

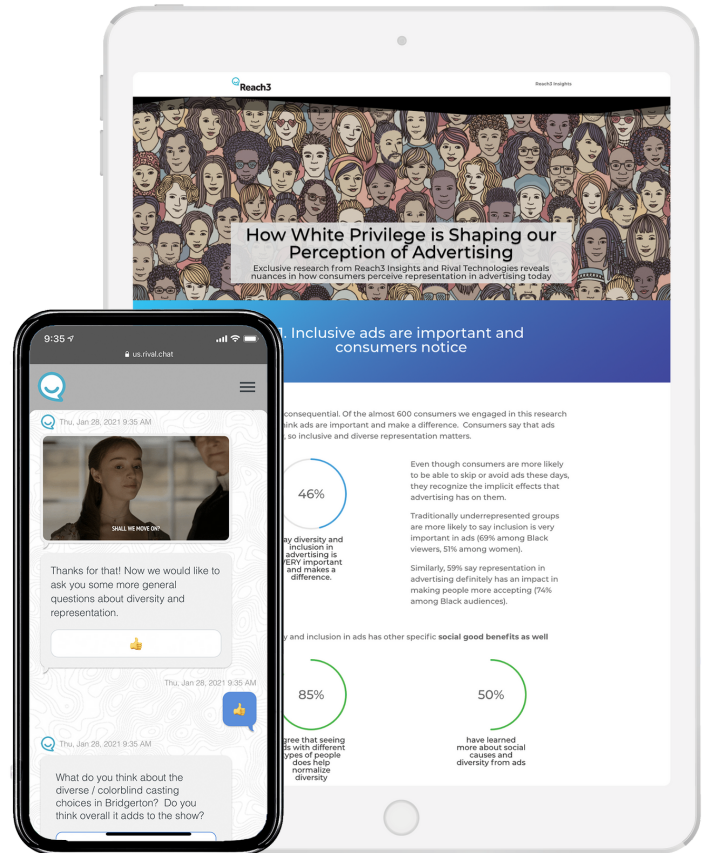
Security and Compliance at Rival Group Inc.

Rival Group Inc. — comprised of Rival Technologies and Reach3 Insights — helps brands understand the attitudes, opinions and preferences of their customers, fans and employees.

Rival Technologies' platform is a Software as a Service application used by companies to engage their target audiences via SMS, Messenger and other modern messaging apps to get the accurate data and insights they need for better business decisions. Reach3 Insights is dedicated to utilizing Rival's mobile market research platform technology and other modern research tools to deliver an agile approach to insights at the scale and pace of modern businesses.

We have deep roots in marketing research and understand that security is critical to a full-service research consultancy. The researchers that use our services and the respondents who participate in our chat surveys expect and deserve world-class privacy protection.

That's why security and compliance are not merely an afterthought at Rival Group Inc.—these are embedded in everything we do.

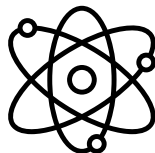


Security and Compliance at Rival Group Inc.

We have in place all the foundational security elements of a world-class platform.



A defense-in-depth approach to protect our platform and the users who interact with it



A cross-functional Security Steering Committee ensuring that everyone at the company are aligned



Security and operational teams work hand-in-hand to ensure ongoing security and compliance

Security and Compliance Continued

What's in Place

Security Governance

- Rival Technologies is SOC2 Type2 certified
- Rival Group Inc. is ISO/IEC 27001:2013 certified
- Rival Group Inc. is HIPAA/HITECH compliant
- Defined information security policy based on NIST SP 800-53
- Annual penetration testing
- Change management and incident response processes

Education

- Mandatory security awareness training for all Rival Group staff to complement an on-going culture of security

Security Architecture

- AWS-hosted production environment
- Encryption: Sensitive data is encrypted at rest and in transit using strong cryptographic algorithms
- Strict key management processes
- Segmentation between development, test, and production environments

Regional Compliance

- Data hosting in Canada and the US
- GDPR best practices to meet international privacy requirements
- Designated Data Protection Officer (DPO)



Privacy Policy

Rival Group's online privacy policy covers the use and disclosure of personal information that may be collected anytime a user interacts with Rival Group. To learn more, visit <https://www.rivalgroup.io/pages/privacy>.

More questions?

Amanda Alblas-Stepanov, Director of Security and Compliance, is happy to answer all your questions. Please coordinate with your contact from Reach3, Rival Technologies, or Rival Group Inc. to set up a meeting.