Privacy Policy

Publication date: January 24, 2017.
Archived versions may be accessed here.

Sizmek Opt-Out

For information on interest-based advertising, including to understand what opting-out means and your opt out choices, please see the section headed "Opt-Out and Your Choices" below. To actually review your choices and set your control and opt-out options for your devices, including computer browsers and mobile browsers and devices, you must visit our Opt-Out Options and Additional Information section here.

Privacy Practices for Our Sizmek Websites (www.sizmek.com)

Sizmek Inc. and its subsidiaries ("Sizmek", "we" and "us") firmly believe in the importance of online privacy. We do not collect any information that enables us to determine your actual identity ("personal information") before, during or after your visit to this corporate website (sizmek.com) or our regional sites accessible from this website, other than personal information you voluntarily supply to us (e.g. by submitting information through the "Contact Us" form). When you provide personal information directly to us, this information is used by Sizmek solely for the purposes identified at the point you provide it. More information about opting out of our use of cookies on our websites is available by clicking on the Cookie Consent link in the lower, left corner of the home page of our website.

Privacy Practices for Advertising and Content Served by Sizmek

We respect your right to privacy throughout all of the services we provide. In particular, as a member of the Network Advertising Initiative (NAI), Sizmek adheres to the NAI Code of Conduct as well as the principles of the Digital Advertising Alliance (DAA) and the European Interactive Digital Advertising Alliance’s ("EDAA") regarding our use of data for interest-based advertising purposes. For more information about these organizations, their policies and interest-based advertising, please visit their websites by clicking on the following links: NAI (here), DAA (here) or EDAA (here).

Data Collection through Sizmek Services

Through our services, our customers – advertisers, advertising agencies, publishers, and other users of Sizmek services – may collect and use information about you to provide you a more tailored online advertising experience. Sizmek’s tools and services are used to create advertisements, to deliver advertisements to devices on behalf of advertisers, to monitor the success of and manage advertising campaigns, and to present you with advertisements that are more likely to be interesting and relevant to you. Delivering relevant ads that are tailored to users’ interests is known as “interest based advertising” (sometimes also referred to as “behavioral advertising”).
To perform interest based advertising, Sizmek's technology is deployed on your devices and the third party websites and mobile applications with which you interact to collect information about your interests and behavior on the internet. We use the information we collect for online ad tailoring purposes or to deliver an advertisement to you from a company whose website or mobile application you have visited or whose advertisement you have viewed in the past. Sizmek's technology employs cookies, device identifiers and similar technologies (like pixels and statistical device identifiers) to collect information about your browser or device, the sites it has visited, the advertisements served to it, interactions with those advertisements, and, where available, the geographic location of the device ("behavioral information") in the course of providing our customers with ad-serving and campaign management services and for the purpose of helping our customers determine which advertisement is suitable to be delivered to you. This behavioral information, which does not enable Sizmek to determine your actual identity, may be shared with our customers and Sizmek’s and our customers’ partners for their lawful advertising purposes.

In some areas of the world, certain behavioral information, such as IP addresses, may be considered to be personal information. Where this is the case, we comply with applicable laws regarding our use and processing of personal information.

We use the term “devices” to refer collectively to computers and mobile devices, as well as the internet browsers and other applications on your devices that interact with the internet. Sizmek engages in cross device data collection which refers to the process of collecting data from devices that have been determined through statistical analysis to be linked or related. We or partners whom we employ to provide this service use cross device data to provide interest based advertising services to our customers and to deliver tailored ads to users across multiple devices.

Information Collected by Customers and their Partners

Please note that Sizmek customers sometimes include their own (or their partners’) ad-tags, pixels or similar technologies within advertisements that Sizmek serves to websites, in order to set and read their own cookies which Sizmek does not control.

In addition, if you visit a website or mobile application that uses Sizmek services, or click through an ad to the website or online service of one of our customers, those customers may collect additional information about your visit beyond the information described in this privacy policy. They may also allow other companies (such as other ad networks or web analytics services) to collect information through mechanisms such as cookies, pixels and similar technologies.

Sizmek is not responsible for and cannot control the data collection and use practices of its customers or their partners. You should read the privacy notices of the websites you visit and the online services and interactive ads that you use to understand what information companies collect and how they use that information.
Sharing of Behavioral Information with Customers

We share the behavioral information collected from our advertising technologies with our customers and partners for their lawful advertising purposes. We may also share behavioral information with our customers’ service providers to enable them to provide services on our customers’ behalf or to partner with us in selecting and serving ads for our customers. We use reasonable efforts to require our customers and partners to treat the behavioral information we share with them in accordance with applicable laws, the terms of the contracts we may have with them, and their own privacy policies, but cannot control their use of this information.

Information Sizmek Collects on Behalf of Third Parties

On occasion, at the request and on behalf of a customer, Sizmek may collect personal information supplied voluntarily by consumers through their interaction with data collection fields in the body of advertisements or on websites (such as name, email, etc.). This personal information is provided directly to the customer on whose behalf the information was collected, or the customer’s service providers, and is processed by Sizmek only to the extent and as long as is necessary to provide the advertising services for which the personal information was collected. Our customers are limited by contract to use this personal information solely for the purposes identified within the advertisement to provide consumers with requested goods, services, or information as established within that customer’s privacy policy. Sizmek is not responsible for its customers’ use of this voluntarily supplied data. Sizmek does not distribute this personal information to any party other than those indicated within the advertisement or, at the customers’ direction, their service providers. Sizmek never associates any of this personal information with any other data (such as behavioral information) gathered or used in the delivery of advertisements.

Links to Other Sites

Our site and the advertisements we serve on behalf of customers may contain links to other sites whose information practices may be different from ours. In addition, there may be links to other sites provided within the body of advertisements on other websites. We do not have control over the information that is submitted to, or collected by, these third parties. You should consult the privacy policy of these other sites to learn how your privacy is protected.

Interest Segments

Sizmek, our customers, and our respective partners collect behavioral information to create interest segments. An interest segment is a set of profiles of users or their devices that are grouped according to user characteristics or interests, such as “Autos,” “Travel” or “Cooking.” Each profile is an anonymous or pseudonymous identifier that is tied to users’ devices. As a user’s device interacts with ads, websites and mobile applications, the characteristics and interests of the users of such devices can be collected and inferred. These characteristics and interests are represented by the identifier associated with your device, and then grouped with other, similar identifiers to
create an interest segment. Unless you opt-out of these activities, Sizmek, our customers and our respective partners use interest segments to deliver ads to your devices that are related to your interests.

We also receive interest segments and other pseudonymous information from third parties, when they choose to provide it to us. This information may include identifiers (like mobile advertising IDs) and interest-based advertising data tied to those identifiers, including segments provided by third-party data providers for our clients to use in delivering tailored ads through Sizmek’s services. Sizmek does not use this data to personally identify you.

Sizmek does not knowingly create or use interest segments based on sensitive categories such as race, religion, sexual orientation or health; however, Sizmek, our customers and our respective partners may use interest segments related to health (which are not comprised of sensitive health data), such as an inferred interest in fitness or allergies, to provide tailored ads that may be of interest to you.

**Data Security and Retention**

We have reasonable technical and organizational security measures in place to help protect the personal information that is submitted to us voluntarily through our website or collected through interactions with our services. However, no system can be completely secure, and we make no guarantees as to the safety or security of any information transmitted to or from this site or through our services. Sizmek will process cookie level data for up to 90 days from the last user interaction, after which it will no longer be processed. Anonymous log file data regarding user engagement with our ads will be stored for up to thirteen months, following which the log file data is deleted.

**Our Use of Cookies and Similar Advertising Technologies**

This section provides additional information about the various technologies that Sizmek uses to deliver ads to you and services to our customers, including services that collect behavioral information when you interact with our customers’ ads or the sites and applications where their ads are provided. To learn how to control or opt-out of our use of these technologies, please read the section, "Opt-Out & Your Choices" below. If you wish to exercise your control or opt-out options, visit our [Opt-Out Options and Additional Information](#) section [here](#).

**Cookies**

We use cookies to provide our website and also to deliver our advertising services to our customers. A cookie is a small text file that can be stored on your computer or device when you view an advertisement or website relating to one of our customers. The cookie does not contain your name, address, phone number, email address, or anything that enables us to determine your actual identity. Instead, Sizmek uses cookies to collect behavioral information such as a computer’s IP address, the type of the computer’s operating system, the type of internet browser software, what web pages were viewed and at what time. Sizmek also uses cookies to collect demographic information collected through anonymous online surveys such as gender and age range, as well as...
information about your browsing activity for the purpose of delivering advertising based on preferences or interests known or inferred from the data collected. We also use cookies to determine if we have already served an ad to a specific user and to cap the frequency that they are presented to the same user.

To learn more about the cookies we serve when you visit the Sizmek website (including how to opt-out of them), please visit our Cookie Consent link in the lower, left corner of our website.

**Mobile Advertising Identifiers**

Most mobile devices include an identifier that allows application publishers and marketers to track user activity on mobile devices for advertising purposes (for example, Google’s Android Advertising Identifier (AAID) and Apple’s Identifier for Advertising (IDFA)). Sizmek, Sizmek’s customers and our respective partners may use mobile advertising identifiers for the same purposes for which we use cookies and statistical identifiers, including serving ads based on precise location data when we receive it.

**Log files**

Like most websites and advertising services providers, we gather certain information about your use of the Sizmek website and services automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information, which does not allow us to determine your actual identity, to analyze trends, to administer the site and services, to track users’ movements around the Sizmek website and the devices to which we provide advertisements, and to gather demographic information about our users who interact with our services as a whole.

**Pixels (also known as Clear Gifs)**

We or third party advertising services providers selected by our customers may employ advertising pixels (a.k.a. clear gifs) on websites and advertisements that interact with some of our services. Pixels help us and our customers better manage content and advertising on websites by informing us what content is effective. Pixels are graphics embedded invisibly in web and advertising content and are about the size of the period at the end of this sentence. Pixels work with cookies to record the interactions of users with websites and advertisements. We do not tie the information gathered by pixels to users' personal information.

**Statistical Identifiers and Cross-Device**

We may employ a technique known as statistical identifiers (a.k.a. device recognition). Like pixels, they help us and our customers to better manage content and advertising on devices by informing us (without using cookies) of the content with which users interact. Statistical identifiers collect various information about your device, such as your screen resolution, browser type, operating system and so on. Many devices have unique, or near unique, device profiles and so collecting this information enables us to determine to a reasonable level of statistical accuracy the
level of users’ engagement with our or our customers’ advertisements and websites and to recognize the devices of users who interact with our or our customers’ content. We do not tie the information gathered through the use of statistical identifiers to users’ personal information. Sizmek’s cross device solutions attempt to use statistical identifiers to tailor your advertising experience across all of your devices, such as your computer, mobile phone and tablet. For example, using Sizmek’s cross device solutions, advertisers can limit the number of times you see the same ad on multiple devices, or serve you a follow-up ad on your computer after you have seen a related ad on your mobile device.

**Precise Location Data**

Precise location data refers to the precise location of your device at a specific time. It is derived through technologies that are capable of determining with reasonable specificity the actual physical location of an individual or device, such as GPS-level latitude-longitude coordinates or location-based Wi-Fi triangulation. Sizmek uses precise location data to provide ads and other services to you in real time, if you consent to such use. If we obtain such data from our partners, we use reasonable efforts to require them to obtain your consent before providing it to us.

**Opt-Out & Your Choices**

To review your choices and set your opt-out options for your devices, including computer browsers and mobile browsers and devices, you must visit our [Opt-Out Options and Additional Information](#) section [here](#). Sizmek allows consumers to opt-out of Sizmek using our ad-serving cookie, mobile advertising identifiers, statistical identifiers and precise location data to serve online ads tailored to the consumer’s interests. Refusing cookies or use of mobile advertising or statistical identifiers or location data does not stop advertisements from being served to your computer or mobile device; rather, it means that Sizmek will not use data related to cookies, mobile advertising identifiers or statistical identifiers, or precise location data to serve targeted advertisements to you. Please note that if you choose to opt out, we will be unable to serve you ads tailored to your interests, and you may receive the same ad multiple times. The [Opt-Out Options and Additional Information](#) section provides additional information to help you understand digital advertising and your choices for receiving interest-based ads.

**Your Advertising Choices and Third Party Services**

Through our services and platform, our customers have access to services provided by third party companies with whom Sizmek or our customers have partnered to assist our customers in delivering more relevant ads to you. If you would like to learn more about the practices of some of these companies and to make choices about their use of your information, please visit the sites of the NAI, DAA and EDAA for more information. Links to these sites, including services that permit you to opt-out of interest-based advertising by some of Sizmek’s partners, are provided in the section, Advertising Industry Sites for Control of Interest-Based Advertising on our [Opt-Out](#).
Options and Additional Information section here. Some of our partners may not be covered by the NAI, DAA or EDAA programs, and you should consult the privacy policies on their websites for more information and to make choices about their services.

Do Not Track Disclosure Do Not Track ("DNT") is a privacy preference that users may set in certain web browsers. DNT is intended to allow users another method of informing websites and services that they do not want certain information about their website visits collected over time and across websites.

At present, we respect DNT signals that we believe are the result of an active choice made by the user; however, we do not recognize or respond to DNT signals from browsers that turn these on by default. Please note that the online service and advertising industries currently are still working toward defining what "DNT" means, and devising a common approach to responding to DNT, and we may therefore change our treatment of DNT signals once a common approach is agreed.

Social Media Features
Our website may include some social media features, such as the Facebook "Like" button, the Twitter "Tweet" button, the LinkedIn "Share" button and so on. These features may collect your IP address, which page you are visiting on our website, and may set a cookie or employ similar technologies to enable the feature to function properly. Social media features are either hosted by a third party or directly on our website. Your interactions with these features are governed by the privacy policy of the company providing it, and you should consult their privacy policy for more information.

Information Relating to Children
Our products and services are designed and intended for those 13 years of age and older. We do not knowingly collect personal information from persons under the age of 13 on the websites we operate or through our services. Please advise us if you are aware of our having received personal information from someone under the age of 13, in which case we will take appropriate steps to delete it.

EU-US Privacy Shield Compliance
Sizmek complies with the EU-US Privacy Shield Framework as set forth by the US Department of Commerce regarding the collection, use, and retention of personal information from European Union member countries. Sizmek has certified that it adheres to the Privacy Shield Principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access, and Recourse, Enforcement and Liability. If there is any conflict between the policies in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification page, please visit https://www.privacyshield.gov/

The United States Federal Trade Commission (FTC) is the enforcement authority with jurisdiction over this
compliance with the Privacy Shield.

In compliance with the US-EU Privacy Shield Sizmek commits to resolve complaints about your privacy and our collection or use of your personal information. European Union individuals with inquiries or complaints regarding this privacy policy should first contact Sizmek US at the contact information provided in the “If You Have Questions About This Policy” section below.

Sizmek US has further committed to refer unresolved privacy complaints from EU citizens or residents regarding transfers of their personal data under the Privacy Shield Principles to a non-profit alternative dispute resolution provider, the BBB EU PRIVACY SHIELD, located in the United States and operated by the Council of Better Business Bureaus. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit www.bbb.org/EU-privacy-shield/for-eu-consumers/ for more information and to file a complaint. Please note that if your complaint is not resolved through these channels, under limited circumstances, a binding arbitration option may be available before a Privacy Shield Panel for EU individuals.

Sizmek complies with the US-Swiss Safe Harbor Framework as set forth by the US Department of Commerce regarding the collection, use, and retention of personal information from Switzerland. Sizmek has certified that it adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Safe Harbor program, and to view our certification page, please visit http://www.export.gov/safeharbor/.

In compliance with the US-Swiss Safe Harbor Principles, Sizmek commits to resolve complaints about your privacy and our collection or use of your personal information Swiss citizens with inquiries or complaints regarding this privacy policy should first contact Sizmek at the contact information provided in the “If You Have Questions About This Policy” section below.

Sizmek has further committed to refer unresolved privacy complaints Swiss citizens or residents regarding transfers of their personal data under the Safe Harbor Principles to an independent dispute resolution mechanism, the BBB EU SAFE HARBOR, operated by the Council of Better Business Bureaus. If you do not receive timely acknowledgment of your complaint, or if Sizmek does not satisfactorily address your complaint, you may contact BBB EU SAFE HARBOR at www.bbb.org/us/safe-harbor-complaints.

Your rights to access, update and delete personal information
You have the right (which may be subject to a fee specified by law) to access your personal information, and then to update or correct personal information which is inaccurate or incomplete, or to delete your personal information. You can exercise these rights by contacting us using the details supplied under the heading "If You Have Questions About This Policy”.

Other Third Party Disclosures
We disclose your personal information to service providers that support us to deliver services to you or to our customers, but ensure that such service providers are contractually required to protect your personal information at all times. In cases of onward transfer to such third parties of data of EU individuals received pursuant to the EU-US Privacy Shield, Sizmek US is potentially liable if such third parties do not provide the same level of protection as the Privacy Shield Principles. In addition, we may be required to disclose an individual’s personal information in response to a lawful request by public authorities, including to meet national security or law enforcement requirements. If we choose to sell all or a substantial part of our business or assets, then please note we may also disclose your personal information to the third party buyer that acquires our business or its assets.

Changes to this Document
Sizmek reserves the right to change, modify, add or remove portions of this policy at any time and without notice, provided that any such changes do not materially adversely affect you. If we change our privacy policy, we will post notice of those changes in this area so that you are aware of what information we collect, how we use it, and under what circumstances we disclose it.

If we make material changes to this policy we will notify you by e-mail (where we have this) or by means of a prominent notice on the Sizmek website prior to the change becoming effective. We encourage you to review this page periodically for the latest information on our privacy practices.

If You Have Questions About This Policy
To address any questions, comments, or concerns related to our privacy policy, please contact our Sizmek Support by email at support@sizmek.com or by phone at +1 (866) 438-5552. Sizmek will respond to questions, comments, or concerns within one week.

Opt-Out Options and Additional Information
Sizmek provides the following options for controlling your choices or opting out of Sizmek data collection for interest based advertising. These settings must be performed on each device (including each internet browser on each device) for which you want to opt-out. For more information on Sizmek’s data collection and processing policies and practices, visit our Privacy Policy. Since privacy controls change and are updated from time to time, Sizmek may modify the following options and information at any time.

Your opt-out status for this browser: Opted-In

For mobile and other data collection methods, see the table below.

<table>
<thead>
<tr>
<th>Opt-Out Option</th>
<th>Description</th>
<th>How to Select this Opt-Out Option and Additional Information</th>
</tr>
</thead>
</table>

facebook.com/sizmek | twitter.com/sizmek | linkedin.com/company/sizmek | sizmek.com
<table>
<thead>
<tr>
<th>Browser Opt-Out Using the Sizmek Opt-Out Cookie</th>
<th>Click Here to opt-out of the Sizmek Ad-Serving Cookie.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sets the Sizmek opt-out cookie for the browser in which the user’s opt-out choice is made.</td>
<td>If you have previously opted out, and would like to reverse your setting, Click Here to opt back in.</td>
</tr>
<tr>
<td></td>
<td>To opt-out on mobile devices and mobile apps, see Mobile Opt-Out Methods below.</td>
</tr>
</tbody>
</table>
Sizmek participates in advertising industry self-regulatory programs that allow users to opt-out of interest-based advertising (aka online behavioral advertising) by multiple digital advertising service providers, including Sizmek. To do this, the following advertising industry programs maintain sites that enable user controls for interest-based advertising:

- Network Advertising Initiative (NAI)
- Digital Advertising Alliance (DAA)
- European Interactive Digital Advertising Alliance (EDAA)

To access the NAI, DAA and EDAA sites and select your opt-out options for interest-based advertising, visit any of the sites below. **Note:** You do not have to opt-out at each site. Sizmek participates in all of them, so opting-out on any of these sites is sufficient.

**NAI:** To opt-out of interest-based advertising by NAI members, visit the NAI site [here](#).

**DAA:** To opt-out of interest-based advertising by DAA’s participating companies, visit the DAA site [here](#).

**EDAA:** To opt-out of interest-based advertising by EDAA’s participating companies, visit the EDAA site [here](#).

For additional information, visit the sites identified above and see *Your Advertising Choices and Third Party Services* in our privacy policy.

---

**Digital Advertising Alliance AppChoices App**

After installing the DAA AppChoices app on a mobile device, permits the user to control interest-based advertising in applications on that device.

For more information and to download AppChoices for your mobile devices, visit the DAA page [here](#) or visit your device’s app store and search for “AppChoices”
<table>
<thead>
<tr>
<th>Mobile Advertising Identifiers</th>
<th>Use mobile device settings to stop or limit interest-based advertising on that device.</th>
<th>For instructions for using the advertising choice mechanisms provided by the most popular mobile operating systems, visit the NAI’s Mobile Choices page <a href="#">here</a>. For additional information, see <em>Mobile Opt-Out Methods</em> below.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross Device Opt-Out Guidance</td>
<td>Cross device solutions attempt to tailor your advertising experience across all of your devices, such as your computer, mobile phone and tablet. For example, using Sizmek’s cross device solutions, advertisers can limit the number of times you see the same ad on multiple devices, or serve you a follow-up ad on your computer after you have seen a related ad on your mobile device.</td>
<td>To stop cross device identification by Sizmek, use the opt-out options noted above on each device that you use. For additional information, see <em>Cross Device Opt-Out</em> below.</td>
</tr>
</tbody>
</table>
Precise location data refers to the precise location of your device at a specific time and is used to provide ads and other services to you in real time, if you consent to such use. Sizmek does not use precise location data unless you have provided your consent to Sizmek or our partner who has provided your precise location data to us.

You can control the use of your precise location data through the settings on your devices, including specific application settings in mobile phones and browser add-ons.

To manage location settings for apps on Google Android devices, see Google’s instructions [here](#).

To manage location settings for apps on Apple iOS devices, see Apple’s instructions [here](#).

To manage location settings for apps on other mobile devices, see the instructions provided by the device manufacturer or the provider of the operating system for that device.

For additional information, see *Mobile Opt-Out Methods* below.

<table>
<thead>
<tr>
<th>Precise Location Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>We provide capabilities to opt-out of all of our behavioral advertising activities on your devices. Please review the menu of opt-out choices above for details on how select your opt-out choices.</td>
</tr>
</tbody>
</table>

**Browser Opt-Out Methods**

To opt-out on internet browsers, use the *Browser Opt-Out Using the Sizmek Opt-Out Cookie* or *Advertising Industry Sites for Control of Interest-Based Advertising* methods described in the menu above. This process will store the Sizmek opt-out cookie in your browser, which allows us to recognize that browser in the future and respect your opt-out preferences for that browser. The cookie will apply to the specific browser you are using; if you wish to opt out for other browsers that you use, you must repeat the process using these browsers. All other cookies associated with your browser will remain intact and your opt-out will be effective with respect to the
browser used as long as you do not delete the cookie file from your hard drive. Please note that if you erase all cookies from your computer, you will also erase our opt-out cookie and will need to repeat the process of opting out.

**Mobile Opt-Out Methods**

Mobile device system software offered by companies such as Apple and Google provide device-based opt out choices that are transmitted to companies providing interest based advertising on mobile devices, which is sometimes referred to as cross-app advertising. Mobile device browsers and applications may also provide certain privacy controls. Most mobile devices offer you the ability to stop the collection of location information at any time by changing the preferences on your device. For instructions for using the advertising choice mechanisms provided by the most popular mobile operating systems, please click the following link to the NAI's Mobile Choices [here](#). To opt out of Sizmek interest-based advertising on mobile devices, use the following methods described in the menu above: Digital Advertising Alliance AppChoices App, Mobile Advertising Identifiers, Cross Device Opt-Out Guidance, and Precise Location Data.

**Statistical Identifier and Cross Device Opt-Out**

To effectively opt-out of our cross device data collection activities (which leverages statistical identifiers), consumers must opt-out on every device browser and device using the Browser and Mobile Opt-Out Methods described above. For more information about our use of statistical identifiers and cross device methods, please see the Statistical Identifiers and Cross-Device section of our Privacy Policy.