MARKIT ADVERTISING PRIVACY POLICY

1. Introduction

a. MARKIT ADVERTISING ("Company," "we," "us," or "our") is committed to protecting the privacy of individuals who access and use MARKITU (the "Platform"). This Privacy Policy explains how we collect, use, disclose, and safeguard information about contractors, vendors, and authorized users ("you" or "Contractor") who access the Platform.

b. By accessing or using the Platform, you acknowledge that you have read and understood this Privacy Policy and agree to its terms. If you do not agree, you must discontinue use of the Platform immediately.

2. Information That We Collect

a. We collect the following categories of information when you use the Platform:

i. Identity and Account Information

1. Full name, email address, and phone number;
2. Role, title, and university;
3. Login credentials; and
4. Other basic identifying information.

ii. Usage and Activity Data

1. Pages visited, features accessed, and actions taken within the platform;
2. Time and duration of work sessions;
3. Search queries, filters applied, and content viewed or downloaded; and
4. Workflow activity, task completions, and campaign interactions.

iii. Communications Data

1. Messages, comments, or submissions made within the Platform; and
2. Support tickets and/or correspondence with Company administrators.

iv. Device & Technical Data

1. IP address and general geolocation derived from IP;

2. Browser type and version, operating system, and/or device type;
3. Cookies and similar tracking technologies; and
4. Referring URLS and clickstream data.

v. Work Product Data

1. Files uploaded, edited, or shared through the Platform; and
2. Campaign assets, creative materials, and project deliverables submitted through the Platform.

b. We collect information through the following ways:

i. Directly from you when you register, submit content, or communicate through the Platform;

ii. Automatically through cookies (necessary or analytical/functional);

iii. Automatically through web beacons, log files, and similar tracking technologies as you navigate the Platform; and

iv. From third parties such as SSO providers, identity verification services, or analytics vendors integrated with the Platform, where applicable.

c. We use the information collected for the following purposes:

i. To grant and manage access to the Platform;

ii. To monitor and audit Contractor activity for security, compliance, and performance purposes;

iii. To track usage patterns and optimize Platform functionality;

iv. To enforce Platform policies and investigate potential violations;

v. To communicate with you regarding Platform updates, access changes, or support matters;

vi. To fulfill legal obligations, including record retention and regulatory compliance; and

vii. To generate aggregated and deidentified analytics regarding Platform usage.

d. Cookies & Tracking Technologies

i. This platform uses cookies and similar technologies to support authentication, remember preferences, and collect usage analytics. Specifically, we may use:

1. Strictly necessary cookies, required for the Platform to function (login sessions, security tokens);

2. Analytics cookies, to track how Contractors interact with features and workflows; and
3. Functional cookies, to retain user preferences and settings

ii. These may be disabled in your browser, but doing so may impair your ability to use certain features of the Platform. We do not currently respond to "Do Not Track" browser signals.

3. Disclosures

a. Monitoring Disclosure

i. **You should have no expectation of privacy when using the platform.**

ii. All activity conducted on or through the Platform, including but not limited to logins, content accessed, files uploaded or downloaded, messages sent, and workflow actions taken, may be logged, monitored, reviewed, and retained by Company and its authorized personnel.

iii. Monitoring may occur in real time or through periodic review of stored logs. This monitoring is conducted for purposes including but not limited to security, quality assurance, compliance verification, and enforcement of contractor agreements.

iv. By using the Platform, you expressly consent to this monitoring.

b. Data Retention

i. We retain your information for as long as your contractor relationship with Markit Advertising is active and for a period of 3 years thereafter, unless a longer retention period is required by law or contract. Usage logs and audit trails may be retained for a shorter or longer period depending on the nature of the data and applicable legal requirements.

c. Security

i. We implement reasonable administrative, technical, and physical safeguards to protect your information, including:

1. Encryption of data in transit (TLS) and at rest;
2. Role-based access control limiting data access to authorized personnel;
3. Regular security assessments and vulnerability monitoring; and
4. Incident response procedures in the event of a breach.

ii. No system is completely secure. In the event of a data breach that affects your personal information, we will notify you as required by applicable law.

d. CALIFORNIA RESIDENTS ONLY

i. As a resident of California, you are entitled to certain actions under the California Consumer Privacy Act and the California Privacy Rights Act.

ii. Categories of Personal Information Collected (past 12 months): identifiers, professional/employment related information pertinent to Company objectives, internet/network activity information, inferences from usage data.

iii. CA Rights

1. Right to Know - You may request disclosure of the categories and specific pieces of personal information we have collected about you, the sources of that information, our business purposes for collecting it, and the categories of third parties with whom we share it.
2. Right to Delete - You may request deletion of personal information we have collected about you, subject to certain exceptions (e.g., legal obligations, active contractual relationships).
3. Right to Correct - You may request correction of inaccurate personal information.
4. Right to Opt-Out of Sale or Sharing - We do not sell your personal information. We do not share your personal information for cross-context behavioral advertising.
5. Right to Limit Use of Sensitive Personal Information - To the extent we collect sensitive personal information, you have the right to limit its use to purposes permitted under California law.
6. Right to Non-Discrimination - We will not discriminate against you for exercising any of the rights described above.

iv. Contact Information

1. Email: elliot@markitpr.com
2. Address: Markit Advertising 136 E Rosemary St, Chapel Hill, NC 27514

3. We will respond to verified requests within 45 days. We may request information to verify your identity before processing your request.

e. General Rights

i. Regardless of state residence, you may contact us to:

1. Request access to personal information that we hold about you;
2. Request correction of inaccurate information; and/or
3. Raise questions or concerns about data practices.

ii. Requests will be handled within a reasonable timeframe and subject to applicable law and any overriding contractual or legal obligations.

4. Changes to Policies

a. We reserve the right to update this Privacy Policy at any time. We will notify you of material changes by email. Your continued use of the Platform following notice of changes constitutes acceptance of these revised policies, and it is your responsibility to review this policy periodically.

5. Contact Information

a. All questions regarding this Privacy Policy may be directed by email at elliot@markitpr.com or by mail at Markit Advertising 136 E Rosemary St, Chapel Hill, NC 27514.

This Privacy Policy was last reviewed on June 16th, 2026.