



Privacy Policy

Updated: 5th January 2019

YOUR PRIVACY IS IMPORTANT TO US

We have prepared this Privacy Policy to explain to you how we collect, use, and share information we obtain through your use of our [website](#), [RSS feeds](#), [newsletters](#), [applications](#), [application programming interfaces \(APIs\)](#) and [services](#) (herein, "Services") that are operated by or controlled by 3ME and/or its affiliates (collectively, "3ME," "we," "us," or "our").

This Privacy Policy does not govern our use of any information you provide to us when you call us, write to us, or communicate with us in any manner other than through the Services. Because the Internet is global, information about you that we collect or that you submit, in each case in connection with your use of the Services, may be transferred to, processed in, and held in countries (including Kenya) other than the one in which you reside.

BY USING THE SERVICES, YOU EXPLICITLY CONSENT TO SUCH USE OF YOUR INFORMATION AND AGREE TO THE TERMS OF THIS PRIVACY POLICY.

Collection of Information

3ME may collect two (2) types of information about you: Personal and Non-Personal information.

- 1. PERSONAL INFORMATION.** "Personal Information" refers to information that lets 3ME know the specifics of who you are and which may be used to identify, contact or locate you (e.g. name, mailing address, telephone number and e-mail address). 3ME may collect Personal Information when you use our Services, including, without limitation, this list of options (herein, "Shared Information"):

A. SUBSCRIPTION. Subscription to 3ME's Services requires that you supply certain personally identifiable information, including, in most cases, a unique e-mail address and demographic information.

B. USER-GENERATED COMMENTS AND PUBLIC ACTIVITIES (including Comments and Social Sharing). We offer you opportunities to engage in public activities on our Services. "Public Activities" are any actions you take on 3ME or Twitter and Facebook that are designed to be visible to other users on our Services, including commenting and posting to Facebook or Twitter. Any information you disclose in your Public Activities, including your screen name, and any image or photo, becomes public and may be used by 3ME, without notice to or

consent from you and without compensation to you, for online and offline promotional or commercial uses in any and all media.

If you chose to engage in Public Activities, you should be aware that any personally identifiable information you choose to submit can be read, collected, and used by other readers of these areas, and could be used to send you unsolicited messages. We are not responsible for the personally identifiable information you choose to submit in these forums, and 3ME has no responsibility to publish, take down, remove, or edit any Public Activities.

C. SURVEYS, PANELS, AND MARKET RESEARCH. 3ME may collect personal information from you in connection with voluntary surveys. Unless we notify you otherwise at the time of collection, the information you provide in response to optional survey questions may be shared, but only in aggregate form, with advertisers and partners.

D. USAGE DATA. 3ME may collect information as you interact with the Services. For example, each time you visit the Services, we may automatically collect the Web page you came from, the URL you go to next, and the Web page(s) that you access during your visit.

- 2. NON-PERSONAL INFORMATION.** "Non-Personal Information" refers to information that, by itself, does not identify you as a specific individual (e.g., demographic information or website visits). 3ME may collect Non-Personal Information through any of the methods discussed above, as well as automatically through use of industry standard technologies described further below. For example, each time you visit the Services, we may automatically collect your IP address, browser and computer type, and access time.

Methods of Collecting Information

- 1. SUBSCRIPTION.** 3ME may require certain Personal Information and Non-Personal Information to create an individual account ("Account") or to enable features or functionality of the 3ME Network. Failure to provide all information required by 3ME may prevent access to any or all of the 3ME Network, and failure to maintain accurate information may result in suspension or termination of access to any or all of the 3ME Network.

Information Collected Through Technology. 3ME Services may gather the previously referenced Personal Information and Non-Personal Information by the following methods:

A. COOKIES. Cookies, including local shared objects, are small pieces of information that are stored by your browser on your computer's hard drive. They work by assigning to your computer a unique number that has no meaning outside of the 3ME Services. Cookies do not generally contain any Personal Information. Most Web browsers automatically accept cookies, but you can usually configure your browser to prevent this. Not accepting cookies may make certain features of the 3ME Network unavailable to you.

i. We use cookies for the following general purposes: (a) to track your preferences, such as the address or local zip code you enter; (b) to access your information when you sign in so we can provide you with your personalized content; (c) to display the most appropriate advertisements, based on your interests and activity on our Services; and (d) to help us improve the Services by analysing and estimating our traffic and use of features on the Services.

ii. We also may allow certain analytic services and providers of applications used on the Services (e.g., sharing buttons) to collect Non-Personal Information by placing cookies on the Services that will track certain performance measures, such as Web traffic, click-throughs, etc., in order to assist us and our service providers in better understanding and serving the interests of our users.

B. IP ADDRESSES. You may visit many areas of the 3ME Services anonymously without becoming a registered User. Even in such cases, 3ME may collect IP addresses automatically. An IP address is a number that is automatically assigned to your computer whenever you begin Services with an Internet service provider. Each time you access the 3ME Services and each time you request one of 3ME's pages, the server logs your IP address.

Use of Information

- 1. GENERAL USE.** Except as otherwise described in this section of our Privacy Policy, we will never share your Usage Data, Personal Information, Non-Personal Information, or Shared Information (which we will refer to in this Privacy Policy collectively as "User Information") with any third party without your permission.
- 2. SYSTEM ADMINISTRATION.** 3ME may use Non-Personal Information for the purposes of system administration, assisting in diagnosing problems with 3ME servers, monitoring 3ME's system performance and traffic on the 3ME Network, and gathering broad demographic information about 3ME customers.
- 3. PERSONALIZATION.** 3ME uses cookies and IP addresses to track features such as delivering Content specific to your interests and informing you of new, relevant services or certain third-party offerings.
- 4. NEWSLETTERS.** 3ME offers several e-mail newsletters. If you no longer wish to receive a specific newsletter, follow the "unsubscribe" instructions located at the bottom of each newsletter. To manage your 3ME e-mail preferences, please click on the "unsubscribe" link found at the bottom of any newsletter you've received.
- 5. CONTACT INFORMATION.** If you contact 3ME by telephone, e-mail, or letter, 3ME may keep a record of your contact information and correspondence. If you report a problem with the website, 3ME may collect this information in a file specific to you. You may contact 3ME to request the removal of this information from 3ME's database.
 - A. TARGETED ADVERTISING.** In order to serve offers and advertisements that may be of interest to our users, we may display targeted advertisements on the Services based on Personal Information and Non-Personal Information provided by those users, including zip code and profile.
- 6. SERVICE PROVIDERS.** From time to time, we may enter into relationships with third parties who provide services to us (e.g., data management and storage services). In those circumstances, we disclose User Information that is necessary for such service providers to perform those services, and we require that they maintain the confidentiality of such User Information.

Protection of Information

- 1. SECURITY MEASURES.** 3ME takes appropriate security measures to protect against unauthorized access, alteration, disclosure, or destruction of Personal Information. These include, but are not limited to, internal reviews of: (a) 3ME's data collection; (b) storage and processing practices; (c) electronic security measures; and (d) physical security measures to guard against unauthorized access to systems where 3ME stores Personal Information. All 3ME employees, contractors, and agents who access Personal Information are bound by confidentiality obligations and may be subject to discipline, including termination and criminal prosecution, for unauthorized use or disclosure of Personal Information.
- 2. THIRD-PARTY LINKS.** The 3ME Network may contain links to third parties who may collect Personal Information and Non-Personal Information directly from you. Additionally, 3ME may use third parties to provide components of the 3ME Network. In either case, such third parties may have separate privacy policies and data collection practices, independent of 3ME. 3ME: (a) has no responsibility or liability for these independent policies or actions; (b) is not responsible for the privacy practices or the content of such websites; and (c) does not make any warranties or representations about the contents, products, or services offered on such websites or the security of any information you provide to them. 3ME continually strives to implement new technologies and processes to better protect you, your privacy, and your use of the 3ME Network. As a result, changes to this Privacy Policy may be made by 3ME from time to time. In no event will these changes result in the degradation of any of the security measures designed to protect you from unauthorized disclosure, as such measures are described in this Privacy Policy.