Cookie policy

by Practical Law Data Protection

INFORMATION ABOUT OUR USE OF COOKIES

Our website uses **cookies** to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. [By continuing to browse the site, you are agreeing to our use of **cookies**.]

A **cookie** is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. **Cookies** contain information that is transferred to your computer's hard drive.

We use the following **cookies**:

0. **Strictly necessary cookies.** These are **cookies** that are required for the operation of our website. They include, for example, **cookies** that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.

0. **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

0. **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

0. **Targeting cookies.** These **cookies** record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can find more information about the individual **cookies** we use and the purposes for which we use them in the table below:

Cookie	Purpose	More information
Adroll	*"AdRoll is the largest retargeting platform with over 5,000+ active advertisers...AdRoll's software-as-a-service platform provides unmatched transparency, cross-platform reach across the largest display inventory sources, and innovative tools that personalize ad campaigns based on a visitor's shopping behavior. This advanced retargeting technology, as well as behavioral and site-targeted campaigns, ensures that advertisers get maximum return from their online advertising investment."* **Data collection:** Anonymous (Ad Views, Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Interaction Data , Page Views) Pseudonymous (IP Address (EU PII)) PII (Name , Email Address, PII Collected via 3rd Parties, EU- IP Address, EU- Unique Device ID) **Data Sharing**: Aggregate data is shared with 3rd parties., Anonymous data is shared with 3rd parties., PII data is	**Address** 972 Mission Street, 3rd floor, San Francisco, CA, 94103 **Phone:** (877) 723-7655 **Email:** delight@adroll.com

	shared with 3rd parties. **Data Retention:** As long as necessary to fulfill a business need or as required by law.	
Adroll Pixel	As Above	As Above
Adroll Roundtrip	As Above	As Above
App Nexus	AppNexus is a technology company whose cloud-based software platform powers and optimizes the programmatic sale and purchase of digital advertising. Because our platform is open, customers are able to build and differentiate their technology on top of ours, making AppNexus the infrastructure through which a substantial portion of the world's internet advertising flows. As an independent, pure-technology provider, we are fully aligned with our customers' interests. Our core mission is to help our customers deliver the right ads at the right time to the right audience. **Data Collected:** Anonymous (Analytics, Browser Information, Cookie Data , Demographic Data, Hardware/Software Type, Interaction Data , Page Views) Pseudonymous (IP Address (EU PII), Location Based Data, Clickstream Data, Device ID (EU PII)) PII (PII Collected via 3rd Parties) **Data Sharing:** Aggregate data is shared with 3rd parties., Anonymous data is shared with 3rd parties. **Data Retention:** 4-5 Years	**AppNexus, Inc.** **Address:** 28 West 23rd Street, 4th Floor, New York , NY , 10010 **Phone:** (646) 723-7844 **Email:** privacy@appnexus.com
Bid Switch	"IPONWEB has a long and unique history pioneering innovation in ad exchange & online advertising platform development. As the development team behind the first Ad exchange, RightMedia, we have evolved with the industry from its outset. From 2004 to 2007, IPONWEB built most components of the Right Media platform at least once. Some components had up to 3 complete redesign and builds by different teams. In 2007, Yahoo acquired *Right Media, and began to phase out IPONWEB's involvement. IPONWEB finished working on the Right Media platform in 2009. Since then, we have now contributed to, in part or in entirety, the build and operation of dozens of similar scale projects, and several dozen smaller, but just as algorithmically complex platforms. In total, we have built more than 120 different flavours of trading systems (DSP's, SSP's, Exchanges, DMP's and other acronyms) for many of the biggest names in the industry. 80% of our senior team has been with us since those early days, an almost unprecedented achievement in today's high turnover and competitive Internet environment. We believe we are one of the few companies in the world that have the exposure to the type of*	**Address** IPONWEB 16 Garrick Street, Covent Garden, London, WC2E 9BA **Phone:** +44 (0) 207 420 0670 **Email:** info@iponweb.net

	engineering challenges that building and operating these platforms represents, not once, not twice, but tens of dozens of times. We know of no other company that can boast of this depth of experience and knowledge in this space. Each IPONWEB solution is unique and proprietary for every customer; but we leverage the collective experience to evolve products & platforms at an unmatched level of scale & sophistication. We have developed a unique methodology, based around our u-Platform technology stack, that delivers a fast, flexible, innovative and definitive solution for platform development in the online media space. This combined with our extensive background in algorithmic refinement and probability modeling gets our customers to market quickly, at high quality, with minimal engineering risk. We save our customers the years of development time, investment, mistakes & learning required to simply gain competitive parity. Importantly though this is just the start of the journey. With IPONWEB as a partner, our customers are able to focus their resources on what really matters, iterating their business and commercial model. Freed from technology limitations, our platforms flexibility and our iterative development processes, allow customers to rapidly evolve unique, market leading technology and proprietary product-sets, customised specifically to meet their future needs." **Privacy Policy:** http://www.iponweb.com/privacy-policy/ **Data Collected:** Anonymous (Analytics, Cookie Data) PII (Name , Address, Phone Number, Email Address) Undisclosed **Data Sharing:** Anonymous data is shared with 3rd parties., PII data is shared with 3rd parties. **Data Retention:** Undisclosed	
Bing Adds	"We constantly innovate to simplify the business of digital advertising, so that customers can amplify their brand stories across audiences, channels and screens in the most creative, engaging and efficient ways possible." **Privacy Policy:** https://privacy.microsoft.com/en-us/privacystatement/ **Data Collected:** Anonymous (Ad Views, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Interaction Data , Page Views , Serving Domains) Pseudonymous (IP Address (EU PII), Search History, Clickstream Data) PII (Name , Address, Phone Number, Email Address, Login, EU-IP Address, EU- Unique Device ID) Sensitive (Financial Information) **Data Sharing:**	Microsoft Privacy Microsoft Corporation **Address** One Microsoft Way, , Redmond, WA, 98052 **Phone:** (425) 882-8080

	Anonymous data is shared with 3rd parties. **Data Retention:** Undisclosed	
Double Click	Google (www.google.com) operates the Google Display Network a collection of millions of websites and mobile applications that are powered by display advertising, including many Google services like YouTube. Google also operates the DoubleClick digital advertising platform: the ad technology foundation to create, transact, and manage digital advertising for the worlds buyers, creators, and sellers. The DoubleClick platform includes the DoubleClick Advertising Exchange and Double Click Bid Manager. To learn more about how we collect and use information for online advertising, please visit http://www.google.com/intl/en/privacy.html **Privacy Policy:** http://www.google.com/intl/en/policies/privacy/ **Data Collected:** Anonymous (Ad Views, Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views , Serving Domains) Pseudonymous (IP Address (EU PII), Search History, Location Based Data, Device ID (EU PII)) PII (Name , Address, Phone Number, Email Address, Login, EU- IP Address, EU- Unique Device ID) **Data Sharing:** Aggregate data is shared with 3rd parties., Anonymous data is shared with 3rd parties., PII data is shared with 3rd parties., Sensitive data is shared with 3rd parties. **Data Retention:** Undisclosed	Privacy Matters Google Inc. **Address** 1600 Amphitheatre Parkway , , Mountain View, CA , 94043
Facebook Custom Audience	"How Facebook works for businesses You know your business Whether you sell in person, online or through an app, you know what you'd like to do next as your business grows. We know people More than a billion people use Facebook to connect with friends, family and things that matter to them. We connect businesses with people Marketing on Facebook helps your business build lasting relationships with people and find new customers." **Privacy Policy:** https://www.facebook.com/full_data_use_policy **Data Collected:** Anonymous (Ad Views, Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views , Serving Domains) Pseudonymous (IP Address (EU PII), Location Based Data, Device ID (EU PII))	Facebook **Address** 1601 S. California Avenue , , Palo Alto, CA, 94304

	PII (Name , Address, Phone Number, Email Address, PII Collected via 3rd Parties, Login, EU- IP Address, EU- Unique Device ID) Sensitive (Financial Information) **Data Sharing:** Data is shared with 3rd parties (specifics undisclosed). **Data Retention:** Undisclosed	
Facebook Pixel	"Facebook gives people the power to share and makes the world more open and connected. Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet." **Privacy Policy:** https://www.facebook.com/full_data_use_policy **Data Collected:** Anonymous (Browser Information, Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views) Pseudonymous (IP Address (EU PII), Location Based Data) PII (Name , Address, Phone Number, Email Address, Login) **Data Sharing:** Data is shared with 3rd parties (specifics undisclosed). **Data Retention:** Undisclosed	Facebook **Address** 1601 S. California Avenue , , Palo Alto, CA , 94304
Google Adwords Conversion	Google (www.google.com) operates the Google Display Network a collection of millions of websites and mobile applications that are powered by display advertising, including many Google services like YouTube. Google also operates the DoubleClick digital advertising platform: the ad technology foundation to create, transact, and manage digital advertising for the worlds buyers, creators, and sellers. The DoubleClick platform includes the DoubleClick Advertising Exchange and Double Click Bid Manager. To learn more about how we collect and use information for online advertising, please visit http://www.google.com/intl/en/privacy.html **Privacy Policy:** http://www.google.com/intl/en/policies/privacy/ **Data Collected:** Anonymous (Ad Views, Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views , Serving Domains)	Privacy Matters Google Inc. **Address** 1600 Amphitheatre Parkway , , Mountain View, CA , 94043

	Pseudonymous (IP Address (EU PII), Search History, Location Based Data, Device ID (EU PII)) PII (Name , Address, Phone Number, Email Address, Login, EU-IP Address, EU- Unique Device ID) **Data Sharing:** Aggregate data is shared with 3rd parties., Anonymous data is shared with 3rd parties., PII data is shared with 3rd parties., Sensitive data is shared with 3rd parties. **Data Retention:** Undisclosed	
Google Adwords Users List	As Above	As Above
Google Dynamic Remarketing	As Above	As Above
LinkedIn Ads	"LinkedIn takes your professional network online, giving you access to people, jobs, and opportunities. Built upon trusted connections and relationships, LinkedIn has established the world's largest and most powerful professional network. To learn more about how we collect and use information for online advertising, please visit: https://www.linkedin.com/legal/privacy-policy If you are a LinkedIn member, we recommend that you opt out from your LinkedIn Privacy Settings here: https://www.linkedin.com/settings/?trk=nav_account_sub_nav_settings&modal=nsettings-enhanced-advertising. This will opt you out from LinkedIn data collection and targeting cookies on any computers, mobile devices and browsers you use to visit third party sites, provided you have logged onto LinkedIn." **Privacy Policy:** https://www.linkedin.com/legal/privacy-policy **Data Collected:** Anonymous (Ad Views, Browser Information, Cookie Data , Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views , Serving Domains) Pseudonymous (IP Address (EU PII), Location Based Data, Device ID (EU PII)) PII (Name , Address, Phone Number, Email Address, Login) **Data Sharing:** Aggregate data is shared with 3rd parties. **Data Retention:** As long as necessary to fulfill a business need or as required by law.	LinkedIn Corporation **Address** Attn: Privacy Policy Issues 1000 West Maude Avenue, , Sunnyvale, CA, 94085 **Email:** privacy@linkedin.com
LinkedIn Marketing Solutions	As Above	As Above
Live Ramp	"LiveRamp is the leader in data connectivity, helping the world's largest brands use their data to improve customer interactions on	**Address**

	any channel and device. We help marketers eliminate data silos and unlock greater value from the tools they use every day. By connecting disparate marketing platforms at the data layer, we enable brands to use a new generation of data-driven marketing strategies for ROI measurement, targeting, one-to-one marketing, and more. We thrive on mind-bending technical challenges, and we're always looking for smart and compassionate people to help us blaze a trail. Learn more about working here. LiveRamp is an Acxiom company located in the technology hub of San Francisco — and we're always happy to entertain. If you're interested in connecting your data or becoming a partner, drop us a line. We'd love to tell you our story and hear yours." **Privacy Policy:** http://liveramp.com/privacy/ **Data Collected:** Anonymous (Ad Views, Analytics, Browser Information, Cookie Data , Demographic Data) PII (Email Address, PII Collected via 3rd Parties) **Data Sharing:** Data is shared with 3rd parties (specifics undisclosed). **Data Retention:** Undisclosed	Privacy Administrator 667 Mission Street, 4th Floor, San Francisco, CA, 94105 **Phone:** 1-877-774-2094 **Email**: privacy@liveramp.com **Privacy contact URL:** http://liveramp.com/contact/
Open X	"OpenX creates quality programmatic advertising markets that drive superior monetization for publishers and optimal value for brands. As monetization partners to more than 1,200 publishers worldwide, OpenX has the largest knowledge base of publishers needs and trends. Our robust global technology infrastructure that ensures full reliability for all ad formats across all digital environments." **Privacy Policy:** http://openx.com/legal/privacypolicy/ **Data Collected:** Anonymous (Ad Views, Analytics, Browser Information, Cookie Data , Demographic Data, Interaction Data , Page Views) Pseudonymous (IP Address (EU PII), Location Based Data, Device ID (EU PII)) PII (Name , Address, Email Address, Login, EU- IP Address, EU- Unique Device ID) Sensitive (Financial Information) **Data Sharing:** Aggregate data is shared with 3rd parties., PII data is shared with 3rd parties., Sensitive data is shared with 3rd parties. **Data Retention:** Undisclosed	**Address** OpenX Technologies, Inc. Attention: Legal Department 888 East Walnut Street, 2nd Fl, Pasadena, CA, 91101 **Email:** privacy@openx.org **Privacy contact URL:** http://www.openx.com/contact-us

Twitter Advertising	"Our mission: To give everyone the power to create and share ideas and information instantly, without barriers." **Privacy Policy:** https://twitter.com/privacy?lang=en **Data Collected:** Anonymous (Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views) Pseudonymous (IP Address (EU PII), Search History, Location Based Data, Device ID (EU PII)) PII (Name , Address, Phone Number, Email Address, Login, EU-IP Address) Sensitive (Financial Information) **Data Sharing:** Aggregate data is shared with 3rd parties., Anonymous data is shared with 3rd parties., PII data is shared with 3rd parties., Sensitive data is shared with 3rd parties. **Data Retention:** 18-24 Months	**Address** Twitter, Inc. 1355 Market Street, Suite 900, San Francisco, CA, 94103 **Email** privacy@twitter.com
Twitter Conversion Tracking	As Above	As Above
CanDDI	"CANDDi is the Global #1 Visitor Identification software. On average 20-25% of website visitors are identified to Name, Email and Social Profiles by adding the CANDDi tracking code to your website and integrating the technology into your outbound marketing." **Privacy Policy:** https://www.canddi.com/privacy/ **Data Collected:** Anonymous (Analytics, Browser Information, Cookie Data , Hardware/Software Type) Pseudonymous (IP Address (EU PII)) PII (Personally Identifiable Information (details undisclosed)) **Data Sharing:** PII data is shared with 3rd parties., Data is shared with 3rd parties (specifics undisclosed). **Data Retention:** 0-3 Months	**Address** CANDDi Attn: Privacy Policy 384 Linthorpe Rd, , Middlesbrough, TS5 6HA **Phone:** 0161 717 0688 **Email:** privacy@canddi.com
Yahoo Ad Exchange	"The sites and apps you use work with online advertising companies to provide you with advertising that is as relevant and useful as possible. Personalization may be informed by various factors such as the content of the site or app you are using, information you provide, historical searches you conduct, what your friends or contacts recommend to you, apps on your device, or based on your other interests. Read about Yahoo's privacy and advertising practices to learn more about how Yahoo selects	**Address** Right Media, LLC Attn: Yield Manager Privacy Questions 701 First Avenue, ,

		Sunnyvale, CA, 94089
	the ads you see." **Privacy Policy:** https://policies.yahoo.com/us/en/yahoo/privacy/index.htm **Data Collected:** Anonymous (Ad Views, Analytics, Browser Information, Cookie Data , Date/Time, Demographic Data, Hardware/Software Type, Internet Service Provider, Interaction Data , Page Views , Serving Domains) Pseudonymous (IP Address (EU PII), Search History, Location Based Data, Device ID (EU PII)) PII (Name , Address, Phone Number, Email Address, Login, EU-IP Address, EU- Unique Device ID) Sensitive (Financial Information, Social Security Number/Tax ID) **Data Sharing:** PII data is shared with 3rd parties., Data is shared with 3rd parties (specifics undisclosed). **Data Retention:** 12-18 Months	**Phone:** (408) 349-5070
Google Analytics	As per previous google cookie documented here.	As per previous google cookie documented here.
Google Analytics Audiences	As per previous google cookie documented here.	As per previous google cookie documented here.
LinkedIn Analytics	As per previous Linkedin cookie documented here.	As per previous Linkedin cookie documented here.
Mix Panel	Mixpanel's mission is to help the world learn from their data. We offer the most sophisticated analytics platform companies online can use to understand how users behave. We do all of our data analysis in real-time. **Privacy Policy:** http://mixpanel.com/privacy/ **Data Collected:** Anonymous (Browser Information, Cookie Data , Hardware/Software Type, Interaction Data , Page Views) Pseudonymous (Location Based Data) PII (Name , Address, Phone Number, Email Address, Login) Sensitive (Financial Information) **Data Sharing:** Aggregate data is shared with 3rd parties. **Data Retention:** Undisclosed	Mixpanel Inc. 405 Howard St., 2nd Floor, San Francisco, CA, 94105 **Email:** legal@mixpanel.com
Twitter Analytics	As per previous Twitter cookie documented here	As per previous Twitter cookie documented here
Facebook Connect	As per previous Facebook cookie documented here	As per previous Facebook cookie

		documented here
Google Tag Manager	As per previous google cookie documented here.	As per previous google cookie documented here.

[Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use **cookies**, over which we have no control. These **cookies** are likely to be analytical/performance **cookies** or targeting **cookies**]

You block **cookies** by activating the setting on your browser that allows you to refuse the setting of all or some **cookies**. However, if you use your browser settings to block all **cookies** (including essential **cookies**) you may not be able to access all or parts of our site.

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