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.

Sociomantic 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-out of Sociomantic Sonar tracking.

Sociomantic Technology privacy notice

This privacy notice is to inform you about the functioning and processing of personal data when using our display advertising technology, Sociomantic tags and Sociomantic cookies. Sociomantic Technology is integrated into websites to enable targeted display advertising. The providers of the respective websites are responsible for the integration. Please also note their individual privacy policies.

You can print or store this privacy notice by using the standard functions of your browser. You can also download and archive a PDF file of this privacy notice by clicking here (PDF).

I. Provider of Sociomantic Technology

Sociomantic Technology is provided by dunnhumby Germany GmbH, Paul-Lincke-Ufer 39/40, 10999 Berlin (“Sociomantic”). Should you have any questions regarding data protection in connection with Sociomantic Technology, you can contact Sociomantic’s data protection officer at any time: The data protection officer can be contacted by emailing individualrights@dunnhumby.com or by writing to the postal address provided (please mark all correspondence with: “FAO Sociomantic data protection officer”).

II. Data processing in connection with Sociomantic Technology

1. Principle of pseudonymous processing. Personal data means any information that can be attributed to a person, such as name, age, email address, telephone number or information about the use of websites. In principle, Sociomantic tags and Sociomantic cookies do not involve the recording of any information about users in clear text. Sociomantic process neither the names nor the addresses or email addresses of users. Instead, all information about the user interaction with the websites is recorded, stored and evaluated using temporary identifiers which Sociomantic is unable to decode (so-called pseudonyms).

2. Purpose of the use of Sociomantic Technology. In principle, the advertisers who implement Sociomantic Technology are responsible for the associated data processing. Sociomantic processes the data on behalf of the advertisers, so that they can address their customers by means of tailored display advertising and what are known as targeting campaigns on different devices or attract other users who may be interested in their products, offers and content. When serving display advertising, this gives advertisers the opportunity
to target users who are actually interested in their products, offers and content. At the same time, if website operators integrate advertising to help fund their websites, targeted display advertising helps them to achieve higher prices for ad space. In the best case, this also causes the use of advertising to become less extensive, less bothersome and more interesting. For advertisers, targeted ads mean lower costs.

While the advertising customers are in principle responsible themselves for data processing when using Sociomantic Technology, in certain regards Sociomantic also processes data for its own purposes. In order to be able to bill advertisers for campaigns booked by them, to check invoices of our partners and to improve Sociomantic Technology, Sociomantic uses a Sociomantic identifier to process data, which makes it possible to recognise users and serve interest-based ads on different devices, although this does not make it possible for Sociomantic to identify the individual user. If advertising has been served, Sociomantic stores information about the successful ad serving for the respective Sociomantic identifier. At the same time, this allows to monitor the number of impressions in order to detect, correct and prevent technical errors and conspicuous constellations and to improve Sociomantic's products and optimise serving of ads based on insights from previous impressions.

Categories of data processed and how Sociomantic tags work. The display advertising is implemented using cookies and comparable technologies. Displaying the corresponding interest-based ads is made possible by Sociomantic first recording the interaction on the customer's website (e.g. the pages of an online shop) and evaluating which content is relevant to the user. This involves collecting the following data: (sub)pages visited (e.g. about products or product categories); date and time of access; unique mobile device identifiers (e.g. advertising ID); and technical information about the browser and operating system used. The IP addresses are used to roughly determine the region or postal code area in which the device (from which the website with the ad space offered was retrieved) is located. This location determination ensures in particular that ads are only served for products and services that are in principle available at the respective location. In the campaigns, Sociomantic’s customers can specify in which regions the respective advertising should be served. Furthermore, a Sociomantic customer can also provide further information about its own users, on the basis of which it can make its own selections for corresponding interest-based ads. For example, when displaying interest-based ads this makes it possible to consider the fact that users have indicated that they are more interested or not interested in certain product categories.

All information collected about the user interaction with the customer’s website or the customer’s further information about its users is stored exclusively using an identifier that cannot be decoded by Sociomantic. No names, contact details, addresses or sensitive information whatsoever are stored using this identifier. Sociomantic’s customer then decides in an advertising campaign which advertising content (e.g. banners) should ideally be served to users who have previously visited certain content (e.g. products and product categories) on the customer’s website. If a user subsequently visits another website, e.g. a news website (a publisher), on which free ad space is available, the previously recorded information about the user interaction with the customer’s website is used to recognise the user and serve targeted advertising to them.

Technically, when the website is accessed, the publisher makes a request on a specially created platform, via which ad space is auctioned. Sociomantic constantly receives requests to bid on ad space available on the platform. If available ad space and the page on which it is located match an advertising campaign of a customer of Sociomantic, the ad space is acquired within a fraction of a second and the ad shown to the user. If the user clicks on the ad served, this is recorded by Sociomantic. Sociomantic does not know the identity of users; by means of Sociomantic Technology, Sociomantic can only recognise users who have previously visited a customer’s website.
3. Data recipients. Data collected by Sociomantic is only disclosed to third parties if this is necessary for the implementation of campaigns or other purposes listed in this privacy notice, or if another legal basis for the disclosure of data exists. The collection and transmission of data by the websites on which the auctioned ad space is available – ad space which may then be filled with interest-based ads using Sociomantic Technology – are controlled by and the exclusive responsibility of the providers of those websites. The providers of the websites also integrate the special platforms via which ad space is auctioned. In the context of the ad serving, data is exchanged between Sociomantic and these special platforms. Sociomantic informs the platforms which specific ads should be served to which users. This involves comparing Sociomantic identifiers and unique mobile device identifiers (e.g. advertising ID) with the publishers’ identifiers and geolocation using IP addresses.

If Sociomantic uses its own external service providers (e.g. data centres), the service providers may only use the data to fulfil their task. All service providers have been carefully selected and commissioned. They are bound by the instructions of Sociomantic and are regularly checked. In cases where data is processed in countries outside the European Union, appropriate safeguards are always in place to protect data subjects.

4. Storage period. The data collected about the retrieval of a customer’s website and associated with a Sociomantic ID will remain in the Sociomantic database for a maximum of 90 days the data will be completely anonymised., and the user profile recorded under the Sociomantic ID is deleted after 60 days after the last visit to a website on which Sociomantic Technology is used.

5. Legal basis. The data processing described above serves to implement targeted display advertising campaigns for Sociomantic’s customers. Where Sociomantic collects data on customers’ websites and processes it for the deployment of campaigns, this is done on behalf of the customer and at all times in line with Agreements and the Customer’s written instructions. Where data is also collected for the purposes of billing, error correction and optimisation of Sociomantic products, this occurs on the basis of these legitimate interests. The legal basis for the storage of the tracking data using the Sociomantic identifier is pursuant to Art. 6(1) Sentence 1(f) General Data Protection Regulation (GDPR)

III. Your rights

You have the right to information about the processing of your personal data by Sociomantic. In this regard, Sociomantic will explain the data processing to you and provide you with an overview of the data stored about you. If data stored by Sociomantic is incorrect or no longer up to date, you have the right to have this data corrected. You may also demand that your data be erased. Should the erasure not be possible in exceptional cases due to other legal regulations, the data will be blocked so that it is only available for that legal purpose. You may also have the processing of your personal data restricted, if for example you have doubts as to the accuracy of the data. You also have the right to data portability, which means that on request Sociomantic will send you a digital copy of the personal data you have provided. You also have the right to object to data processing, insofar as this is based on legitimate interests pursuant to Art. 6(1) Sentence 1 (f) GDPR. In particular, you can object to the processing of your data for advertising purposes at any time. The opt-out function described below can be used for this purpose at any time. You also have the right to complain to the data protection supervisory authority responsible for Sociomantic (Berlin Commissioner for Data Protection and Freedom of Information, Friedrichstr. 219, 10969 Berlin) or to your competent authority. You are also free to contact your local data protection authority, which will then forward your request to the competent authority.
Sociomantic opt-out/possibility to object. If you no longer wish to be shown personalized ads, please use the following link: Disable Sociomantic Technology. This will place a new cookie in your browser. This cookie ensures that on this device and in this browser no data about your interaction with websites where the Sociomantic Technology is implemented is collected via the Sociomantic tags and, that Sociomantic will no longer serve targeted display advertising to you. Please note that configuring your browser to erase, restrict or block cookies, but also using a different browser or device, may mean that you need to perform this opt-out again. This opt-out only applies to ads served by Sociomantic, and not to ads served by other providers.

For **mobile devices**, please use one of the following opt-out options:

In your device’s system settings, you have the option of stopping data from being collected for purposes of personalised advertising on that device.

**iOS:** In the system settings, go to “Privacy” and then tap on “Advertising”. Turn on “Limit Ad Tracking”.

**Android:** In the settings menu, go to “Google” (in the “Users” area) and then “Ads”. Turn on “Opt out of interest-based ads”.

**IV. Transparency and self-regulation**

1. **Identification.** All ads served by Sociomantic are marked as such and contain a link to this privacy notice. All customers of Sociomantic who include Sociomantic tags on their websites also provide a link to this privacy notice.

2. **Self-regulation.** Sociomantic supports industry self-regulation and is a member of the European Digital Advertising Alliance (EDAA), an association dedicated to the responsible recording and use of data for digital advertising.

Further information about the technology and background of interest-based display advertising can be found on the following websites:

- The **Your Online Choices** website of the IAB Europe
- The **Privacy Matters** website of the IAB (find out more about online behavioural advertising)
- The **AboutAds** website of the Digital Advertising Alliance

Version 2.0, last amended: May 2018. You can view the previous version [here](#).

individualrights@dunnhumby.com
dunnhumby Germany GmbH
Paul-Lincke-Ufer 39/40
10999 Berlin
Germany
www.sociomantic.com/privacy/