

Global Privacy Document

Privacy Key Terms

Glossary

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Background

Below is a list of recurring terms in TIGI Group's privacy policy and procedures.

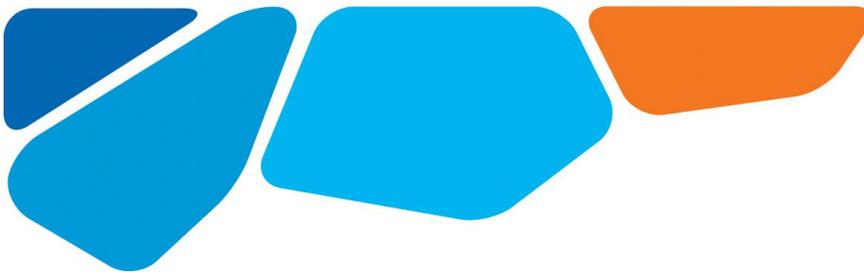
NOTE: The scope of this document is global.

NOTE: The terms and the relevant definitions may change from time to time.

Glossary

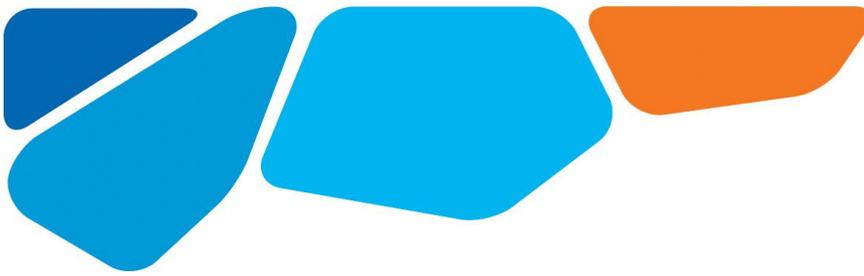
Key term	Definition
Anonymisation	The process of either encrypting or removing personal data from a database, so that the individuals whom the data describe remain anonymous. This is done for the purpose of protecting individuals' private activities while maintaining the integrity of the data gathered and shared.
Behavioural Advertising	The act of tracking users' online activities and then delivering ads or recommendations based upon the tracked activities.
Binding Corporate Rules (BCRs)	Personal data protection policies which are adhered to by a controller or processor established on the territory of a Member State for transfers or a set of transfers of personal data to a controller or processor in one or more third countries within a group of undertakings, or group of enterprises engaged in a joint economic activity,
Biometric Data	Personal data resulting from specific technical processing relating to the physical, physiological or behavioural characteristics of a natural person, which allow or confirm the unique identification of that natural person, such as facial images or dactyloscopy data.
Consent	Any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.
Cookies	A small text file stored on a user machine that may later be retrieved by a web server from the machine. Cookies allow web servers to keep track of





	the end user's browser activities, and connect individual web requests into a session.
Data Controller	An entity that has the authority over the processing of personal data. It controls the use of personal data by determining the purposes for its use and the way personal data will be processed.
Data Enrichment	A process used to enhance, refine or otherwise improve existing data.
Data Processing	Any operation or set of operations which is performed on personal data, such as collecting, recording, organizing, storing, adapting or altering, retrieving, consulting, using, disclosing by transmission, dissemination or otherwise making the data available, aligning or combining data, or blocking, erasing or destroying data. Not limited to automatic means.
Data Protection Officer	The individual appointed by TIGI Group locally to carry out certain responsibilities and functions in respect of privacy and data protection.
Data Retention	The policies and processes used within TIGI for determining the time period for archiving and storing of personal data.
Data Subject	The natural person that the personal data refers to.
Direct Marketing	A form of advertising in which companies provide physical marketing materials to consumers to communicate information about a product or service.
EEA	European Economic Area.
Encryption	The method by which plaintext or any other type of data is converted from a readable form to an encoded version that can only be decoded by another entity if they have access to a decryption key.
GDPR	General Data Protection Regulation.
Genetic Data	Personal data relating to the inherited or acquired genetic characteristics of a natural person which give unique information about the physiology or the health of that natural person and which result, in particular, from an analysis of a biological sample from the natural person in question.
Health Data	Personal data related to the physical or mental health of a natural person, including the provision of health care services, which reveal information about his or her health status
International Organisation	An organisation and its subordinate bodies governed by public international law, or any other body which is set up by, or on the basis of, an agreement between two or more countries.
IP Address	A unique address that identifies a device on the Internet or a local network and which allows a system to be recognized by other systems connected via the Internet protocol.
Online Behavioural Advertising	Websites or online advertising services that engage in the tracking or analysis of, e.g., search terms, browser or user profiles, preferences, demographics, online activity, offline activity, location data, and offer advertising based on that tracking.





Personal Data	Any information relating to an identified or identifiable individual. An identifiable individual is one who can be identified, directly or indirectly, in particular, by reference to an identification number or to one or more factors specific to his physical, physiological, mental, economic, cultural or social identity.
Personal Data Breach	A breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored or otherwise processed.
Privacy and Data Protection	The collection of laws and regulation that applies to the collection, usage, storage, protection and other processing of personal data. This includes data protection, privacy, banking secrecy, electronic communications and confidentiality laws and regulations, and any other applicable laws or regulations to the extent they relate to privacy of personal data.
Privacy Champion	An internal employee who serves as the privacy practice sponsor and acts as an advocate to further foster privacy as a core organization concept.
Processor	A natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.
Profiling	Any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.
Pseudonymization	The processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organisational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.
Recipient	A natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third-party or not. However, public authorities which may receive personal data in the framework of a inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing;
Representative	Natural or legal person established in the Union who, designated by the controller or processor in writing pursuant to Article 27, represents the controller or processor regarding their respective obligations under this Regulation
Restriction of Processing	The marking of stored personal data with the aim of limiting their processing in the future.
Special Categories of Personal Data	Special categories of personal data, include: racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-union





	membership, genetic data, biometric data (for uniquely identifying an individual) and of data concerning health, sex life or sexual orientation.
Supervisory Authority	Independent Authority or division associated with an Authority in any relevant jurisdiction, whose primary purpose and function is to regulate matters related to personal data.
Third-Party	A natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

