

Terms and conditions for publishing display advertisements on IDG websites

Whom this concerns

Parties who would display an advertisement on a website controlled by an IDG company; meaning a company fully or partially owned by IDG International Data Group AB any of its subsidiaries ("IDG Companies" and "IDG Websites" below, respectively), are bound to honor the terms and conditions regarding such advertisement. These terms are described below and concerns advertisers, media agencies and other parties who for their own or others' sake would publish such advertisements (collectively "Advertisers" below). Parties hiring subcontractors for the purpose of for example, but not limited to, measuring the results of such advertising, agree to ensure that any such subcontractors are informed of and agree to these terms. Advertisers are responsible for their own compliance and for the compliance of subcontractors.

Updated terms

IDG reserves the right to update these terms as needed and it is the Advertisers' responsibility to stay up to date to these terms. The latest version of these terms and conditions is available at <http://idgmedia.idg.se/2.4394/> IDG is bound to inform Advertisers of any major changes in these terms.

Restrictions for data collection

Data regarding users of IDG Websites may not without prior written consent from IDG International Data Group AB be collected by Advertisers or third parties for the purpose of segmenting, categorizing or serving advertisements to these users for any commercial purposes not included in an IDG specific business agreement by using cookies or other tracking methods. Exempts for these restrictions are given only for the purpose of third parties' commitment to Advertisers to collect anonymous data, which is allowed for the purpose of reporting of and following up on the Advertisers' number of advertising impressions, reach and conversion.

Restrictions for transferring data

Data regarding IDG Website users may not without prior written consent from IDG International Data Group AB be shared with third parties by for example, but not limited to, transferring such data to advertising exchanges, data management platforms or other systems to in any way add value from or capitalize on this data.

Restrictions for handling personal information

Data containing personal information by definition of Personuppgiftslag (1998:204) ("PUL") in Swedish law may not be processed without the explicit written consent of the person whose information is being processed. Processing and consent is defined by PUL and the ordinance of Datainspektionen. This includes, but is not limited to, a prohibition of associating cookies or other tracking methods with such personal information.

Sanctions for violation

Violation of these terms and conditions is also a significant violation of advertising agreements between Advertisers and IDG Companies. By such violation or legislative suspicion of such violation, IDG holds the right to immediately and effectively cancel business agreements and claim compensation for direct damages caused by the violation. In the event of such violation being caused intentionally or due to severe carelessness the rights to compensation claims include indirect damages.

These terms and conditions authored January 22nd 2014.

Contact Henric Jögin, Chief Data Officer at +46 (0)8-453 60 00 if you have any questions regarding this.