Sociomantic Labs takes the privacy and security of your data very seriously. We are an online advertising technology company that helps advertisers to deliver more relevant online display (banner) advertisements using anonymous, non-personally identifiable information. We adhere to the online advertising industry’s Framework for Online Behavioural Advertising. You can read the framework and learn more about how this type of advertising works at the Your Online Choices website.

To access the policy pertaining to our corporate website, click here.

Ad Choices: How You Can Opt-Out

You can opt-out of seeing ads personalized by Sociomantic by selecting the checkbox below or on the Your Online Choices website.

☐ Opt-out

You are now opted-in for Sociomantic Sonar tracking.

When you opt-out, a new cookie is placed in your web browser that tells our technology to cease ad delivery and data collection from your browser. You can opt-in to Sociomantic’s ads again at any time by un-checking the box above.

Please note that if you delete, block, or otherwise restrict your cookies via browser controls, or if you use another browser or another device, you will need to renew your opt-out decision. Furthermore, this opt-out only applies to ads delivered by Sociomantic, and does not opt you out of ads delivered by other companies.

Read more about cookie control in our Privacy Policy below.

What Kind of Data is Collected by Sociomantic, and How is it Used?

We use browser cookies to collect anonymous, non-personally identifiable information (non-PII) about your interactions with the ads that we show and the websites of our clients (advertisers). The non-PII we collect is never attached to or combined with any personally identifiable information (PII),
and is delivered anonymously and securely to our partners and clients for the purposes of delivering more relevant online advertising.

Read more about the data collected and stored and how it is used in our Privacy Policy below.

Online Advertising Privacy Policy

This policy is effective as of August 1, 2010.
Last Updated: January 15, 2014

Sociomantic Labs takes the privacy and security of your data very seriously. Sociomantic Labs (referred to as “Sociomantic,” “we,” “us,” “our”) is an online advertising technology company that helps advertisers to deliver more relevant online display (banner) advertisements using anonymous, non-personally identifiable information.

Sociomantic’s online advertising technology helps our clients to deliver more relevant online advertisements. This section of the privacy policy refers to your interactions with our online advertising technology. If you are interested in learning more about how these technologies work in general, we recommend starting at one of these sites:

- IAB Europe’s [Your Online Choices](#) site
- IAB’s [Privacy Matters](#) site (learn about online behavioral advertising)
- Digital Advertising Alliance’s [AboutAds](#) site

Additionally, Sociomantic adheres to the European Interactive Digital Advertising Alliance’s (“EDAA”) principles.

Types of Anonymous Information (non-PII) Collected

Our online advertising technology collects and stores only non-PII data, which is accessed using cookies. These cookies are saved to your web browser to
help us collect information such as the web pages visited by your browser, the advertisements clicked, the items viewed in an online shop or added to an online shopping basket, etc. We also collect information on the performance of the ads delivered, for example how many times an ad was shown to a particular browser, whether or not the ad was clicked, and if that click resulted in an online purchase.

How the Information is Used

The information we collect is used to help make the ads you see more relevant to you. We do this by showing you ads based on your previous online actions and other dimensions we have assigned to your browser based on the non-PII we have collected. This helps to reduce the amount of “spam” advertisements you see as you browse the web, and it enables advertisers to connect to people who would be most interested in their offering.

Storage and Retention of Data

Sociomantic Labs has taken reasonable measures to encrypt and keep secure all of the data we collect. This data is stored for a finite amount of time within the bounds of German law and in compliance with international standards.

Controlling the Use of Your Information

Disclosure of Information to Third Parties

We will never share your PII with non-affiliate third parties without your consent or as otherwise outlined in this policy. Non-PII collected by our advertising technologies may be shared with our clients and partners for the purposes of delivering targeted online advertisements or aggregated reporting. The provision of your personal data to government institutions is only possible within the framework of the national law of the Federal Republic of Germany or in compliance with international governance.

We may also share your information for the following purposes:

- as required by law, such as to comply with a subpoena, or similar legal process,
when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request,

- if Sociomantic is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information,

- to any other third party with your prior consent to do so.

**Children**

Sociomantic never knowingly collects personal information about users under the age of 13 or from pages targeted to users of this age group. In the event that it is brought to our attention that personal information about a person under the age of 13 has been collected, we will take reasonable measures to remove this information from our system.

**Sensitive Information**

We never knowingly collect sensitive information such as financial account numbers, social security numbers, pharmaceutical prescriptions, or medical records.

**Cookie Control**

Most modern web browsers give users the option to control the placement of cookies and/or to delete cookies that have been acquired while browsing the web. You can access these options in the preferences or options section of your web browser.

**Links to Other Websites and Partner Cookies**

Our website may include links to other websites and third parties which are not directly affiliated with Sociomantic and are therefore not covered by this privacy policy. While we strive to link to companies with reputable privacy practices, we cannot guarantee that their policies will match our own. Furthermore, the use of cookies by our partners or sites we have linked to is not covered by this privacy policy. Please check the privacy policies of the website(s) you visit when questions arise.

**Changes to the Privacy Policy and Contact Details**
This privacy policy is subject to change. The date of changes to this policy will be posted at the top of this policy. When we make any material change to this privacy policy, we will post a notice on our homepage to alert visitors to the changes.

If you have any questions about our privacy policy, security, or general privacy practices, please contact us at our German headquarters.

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www.sociomantic.com/privacy/