

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.

Why and how do we target you?

Keymantics is a technology company working toward delivering ads that fit users interests for a better browsing experience and more effective ads for advertisers.

In order to do so, Keymantics uses a cookie, a file allowing to access a small amount of data on your computer.

With our cookie we can access:

- Pages and websites you visited recently
- Content of the pages you visited recently

By getting and using this information, we can improve advertising relevance by displaying ads that fit your current interests.

We only store cookies and the browsing data solely to improve the targeting, personalization, delivery and reporting of our advertisers campaigns. We do not use other personal data for any other purpose.

We therefore commit to:

- Not use fingerprinting
- Not target children below 13
- Use IP addresses for geolocation purposes and fraud detection/prevention only.
- Not sell your personal information

We respect your privacy

Keymantics shall always protect your private life along with your anonymity. We therefore do not collect any sensitive data and never link your cookie to any data that could allow anyone to identify you personally and directly unless we received expressed consent from you to do so.

Regarding the collection, processing and storage of your data, Keymantics complies with the General Data Protection Regulation (GDPR) implemented on May 25th 2018.

Keymantics is also a member of the IAB France (<https://www.iabfrance.com>) in order to participate in the establishment of online advertising best practices.

Which data are collected and how are they used?

Collected Data

Keymantics might collect the following data:

- URL and content of pages you've visited if our cookie is present on the said pages.
- URL of web pages where we display ads
- Timestamps
- IP addresses
- Cookie ID or Mobile Device Advertiser ID
- Tracking IDs (eg: impression ID, Click ID, Conversion ID, etc.)

Data processing and purpose

We collect data in order to detect buying intents along with interests, display personalized ads and measure our campaign performances.

Our data processing is based on legitimate interest when it comes to campaign performance measurement and on the provided consent when it comes to campaign targeting.

Data Storage & Security

All of Keymantics servers are based in Europe. Security and access to all of our data is regulated by strict internal processes.

We receive data from the following categories of Data Providers:

- Third Party Data Providers
- Ad Exchanges
- Various Publishers

We store data on the following cloud providers:

- Amazon AWS
- Google Cloud
- Beeswax

In order to comply with any applicable law, Keymantics, Data Providers or other of 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 Advertisers, Data Providers or Analytic Solutions. Aggregated data only allows third parties to look into trends and behaviours, it does not contain 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.

Data expiration

The data is stored for a maximum period of 24 months and our cookie expires after 12 months of inactivity.

Your rights

As Keymantics complies with GDPR, you may exercise your rights to portability, processing limitation and deletion of your data as well as not being a subject of automated individual decision.

Also, in accordance with the “Informatique et Liberté” law, you have the right to access, correction and opposition to your data.

If you want to exercise your rights, please contact us at privacy@keymantics.com along with a copy of a valid ID document (ID, Passport, driver's licence) and a signed attestation that you are the exclusive user of the device the data was collected on. We will come back to you within one month.

In case of non satisfying response, you may contact the CNIL (<https://www.cnil.fr/>).

You don't want to be targeted by Keymantics' ads anymore

You can disable Keymantics ad targeting by visiting the following page (<https://www.keymantics.com/optout.html>) and completing the opt-out procedure.

This will inform our services that you do not want to be targeted anymore and will exclude you from the delivery of all of our campaigns. This will not exclude you from the advertising targeting of other companies.

Please note that we have to install a cookie on your device in order to know that we should not target you. Deleting this cookie would invalidate the non targeting (also known as opt-out) procedure.