

## **Data Privacy and Compliance Addendum - DTGBSSG Campaign**

### **Campaign Privacy Notice**

This notice explains how your personal data is handled if you submit this form.

Who collects your data: Your information is collected by Lion Reach Media LLC as part of this campaign.

Why we collect it: To deliver the content you've requested, and to share your details with Deutsche Telekom Global Business Solutions Singapore (DTGBSSG) so they can follow up with you about related products and services.

Who we share it with: DTGBSSG, for the purpose described above. We do not sell or share your data with any other third party.

What we collect: Name, job title, company, email address, phone number, and country.

Your consent: By submitting this form, you consent to receiving the requested content and to being contacted by DTGBSSG. You'll also receive a confirmation email; your details are only shared with DTGBSSG once you've confirmed via that email.

Your rights: You can withdraw consent or unsubscribe at any time using the link in any email you receive. You can also contact us directly at [info@techpulseinsider.com](mailto:info@techpulseinsider.com) with any questions or requests regarding your data.

Retention: Your data is retained only as long as necessary for this campaign and any applicable legal requirements, then securely deleted or anonymised.

### **1. Campaign Privacy Notice / Consent Wording**

All leads generated for this campaign are collected via a Single opt-in process, which is standard practice across Lion Reach's B2B lead generation programmes globally. In certain markets such as Germany, we utilise double opt-in to comply with local laws. The consent wording at point of collection will name DTGBSSG as the entity to whom the lead's data will be disclosed, in addition to Lion Reach as the data collector. Final wording will be shared with DTGBSSG's privacy team for review prior to campaign launch. Our standing privacy policy is available at [techpulseinsider.com/privacy-policy](https://techpulseinsider.com/privacy-policy) and can be referenced as the base template, similar to the approach used for our Microsoft and Palo Alto Networks partnerships.

### **2. Lion Reach Warranty**

Lion Reach warrants that all databases used for this campaign are sourced lawfully through a two-step verified process, an initial opt-in via newsletter or content download, followed by a confirmation email requiring the prospect to actively click to confirm

consent to receive ongoing communications. This single opt-in record, including timestamp of both steps, is retained per subscriber. Lion Reach further warrants that leads will only be disclosed to DTGBSSG where the individual has consented to such disclosure as part of the campaign opt-in process.

### **3. Role of Lion Reach**

Lion Reach acts as the data controller for the initial collection, confirmation, and QC of leads through its publisher network and content syndication platform. Each lead passes a QC check covering both opt-in confirmations and targeting criteria before being included in the delivered lead file. Upon a lead opting in and consenting to disclosure, Lion Reach transfers the relevant lead data to DTGBSSG, at which point DTGBSSG becomes the data controller for that individual's data.

### **4. Lead File Fields and Consent Evidence**

Each lead file delivered to DTGBSSG will include: full name, job title, company, email address, phone number, country, opt-in timestamp (initial subscription), confirmation timestamp, and consent statement version. This consent evidence is retained by Lion Reach per subscriber and made available to DTGBSSG upon request.

### **5. Unsubscribe / Withdrawal Handling**

Every communication sent as part of this campaign includes an unsubscribe link. Any unsubscribe or withdrawal request received by Lion Reach will be actioned immediately, and the individual's record removed from future communications. Lion Reach will notify DTGBSSG of any withdrawal requests relating to leads already disclosed, so DTGBSSG can update its own records accordingly.

### **6. Tracking and Reporting**

Any campaign performance tracking or reporting provided to DTGBSSG, including engagement or click data, will be shared in aggregate form only. No individual-level tracking data will be disclosed to DTGBSSG outside of the consented lead file fields listed above.