

Services we provide

Retargeted is a company that provides smart, data-driven marketing and advertising services and solutions to help companies accelerate their growth. Retargeted utilizes artificial intelligence and machine learning to help our advertisers show relevant, interest-based ads to the people that are most likely to be interested in them.

Information we collect

To be able to deliver our services, we may collect certain data from your device or browser. This data is then used by our technology with the aim to provide ads that are more relevant to you. We collect the following categories of data:

- **Pseudonymous advertising identifiers:** This is a unique identifier that we generate to help our technology recognize a browser or device, but not the user directly. Pseudonymisation means that different attributes from your device or browser are 'digitally scrambled' to create a string that is unique and always the same for this combination of attributes, but otherwise meaningless. We use this technique to de-identify data, while still being able to recognize you and provide you with interest-based ads. Examples of attributes used to create this identifier are: your browser and its version, your operating system and your IP address.
- **Activity on Advertiser's websites:** This is data that describes your browsing behavior on the Advertiser's website. For example, which pages you visited, how much time you spent on a page and which products you added to your online shopping cart.
- **Ad data:** This is data about online ads that we have served you. For example which ads we served you, how many times these ads were served to you and whether you interacted with these ads.
- **Data from third party sources:** This is data that enables us to match our own 'pseudonymous advertising identifier' with the identifiers of third-party Advertising Partners (e.g. ad exchanges and supply side platforms). This helps us to more accurately identify browsers/devices with a process that is commonly known as "ID syncing". Below is a list of our Advertising Partners and their privacy policy.

AppNexus	Privacy Policy
Bidswitch	Privacy Policy

Google	Privacy Policy
OpenX	Privacy Policy
Rubicon	Privacy Policy
Taboola	Privacy Policy
VerizonMedia	Privacy Policy

How we use the information we collect

Generally, we use the data we collect to help our Advertisers provide you with more relevant, interest-based ads. Additionally, we use this data to train our machine learning algorithms in order to improve the services we provide.

Specifically we use this data for:

- **Interest-based advertising:** Serving ads that are more relevant to you based on your activity on the advertisers website and previous interactions with ads we already served you. This also includes frequency capping, which makes sure that you do not see the same ad too many times.
- **Training machine learning algorithms:** Feeding back real de-identified and aggregated data about ad performance as training sets to our machine learning algorithms. These training sets allow our algorithms to become more accurate and therefore serve you more relevant ads.

How we share information we collect

We do not sell, trade, share or transfer your personal information to third parties except in the following limited circumstances:

- We may share your information with our parent companies, subsidiaries and affiliates;
- We may share your information with our Service Providers (for example infrastructure hosting, fraud prevention and viewability reporting) to support our business operations.
- We may share your information with our Advertising Partners (including ad exchanges and supply side platforms) to more accurately identify browsers/devices. This data includes our pseudonymous advertising identifiers;

- We may share and/or transfer your personal information if we become involved in a merger, acquisition, bankruptcy, or any form of sale of some or all of our assets;

Disabling Retargeted Services

We offer the possibility to withdraw your consent to all Retargeted services by "opting-out" of our use of cookies and pseudonymous advertising identifiers. To do so, follow the steps described on this page <https://retargeted.ai/optout/>.

Specifics & Limitations

Retargeted will stop serving you personalised ads as soon as possible as at the latest after a period of 24 hours.

When you disable Retargeted services your opt-out is saved in a dedicated cookie that is stored in your browser. This implementation minimises the impact on your privacy while ensuring the technical preservation of your choice. This implementation also provides the following limitations:

- If you delete your cookies you will need to opt out again.
- If you update your browser cookies might be removed in which case you need to opt out again.
- Your opt-out is specific to the browser you use. So if you use multiple browsers, you need to opt out on each browser.