

# Keymantics Privacy Policy

Privacy is a very important matter at Keymantics, we make sure all our work and development respect your privacy. This Privacy Policy explains how Keymantics collects, processes, uses, shares and secures personal data. It also details how you may exercise your rights about our usage of your personal information.

## About Keymantics

Keymantics is a technology company working toward delivering ads that fit users interests for a better browsing experience and more effective ads for advertisers. We believe that more effective ads will help reduce the need for publishers to stack ad placements on their web pages and therefore improve the browsing experience of end users.

Depending on your recent browsing behavior we'll deliver ads for products that fit your interest.

For example, if you consult information online about Product A on Webpage A, you'll see personalized ads for Product A on Webpage A as well as on webpages you'll consult later.

## Opt out

If you do not want to receive personalized ads by Keymantics, we provide tools and instructions to do so.

You can visit our *Opt-Out page* and complete the opt-out procedure in order to opt out from our personalized ads services.

Please note that our Opt-Out procedure requires us to set a cookie on your browser in order to know that we should not collect any information about you.

In this case, please note that we won't be able to know that we should not collect any information about you, you'll appear to us as a completely new user and thus, you may have to repeat the procedure if we detect an interest again from you in the future.

## Cookie technology

We use cookies, Javascript Tags, and similar technologies in order to identify your interests. Cookies are small data chunks stored in your browser that allow us to identify your device when you browse websites only if we are present on the page through direct or indirect integration.

When we set a cookie on your browser, we store information allowing us to identify your device along with ad preferences you may have set that we will be able to check on the webpages you browse and where we're integrated on.

Under no circumstance our cookies allow us to collect personal data such as name, address, email, phone number, etc.

## **Data Collection**

First and foremost, it's important to note that we do not know who you are. We make sure that we never collect identifying personal data. We only collect data related to your browsing behaviors in order to identify patterns that we can link to interests in various products and then serve you personalized ads.

Here is a list of the data we collect:

- Information about your visits on webpages which are part of Keymantics partners network.
- Information about your visits on webpages on Keymantics advertisers websites
- Information about your device
- Hashed IP Address
- Information about the interaction you have with our ads

The data we collect is stored in Europe only and is stored for a maximum period of 13 months.

## **Data Use & Processing**

**Ad Targeting:** By collecting and analyzing webpage addresses you visit on our partners network, we deliver you ads based on your interests.

**Ad Personalization:** Depending on your browsing behavior, we'll also personalize ads only for you. This means that for Advertiser A, you may not see the same ad content as someone else.

**Ad Interaction:** Measuring the way you interact with our ads is important for us in order to improve the quality and effectiveness of our ads.

**Ad Delivery:** We also use data in order to deliver ads in the most effective possible way. For example, we try not to show the same ad to the same person too many times.

**Attribution:** We collect data through our ads as well as through our advertisers' websites in order to measure the end to end performance and impact of our ads for them.

**Reporting:** Whether internally or externally, we use data to generate reports about the delivery and performance of our ads.

## **Data Share**

Keymantics works with Ad Exchanges Platforms, which means that in order to serve personalized ads, we may need to share the random ID we set in your cookies with third parties companies.

In order to comply with any applicable law, Keymantics or our partners may have to share your data with public authorities in the event of a lawful request.

We may also share anonymized aggregated data for reporting and attribution purposes to third parties. Aggregated data only allows third parties to look into trends and behaviours at a macro level. It does not allow them to identify personal information.

In the event of the sale of a part or all our business, the data we control may change of ownership to a third party acquirer.

## **Security**

We make sure the data we collect is secured through technical, administrative and internal processes.

In the event of a data breach, we'll communicate it through the most appropriate mean.

## **Privacy Policy Updates**

Our Privacy Policy may be updated in the future. If this is the case, we'll update it on our websites and will provide notice by any appropriate and lawful mean.

## **Contact**

If you have any question about our Privacy Policy, feel free to reach us by email at [privacy@keymantics.com](mailto:privacy@keymantics.com).