365™ App Privacy Statement

The entity collecting the information described in this Privacy Statement is PricewaterhouseCoopers LLP, the US member firm of the PricewaterhouseCoopers network of firms. By using this site and submitting any personal information, you agree to the use by PricewaterhouseCoopers LLP ("PwC," "we" or “us”) of such information in accordance with this Privacy Statement.

“365™” or “the App” means the 365™ thought leadership application.

"You" in this Privacy Statement means an individual user of 365™.

“Unregistered Users” means a user who has downloaded 365™ and has access to the content but has not provided information to create an account.

“Registered Users” means a user who has registered by providing the necessary information to create an account with access to enhanced features of 365™.

This Privacy Statement describes the ways in which PwC collects and uses data through 365™. 365™ allows all users to:

Application Features

- Explore articles, infographics, videos, and podcasts from PwC to find incisive viewpoints on key business topics
- Personalize your front page with the latest insights in your industry
- Take a deep dive into industry topics, industries, and PwC people
- Search for specific content
- Save your favorite content for offline access

In addition to the foregoing, 365™ allows Registered Users to:

- Connect with PwC thought leaders and obtain insights on the business issues that matter most to you.
- Comment on insights relevant to your business interests
- Share articles, infographics, video, and podcasts with colleagues and friends
- Comment on content within 365™
- “Like” content within 365™
- Identify PwC contacts as “Favorite” contacts
- Contact PwC contacts directly through 365™

Data collection

No personally identifiable information is gathered for Unregistered Users of 365™. To get the most value from 365™, it is highly recommended that you register with 365™ in order to select tailored content and use advanced features within the application. Registration will require users to provide the necessary information in order to access specific features of 365™. For Registered Users, PwC requires personally identifiable information including the following: Email, First and Last Name, Job Title and Company and the following optional data fields: Industry, City and Country. Registered Users of 365™ will have the ability to manage their user profile.
By submitting data via 365™ and registering in connection with this App, the user is providing explicit consent (where such consent is necessary) to the transfer of such data to the United States and from the United States as appropriate in connection with the operation and administration of the App, and as otherwise described in this Privacy Statement.

One feature of 365™ is its ability to allow Registered Users to comment on selected content. Your comments are saved and made available for other 365™ Registered Users to read on a personally identifiable basis. You are also able to contact PwC partners, principals and employees via 365™ and your device’s email application. Your messages will contain your email address, as well as any additional information you may wish to include in the message. PwC's intention is not to collect any sensitive information through 365™. Sensitive information includes a number of types of data relating to: race or ethnic origin; political opinions; religious or other similar beliefs; trade union membership; physical or mental health; sexual life or criminal record. We suggest that you do not provide sensitive information of this nature. If you do wish to provide sensitive information for any reason, PwC accepts your explicit consent to use that information in the ways described in this Privacy Statement or as described at the point where you choose to disclose this information.

To help us better understand how 365™ is used, certain additional information is collected. This may include, but is not limited to, the following:

- Tracking site statistics for all users
- Tracking which articles are viewed the most for all users
- Tracking which videos are viewed and if they are watched in their entirety for all users
- Tracking navigation to determine if content is easily found for all users

For Registered Users, the information collected is linked to your email address and is personally identifiable; however, this information is non-personally identifiable for Unregistered Users. This information is collected for Registered and Unregistered users by a Third Party (as defined below) and the raw data is reported to PwC. Any reports that PwC generates using this data will be at the aggregate level.

Personally identifiable information will be collected only at the point of registration, and, other than as described in the ‘Use of data’ section below, will be used primarily for purposes of aggregate, internal reporting to continuously improve user experience. It is PwC's policy to limit the information collected to only the minimum information that we believe is useful to provide the features of 365™ and to enhance the user’s experience of our content within 365™.

Monitoring of abusive behavior, as defined in the “Restrictions on Use” section in the Term and Conditions, will be conducted by the Third Party analytics provider and reported back to PwC. PwC reserves the right to monitor, edit and remove any content available on the App, but does not have the obligation to do so.

Use of data

When you provide personally identifiable information to us, we use it for the purposes for which it was provided to us as stated at the point of collection (or as obvious from the context of collection). We may also use your data to contact you with information about PwC’s business, services and events, and other information which may be of interest to you. PwC may also use your information in order to administer and manage 365™ or
to communicate with you about 365™. To unsubscribe from PwC communications refer to the ‘Unsubscribe’ section.

365™ does not collect or compile personally identifiable information for dissemination or sale to outside parties for consumer marketing purposes, or host mailings on behalf of Third Parties. If you would like to find out more about the different categories of information collected, please review the ‘Data collection’ section.

Cookies

Cookies are used in the App to support user registration features. "Cookies" are small text strings placed within the App that assist us in providing a more customized user experience. For example, a cookie can be used to store registration information within the App so that a user does not need to enter their log in information; email address and password, each time they access the contacts that they have marked as a favorite or when they would like to comment on or “like” an article. We use cookies to make certain features of our App easier for users.

The cookies used by the 365™ are integrated into the App and cannot be turned off or circumvented. If you are concerned about cookies, remove the App from your device.

By using 365™, you consent to PwC’s use of cookies.

Types of cookie:

‘Session’ cookies remain in 365™ during your session only, ie until you leave the App.

‘Persistent’ cookies remain in 365™ after the session.

‘Performance’ cookies collect information about your use of 365™, such as articles visited and any error messages; they do not collect personally identifiable information, and the information collected is aggregated such that it is anonymous. Performance cookies are used to improve how an app works.

‘Functionality’ cookies allow the app to remember any choices you make about the app (such as personalizing your front page) or enable services such as commenting.

Use of cookies by PwC:

The table below explains the way in which cookies are used in 365™.

By using 365™, you agree that these cookies can be placed on your device for the above purposes.

<table>
<thead>
<tr>
<th>Name</th>
<th>Function</th>
<th>Duration</th>
<th>Origin</th>
</tr>
</thead>
<tbody>
<tr>
<td>SeSSxxxID</td>
<td>User Authentication</td>
<td>2 yrs</td>
<td>This Domain</td>
</tr>
<tr>
<td>_cb_is</td>
<td>ChartBeat Analytics</td>
<td>1 mth</td>
<td>This Domain</td>
</tr>
<tr>
<td>_chartbeat2</td>
<td>ChartBeat Analytics</td>
<td>1 mth</td>
<td>This Domain</td>
</tr>
<tr>
<td>_chartbeat_uunig</td>
<td>ChartBeat Analytics</td>
<td>1 mth</td>
<td>This Domain</td>
</tr>
<tr>
<td>has_js</td>
<td>Content Mgt System</td>
<td>Session</td>
<td>This Domain</td>
</tr>
<tr>
<td>guest_id</td>
<td>Social Authentication</td>
<td>2 yrs</td>
<td>twitter.com</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------------------</td>
<td>-------</td>
<td>-------------</td>
</tr>
<tr>
<td>bscookie</td>
<td>Social Bookmarking</td>
<td>2 yrs</td>
<td>linkedin.com</td>
</tr>
<tr>
<td>leo_auth_token</td>
<td>Social Authentication</td>
<td>30 min</td>
<td>linkedin.com</td>
</tr>
<tr>
<td>visit</td>
<td>Social Bookmarking</td>
<td>2 yrs</td>
<td>linkedin.com</td>
</tr>
<tr>
<td>bcookie</td>
<td>Social Bookmarking</td>
<td>2 yrs</td>
<td>linkedin.com</td>
</tr>
<tr>
<td>PREF</td>
<td>Social Bookmarking</td>
<td>2 yrs</td>
<td>youtube.com</td>
</tr>
<tr>
<td>VISITOR_IFO1_LIVE</td>
<td>Social Bookmarking</td>
<td>8 mths</td>
<td>youtube.com</td>
</tr>
<tr>
<td>SiteCatalyst</td>
<td>SiteCatalyst Analytics</td>
<td>2 yrs</td>
<td>adobe.com</td>
</tr>
</tbody>
</table>

**Third parties**

Personally identifiable information collected by PwC may be transferred or disclosed to third party contractors, subcontractors, subsidiaries and/or other PwC firms (each, a “Third Party”), whether within or outside the US, for the purposes for which the user has submitted the information and for the administration of our system or 365™ and/or other internal, administrative purposes. By submitting data via 365™, the user is providing explicit consent to the transfer of such data for the fulfillment of his or her voluntary requests or otherwise as set out in the 'Use of data' section.

It is PwC's policy to disclose information to third parties under the following circumstances:

- As required by law through subpoena, search warrant or other legal process or requirement
- For regulatory compliance purposes
- When explicitly requested by a user
- When required to deliver publications or reference materials requested by a user
- When required to facilitate conferences or events hosted by a third party
- Or otherwise as set out in this statement.

**Third party links**

There are several places throughout 365™ that link to other content that do not operate under PwC's privacy practices. When you link to other content, PwC's privacy practices no longer apply. We encourage visitors to review each such content site's privacy policy before disclosing any personally identifiable information.

**Data retention**

The personally identifiable information you submit to us will only be retained for as long as is required for the purposes for which it was collected. Contacts marked as Favorites and User preference settings are kept on your device until you delete 365™.

**Unsubscribe**

You may unsubscribe from PwC Communications at any time by sending an email to contact365@us.pwc.com and indicate your desire to be unsubscribed from PwC Communications. Unsubscribing from PwC Communications does not impact your use of 365™. You may continue to use 365™ as either a Registered User or Unregistered User.
Deleting 365™ from your device will remove your preferences, content saved for off-line reading and any contacts you marked as a favorite. Deleting 365™ without sending an email to contact365@us.pwc.com requesting to be unsubscribed, will not unsubscribe you from PwC Communications. 

You may also contact us with any questions about 365™ at contact365@us.pwc.com.

Access

You may update your personally identifiable information by editing your user profile within 365™. PwC is committed to providing reasonable and practical access to users to allow them the opportunity to identify and correct any inaccuracies. When personally identifiable information is retained, PwC assumes responsibility for keeping an accurate record of the information once a user has submitted and verified the data. PwC does not assume responsibility for verifying the ongoing accuracy of the content of personally identifiable information. When practically possible, if PwC is informed that any personally identifiable information collected through 365™ is no longer accurate, PwC will make appropriate corrections based on the updated information provided by the authenticated user. 

Security

PwC has implemented appropriate security procedures to protect the confidentiality and security of the personally identifiable information.

Children

PwC understands the importance of protecting children's privacy especially in an online environment. The PwC app covered by this privacy statement is not intentionally designed for or directed at children under the age of 13. It is PwC's policy never to knowingly collect or maintain personally identifiable information about children under the age of 13.

Modifications

PwC may update this Privacy Statement at any time by publishing an updated version here. You can access the most current version of this Privacy Statement at any time on 365™.

Version 01-2014