

## Introduction

TwitterCounter B.V and its affiliates ("Twitter Counter" or "TC") are committed to protecting the privacy of all individuals who:

- visit any websites or mobile sites offered by Twitter Counter, including without limitation [twittercounter.com](https://twittercounter.com), and including all subdomains, present and future (the "Website");
- use the mobile applications that TC makes available from time to time (the "Applications");
- use the Services including Twitter Counter Free, Individual, Professional, Business, Unlimited Promoted Accounts Campaigns and other TC products and services (the "Platforms"); and

"Services" are TC's platforms, websites and other properties. When we talk about "Personal Information", we mean information relating to you or other identifiable individuals.

It is TC's policy to respect your privacy and the privacy of all users of the Services. This Privacy Policy has been established to help you understand our commitment to protecting your privacy and personal data, and the steps we take to ensure it. By visiting and/or using any of the Services, you agree to be bound by the terms of the present Privacy Policy (the "Privacy Policy"). Where the present Privacy Policy refers to "TC", it may refer to the Services or to TwitterCounter B.V, depending on the context.

Twitter Counter reserves the right, at any time, to modify or replace the Privacy Policy. Please check the Privacy Policy periodically for changes. Your use of the Services following the posting of any changes to the Privacy Policy constitutes acceptance of those changes.

Twitter Counter's Privacy Policy forms part of its wider terms of service. Additional terms may apply to other Services purchased. To make this policy easier to read, any applicable Twitter Counter terms of service are referred to as the "Terms". Both the Terms and the Privacy Policy apply to your use of the Services.

## Twitter Counter Data and Customer Content

We collect Personal Information (such as registration and account information) from our customers and users of the Services for our own purposes, such as to provide and administer the Services ("Twitter Counter Data"). We're the data controller in respect of this information.

We also process Personal Information on behalf of our customers as their data processor, such as content generated, requested or published via the Platforms in accordance with the instructions our customers give us through the Services (including, for example, the information our customers monitor or collect from social media sites like Twitter through the Services) ("Customer Content"). Our customers control how their Customer Content is collected and used by them. In legal terms this means that our customers are the data controller of their Customer Content. Accordingly, we only use Customer Content to provide the Services to our customers in accordance with the lawful instructions they give us through the Services.

## **About this Privacy Policy**

This Privacy Policy describes how and when Twitter Counter collects, uses and shares Twitter Counter Data when you use the Services. Twitter Counter receives your information through our Website, Platforms and Applications.

Whilst most of this Privacy Policy relates to Twitter Counter Data, we also provide some information about how our customers choose to collect and use Customer Content through the Services.

The Services by their nature allow our customers to connect their accounts through the APIs of our Supported Platforms (such as Twitter). This Privacy Policy does not cover any information or other content you can view via the Services on Supported Platforms (but which was not posted there using the Services). While we attempt to facilitate access only to those Supported Platforms that share our respect for your privacy, we cannot take responsibility for the content or privacy policies of any Supported Platforms. We encourage you to carefully review the privacy policies of any Supported Platforms you access...

## **Twitter Counter Data we receive or collect**

When you first register for a Twitter Counter account, and when you use the Services, we collect some Personal Information about you such as:

- your full name and email address. We may also collect other contact details
- the geographic area where you use your computer and mobile devices
- a unique Twitter Counter user ID (an alphanumeric string) which is assigned to you upon registration
- other optional information as part of your account profile

- your IP Address and, when applicable, timestamp related to your consent and confirmation of consent
- other information submitted by you or your organizational representatives via various methods (email, online forms, surveys, etc)
- your billing details and any necessary other information to complete any financial transaction, and when making purchases through the Services, we may also collect your credit card or PayPal information
- user generated content (such as messages, posts, comments, pages, profiles, images, feeds or communications exchanged on the Supported Platforms)
- images or other files that you may publish via our Services
- information we may receive relating to communications you send us, such as queries, support tickets or comments concerning our Services
- information relating to an individual's real time location

Twitter Counter also automatically collects and receives certain information from your computer or mobile device, including the activities you perform on our Website, the Platforms, and the Applications, the type of hardware and software you are using (for example, your operating system or browser), and information obtained from cookies (see "Cookies and Related Technologies" below). For example, each time you visit the Website or otherwise use the Services, we automatically collect your IP address, browser and device type, access times, the web page from which you came, the regions from which you navigate the web page, and the web page(s) you access (as applicable).

## **How we use Twitter Counter Data**

Twitter Counter uses Twitter Counter Data for the following general purposes:

- to identify you when you login to your account
- to enable us to operate the Services and provide them to you
- to verify your transactions and for purchase confirmation, billing, security, and authentication
- to analyze the Website or the other Services and information about our visitors and users, including research into our user demographics and user behaviour in order to improve our content and Services
- to contact you about your account and provide customer service support, including responding to your comments and questions
- to share aggregate (non-identifiable) statistics about users of the Services to prospective advertisers and partners

- to keep you informed about the Services, features, surveys, newsletters, offers, contests and events we think you may find useful or which you have requested from us
- to sell or market Twitter Counter products and services to you
- to better understand your needs and the needs of users in the aggregate, diagnose problems, analyze trends, improve the features and usability of the Services, and better understand and market to our customers and users
- to keep the Services safe and secure

We also use non-identifiable information gathered for statistical purposes to keep track of the number of visits to the Services with a view to introducing improvements and improving usability of the Services.

## **Customer Content we process for our customers**

Twitter Counter is a social media analytics and management tool.

Services help our customers optimize social media campaigns and marketing; engaging audiences; and analyze the results.

In particular, the various Services allow our customers to instantly connect to other third party services, including “Supported Platforms” such as Twitter, etc. When our customers link a Supported Platform to their Twitter Counter account, our customers can choose to instantly collect, process, share and access such Supported Platform via their Twitter Counter account (subject to the terms of the license agreements with the Supported Platforms).

In this way, our customers can obtain, use and analyze Personal Information from Supported Platforms, and also create, input, submit, post, transmit, store, view, display or share Personal Information through the functionality in the Services.

Such information can include Personal Information of all types, including but not limited to the following categories:

- user generated content (such as messages (including direct or private messages), posts, comments, pages, profiles, images, feeds or communications exchanged on the Supported Platforms)
- contact details (such as name, email address, telephone number)
- additional individual information (such as age, gender, employer, profession, geographic location, education information, financial status, habits and preferences)
- information relating to individual’s real time location

## Consent

By using any of the Services, or submitting or collecting any Personal Information via the Services, you consent to the collection, transfer, storage disclosure, and use of your Personal Information in the manner set out in this Privacy Policy. If you do not consent to the use of your Personal Information in these ways, please stop using the Services.

## Cookies and related technologies

Twitter Counter uses tracking technology (“cookies”) on the Website, and possibly later also in the Applications, and in the Platforms, including mobile application identifiers and a unique Twitter Counter user ID to help us recognize you across different Services, to monitor usage and web traffic routing for the Services, and to customize and improve the Services. By visiting the Website or using the Services you agree to the use of cookies in your browser and HTML-based emails. Cookies are small text files placed on your device when you visit a website, in order to track use of the site and to improve your user experience.

### Session Cookies

The Services use “session cookies”, which improve your user experience by storing certain information from your current visit on your device, such as log-in information. These enable us to remember your log-in session so you can move easily within the Website or the other Services. Without these session cookies, we wouldn’t be able to provide the Services to you. These session cookies have limited functionalities and expirations, and you will be required to re-enter your Twitter log-in information after a certain period of time has elapsed to protect you against others accidentally accessing your account contents and related Personal Information. Other examples of our use of session cookies include to track the number of visits by a particular visitor to a page and to store items in an online shopping cart for the Shop.

### Remarketing Cookies

Partners who help us serve advertising off the Website and analytics companies may also put cookies on your device. We use several third-party vendors to help deliver ads for relevant Twitter Counter products and services to you when you visit

certain third-party sites. We may share with third-party ad partners a cryptographic hash of a common account identifier (such as an email address), to help us measure and tailor ads and services provided to you. Below is information about one such vendor. Please note that this Privacy Policy covers only our use of cookies and does not include use of cookies by any third parties.

*i) Google Analytics*

Twitter Counter uses a specific cookie in order to facilitate the use of Google Universal Analytics for users logged-in to the Applications or the Platforms ("Logged-In User). If you are a Logged-In User, Twitter Counter may use your Twitter Counter user ID in combination with Google Universal Analytics and Google Analytics to track and analyze the pages of the Services you visit. We do this only to better understand how you use the Website and the other Services, with a view to offering improvements for all Twitter Counter users; and to tailor our business and marketing activities accordingly, both generally and specifically to you. Google Analytics cookies do not provide Twitter Counter with any Personal Information.

## **When we may share Personal Information**

Except as provided in this Privacy Policy, Twitter Counter does not divulge any Personal Information gathered via the Services (including Customer Content) to third parties.

Notwithstanding anything in the Privacy Policy to the contrary, we may share any information we have collected about you or Customer Content:

- (1) when you consent to the disclosure of such information to a third party when connecting to a third-party service that asks you if you consent to such sharing;
- (2) where we are legally required to do so, such as in response to court orders or legal process, or to establish, protect, or exercise our legal rights or to defend against legal claims or demands;
- (3) if we believe it is necessary in order to investigate, prevent, or take action regarding illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person;
- (4) if we believe it is necessary to investigate, prevent, or take action regarding situations that involve abuse of the Services infrastructure or the Internet in general (such as voluminous spamming, denial of service attacks, or attempts to compromise the security of the Website infrastructure or the Services generally);
- (5) if we are acquired by or merged with another entity (in which case we will require such entity to assume our obligations under this Privacy Policy or inform you that you are covered by a new privacy policy); and

(6) if this information is not private, is aggregated or is otherwise non-Personal Information, such as your public user profile information and related public data (such as Tweets, likes, etc.) or the number of users who clicked on a particular link (even if only one did so).

Subject to obligations consistent with this Privacy Policy, we may also disclose information to our affiliates, agents, contractors, and service providers in order to facilitate the functioning of the Services or to perform tasks that are integral to the Services, such as processing transactions, fulfilling requests for information, or providing support services or other tasks, from time to time. Information may also be transferred from Twitter Counter to the third parties in control of the Supported Platforms, but only to the extent required in order for the Services to function properly.

## **Security**

We use industry best practices to keep any information collected and/or transmitted to the Supported Platforms or Third-Party Apps secure. This includes the use of HTTPS, which encrypts all transmitted data, and OAuth 2.0 protocols for authentication and data transfer to Supported Platforms.

In addition, Twitter Counter uses third-party vendors and hosting partners such as Google Cloud Platform to provide the necessary hardware, software, networking, storage, and related technology required to run the Services. These vendors have been selected for their high standards of both physical and technological security. When payments are processed via credit card, Twitter Counter uses third-party vendors that are PCI-DSS Compliant. At no point does Twitter Counter have access to your credit card information nor are your payment method details saved by Twitter Counter.

You should bear in mind that submission of information over the Internet is never entirely secure. We cannot guarantee the security of information you submit via the Services whilst it is in transit over the Internet and any such submission is at your own risk, and this risk is specifically disclaimed in our Terms.

If you are a Logged-in User, it is advisable that you log out of your account at the end of every session and not leave a logged-in account unattended for any period of time, particularly if you use a shared computer or device.

## **Information storage and international transfers**

TwitterCounter B.V, the entity which provides the Services, is a Dutch company with its head-office located in Amsterdam, Noord Holland. For the purposes of EU data protection law, the Netherlands is considered a country which provides adequate protections for Personal Information, as confirmed by the European Commission in [Commission Decision 2002/2/EC](#).

The Services are mainly provided from our offices in Amsterdam. However, by the very nature of the Services, the data that is viewed, collected, stored or posted on or through the Services also needs to flow from wherever you are located in the world, to where our Supported Platforms are storing the same data (i.e. in most cases, in the United States). In addition, Twitter Counter uses third-party service providers (such as managed hosting providers, card processors, CRM systems, sub-processors of Customer Content and technology partners) to provide the necessary hardware, software, networking, storage and other services that we use to operate the Services. These third party providers may process, or store, the same Customer Content on servers outside of the EEA, including in the US.

By using any of the Services, or submitting or collecting any Personal Information via the Services, you authorize Twitter Counter and its authorized service partners to use and process Customer Content and Twitter Counter Data (including any Personal Information) in these countries. Please be aware that the privacy protections and the rights of authorities and Government agencies to access your Personal Information in some of these countries may not be equivalent to those in your country.

### **For our customers with a principal location in the EU:**

If you primarily use the Services within the EU, we will process Customer Content (which may include Personal Information) as a data processor on your behalf. Under EU law, you are considered to be the data controller of the Customer Content, and as such you are responsible for complying with applicable data protection laws in respect of the processing of Customer Content and the lawful instructions you give us.

If you have any questions, please feel free to [contact us](#).

## **Email preferences**

You may opt out of marketing communications sent by Twitter Counter by managing your email preferences on our [Email Preferences Management page](#), or by following the unsubscribe instructions included in each marketing email.



## Your rights

You can [contact us](#) to obtain a copy of the Personal Information held about you by us. This may be subject to a fee not exceeding any prescribed fee permitted by applicable law. You can also ask us to correct and, where relevant, erase that information. Please note that certain Personal Information may need to be retained by Twitter Counter for a period of time following cancellation of your account where this is necessary for our legitimate business purposes or required or authorized by applicable law. As mentioned above you have a right to change your email preferences at any time.

You should be aware that Twitter Counter acts as a conduit between our users and the Supported Platforms. In several instances, the content published via Twitter Counter will not be in Twitter Counter's custody or control, and any content that has been shared by you through any Supported Platform via the Services may continue to be available to third parties and the public at large, as this content is now under the control of the operators of the Supported Platforms.

## Contacting us

If you have any questions about this Privacy Policy, please contact:

[Twitter Counter](#)

or:

TwitterCounter B.V

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The Netherlands