

# Adverator Privacy Policy

Welcome to Adverator, a website operated by Adverator, LLC (“Adverator,” “we,” or “us”) to make your advertising buying decisions less stressful and more affordable. Our Privacy Policy explains how we collect, use, disclose, and protect information that applies to our Services, and your choices about the collection and use of your information.

Capitalized terms that are not defined in this Privacy Policy have the meaning given them in our [Terms of Use](#).

## 1. How We Collect and Use Information.

We care about the privacy of our Users. You understand that by using the Services you consent to the collection, use and disclosure of your personally identifiable information as necessary to operate, maintain, and provide to you the features and functionality of the Services. We collect the following types of information about you:

**A. Information you provide us directly:** We ask for certain information such as your username, company name, first and last name, phone number, credit card information and email address when you create an account on Adverator, or if you correspond with us. We may also retain any messages you send through the Services, and may collect information, including ad content, you provide to us or to Advertisers, Agencies or during the Order process through the Services. We use this information to operate, maintain, and provide to you the features and functionality of the Services, as well as in the marketing and promotion of the Services.

**B. Analytics information:** We may directly collect analytics data, or use third-party analytics tools, to help us measure traffic and usage trends for the Services. These tools collect information sent by your browser or mobile device, including the pages you visit, publication and marketing preferences, and other information that assists us in improving the Services. We also may use other third party analytic means to evaluate our Services. We use these tools to help us

improve our Services, performance and user experiences. We will not provide client customer payment account level information, such as credit card numbers, ACH account information or other such payment details, to third party analytic service providers. Further, at no point will customer data be shared or used for any purpose other than that designated by us, and such customer data will be treated and protected in accordance with our Privacy Policy.

**C. Cookies information:** When you visit the Services, we may send one or more cookies — a small text file containing a string of alphanumeric characters — to your computer that uniquely identifies your browser and lets us help you log in faster and enhance your navigation through the site. A cookie may also convey information to us about how you use the Services (e.g., the pages you view, the links you click and other actions you take on the Services), and allow us or our business partners to track your usage of the Services over time. A persistent cookie remains on your hard drive after you close your browser. Persistent cookies may be used by your browser on subsequent visits to the site. Persistent cookies can be removed by following your web browser’s directions. A session cookie is temporary and disappears after you close your browser. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of the Services may not function properly if the ability to accept cookies is disabled.

**D. Log file information:** Log file information is automatically reported by your browser or mobile device each time you access the Services. When you use our Services, our servers automatically record certain log file information. These server logs may include anonymous information such as your web request, Internet Protocol (“IP”) address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Services, domain names, landing pages, pages viewed, and other such information.

**E. Clear gifs/web beacons information:** When you use the Services, we may employ clear gifs (also known as web beacons) which are used to anonymously track the online usage patterns of our customers. In addition, we may also use clear gifs in HTML-based emails sent to our users to track which emails are opened and which

links are clicked by recipients. The information allows for more accurate reporting and improvement of the Services.

**F. Device identifiers:** When you access the Services by or through a mobile device (including but not limited to smartphones or tablets), we may access, collect, monitor and/or remotely store one or more “device identifiers,” such as a universally unique identifier (“UUID”). Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device’s operating system or other software, or data sent to the device by Advertiser. A device identifier may convey information to us about how you browse and use the Services. A device identifier may remain persistently on your device, to help you log in faster and enhance your navigation through the Services. Some features of the Services may not function properly if use or availability of device identifiers is impaired or disabled.

**G. Location data:** When you access the Services by or through a mobile device, we may access, collect, monitor and/or remotely store “location data,” which may include GPS coordinates (e.g. latitude and/or longitude) or similar information regarding the location of your mobile device. Location data may convey to us information about how you browse and use the Services. Some features of the Services, particularly location-based services, may not function properly if use or availability of location data is impaired or disabled.

**H. Commercial and marketing communications:** We use the information we collect or receive to communicate directly with you. We may send you emails containing newsletters, promotions and special offers. If you do not want to receive such email messages, you will be given the option to opt out or change your preferences. We also use your information to send you Services-related emails (e.g., account verification, Offer, Order, Fee, Listing and billing confirmations and reminders, changes/updates to features of the Services, technical and security notices). You may not opt out of Services-related e-mails.

**I. Use of certain service type information we collect about you:** We use or may use cookies, log file, device identifiers, location data and clear gifs information to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the site; (b) provide custom, personalized content and information; (c) to provide and monitor the effectiveness of our Services; (d) monitor aggregate metrics such as total number of visitors, traffic, and demographic patterns; (e) diagnose or fix technology problems; (f) help you efficiently access your information after you log on; (g) to provide advertising to your browser or device, and (h) automatically update the Advertiser application on your mobile devices, as available.

## **2. Sharing of Your Information**

We will not rent or sell your information to third parties outside Advertiser and its group companies (including any parent, subsidiaries and affiliates) without your consent, except as noted below:

**A. Who we may share your information with:** We may share your information in the course of the marketing and promotion of the Services, as well as with Advertisers, Agencies or third-party business partners for the purpose of providing the Services to you. Those Advertisers, Agencies or business partners will be given limited access to your information as is reasonably necessary to deliver the Services, and we will use commercially reasonable efforts to require that such third parties comply with this Privacy Policy. These Advertisers, Agencies or third-party business partners may also gather user data in the course of providing the Services to you, and this Privacy Policy may not describe the privacy practices of such third parties.

**B. What happens in the event of a change of control:** We may buy or sell/divest/transfer Advertiser, or any combination of its products, services, assets and/or businesses. Your information such as customer names and email addresses, published advertising copy and other information related to the Services may be among the items sold or otherwise transferred in these types of transactions. We may also sell, assign or otherwise transfer such information in the

course of corporate divestitures, mergers, acquisitions, bankruptcies, dissolutions, reorganizations, liquidations, similar transactions or proceedings involving all or a portion of Adverator.

**C. Instances where we are required to share your information:**

Adverator may disclose your information where required to do so by law or subpoena or if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our Terms of Use or to protect the security or integrity of our Services; and/or (c) to exercise or protect the rights, or property of you, Adverator, our business partners or others.

**D. Sharing certain service type information we collect about you:**

We may share certain service type information, including information obtained through tools such as cookies, log files, device identifiers, location data and clear gifs (such as anonymous usage data, referring/exit pages and URLs, platform types, number of clicks, etc.) with our third-party business partners (i) for the purposes described in the section above on “How We Collect and Use Information,” and (ii) for targeted advertising purposes. By visiting our site, such third parties (such as AdRoll) may place cookies on your browser for such targeted advertising on other sites based on your online activity. For instructions on how you may opt out of receiving targeted advertising, you may go to this [link](#). We may also aggregate or otherwise strip data of all personally identifying characteristics and may share that aggregated, anonymized data with third parties.

**E. California Privacy Rights:**

Pursuant to Section 1798.83 of the California Civil Code, residents of California can obtain certain information about the types of personal information that companies with whom they have an established business relationship have shared with third parties for direct marketing purposes during the preceding calendar year. In particular, the law provides that companies must inform consumers about the categories of personal information that have been shared with third parties, the names and addresses of those third parties, and examples of the types of services or products marketed by those third parties. To request a copy of the information disclosure provided by Adverator pursuant to

Section 1798.83 of the California Civil Code, please contact us at [support@adverator.com](mailto:support@adverator.com). Please allow 30 days for a response.

### 3. How We Store and Protect Your Information

**A. Storage and Processing:** Your information collected through the Services may be stored and processed in the United States or any other country in which Adverator or its subsidiaries, affiliates or service providers maintain facilities. Adverator may transfer information that we collect about you, including personal information, to affiliated entities, or to other third parties across borders and from your country or jurisdiction to other countries or jurisdictions around the world. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction, and you consent to the transfer of information to the U.S. or any other country in which Adverator or its parent, subsidiaries, affiliates or service providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

**B. Keeping your information safe:** Adverator cares about the security of your information, and uses commercially reasonable safeguards to preserve the integrity and security of all information collected through the Services. To protect your privacy and security, we take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account or accounts. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to your email communications from Adverator, at all times.

**C. Compromise of information:** In the event that any information under our control is compromised as a result of a breach of security, Adverator will take reasonable steps to investigate the situation and where appropriate, notify those individuals whose information may have been compromised and take other steps, in accordance with any applicable laws and regulations.

#### 4. Your Choices About Your Information

**A. You control your account information and settings:** You may update your account information and email-communication preferences at any time by logging into your account and changing your profile settings. You may also stop receiving promotional email communications from us by clicking on the “unsubscribe link” provided in such communications. We make every effort to promptly process all unsubscribe requests. As noted above, you may not opt out of Services-related communications (e.g., account verification, purchase and billing confirmations and reminders, changes/updates to features of the Services, technical and security notices). If you have any questions about reviewing, restricting, or modifying your account information, you may contact us directly at [support@adverator.com](mailto:support@adverator.com).

**B. Opting out of collection of your information for Tracking / Advertising:** Please refer to your mobile device or browser’s technical information for instructions on how to delete and disable cookies, and other tracking/recording tools. Depending on your type of device, it may not be possible to delete or disable tracking mechanisms on your mobile device. Note that disabling cookies and/or other tracking tools prevents Adverator or its business partners from tracking your browser’s activities in relation to the Services, and for use in targeted advertising activities by third parties. However, doing so may disable many of the features available through the Services. If you have any questions about opting out of the collection of cookies and other tracking/recording tools, you may contact us directly at [support@adverator.com](mailto:support@adverator.com).

**C. How long we keep your User Content:** Following termination or deactivation of your account, Adverator may retain your registration information and order history for a commercially reasonable time for backup, archival, or audit purposes.

#### Links to Other Websites and Services

We are not responsible for the practices employed by websites or services linked to or from the Services, including the information or content

contained therein. Please remember that when you use a link to go from the Services to another website, our Privacy Policy does not apply to third-party websites or services. Your browsing and interaction on any third-party website or service, including those that have a link or advertisement on our website, are subject to that third party's own rules and policies. In addition, you agree that we are not responsible for and we do not have control over any third-parties that you authorize to access your account information, and you do so at your own risk.

## **How to Contact Us**

If you have any questions about this Privacy Policy or the Services, please contact us at [support@adverator.com](mailto:support@adverator.com).

## **Changes to our Privacy Policy**

Adverator may modify or update this Privacy Policy from time to time to reflect the changes in our business and practices, and so you should review this page periodically. When we change the policy in a material manner we will let you know and update the 'last modified' date at the bottom of this page.

This Privacy Policy was last modified on January 25, 2016.