  - To the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling.
- 8.2 Except as provided in this Privacy Policy, we will not provide your information to third parties.

#### International Data Transfers

- 9.1 Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this Privacy Policy.
- 9.2 If you are in the European Economic Area (EEA), information which you provide may be transferred (subject to your own privacy settings) to countries which do have data protection laws equivalent to those in force in the EEA. In addition, personal information that you submit for publication on the website will be published on the internet and may be available, via the internet, around the world. You expressly agree to such transfers of personal information.

#### Security of your Personal Data

- 10.1 We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information. We will store all the personal information you provide on our secure password and firewall protected servers.
- 10.2 Data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet. You are responsible for keeping your password and user details confidential. We will not ask you for your password and you must not offer this to us.

#### Your Rights

- 11.1 You may instruct us to provide you with any personal information we hold about you. Provision of such information may be subject to the payment of a fee (currently fixed at £10.00 which may increase from time to time).
- 11.2 You may instruct us not to process your personal data for marketing purposes by email at any time. (In practice, you will usually either expressly agree in advance to our use of your personal data for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal data for marketing purposes.)

#### Third Party Websites

- 12.1 The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

#### Updating Information

- 13.1 Please let us know if the personal information which we hold about you needs to be corrected or updated. There are links in the members' area to change your password and email address.

#### Data Controller

- 14.1 The data controller responsible for our website is Complete Earth Limited.