

## **Adform Website Cookie Policy**

### **Cookie Notice**

(Version applicable from 12<sup>th</sup> of June 2020 until 26<sup>th</sup> of August 2020)

This Cookie Statement explains how Adform (collectively "Adform", "we", "us", and "ours") use cookies and similar technologies to recognize you when you visit adform.com ("Website"). It explains what these technologies are and why we use them, as well as your rights to control our use of them.

#### **What are cookies?**

Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies are widely used by website owners in order to make their websites work, or to work more efficiently, as well as to provide reporting information.

Cookies set by the website owner (in this case, Adform) are called "first party cookies". Cookies set by parties other than the website owner are called "third party cookies". Third party cookies enable third party features or functionality to be provided on or through the website (e.g. like advertising, interactive content, and analytics). The parties that set these third-party cookies can recognize your computer both when it visits the website in question and also when it visits certain other websites.

Using cookies is safe. It is impossible to extract personal information such as phone numbers or e-mail addresses by using cookies. Therefore, they are unsuitable for direct marketing techniques like telemarketing and email spam.

Note about Adform. Adform' owns and operates its own product which help third party website owners place Adform's cookies on such parties website. As a part of www.adform.com, Adform is using its own cookies, when it operates www.adform.com and other Adform owned websites (if any). You can read more about Adform's Product and Services Privacy Policy here: <https://site.adform.com/privacy-center/platform-privacy/>.

#### **What about other tracking technologies, like web beacons?**

Cookies are not the only way to recognize or track visitors to a website. We may use other, similar technologies from time to time, like web beacons (sometimes called "tracking pixels" or "clear gifs"). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Websites or opened an e-mail that we have sent them. The purposes for which we use other tracking technologies is generally the same as for cookies as described in this Cookie Notice. In many instances, these technologies are reliant on cookies to function properly, and so declining cookies will impair their functioning. When we refer to cookies in this Cookie Notice, this term includes web beacons and other tracking technologies. We do not use Flash cookies or Local Storage objects on our website.

## **We may use Local Storage objects**

Our Websites may also use so-called Local Shared Objects or "LSOs" to, among other things, collect and store information about your use of our services, fraud prevention and for other site operations.

The main reason of this is that the Adform website has a lot of daily users in the advertising industry who often delete all their cookies to test the cookie-based advertising they work with on a daily basis. We may use local storage objects as an alternative to cookies in order to not repeatedly pop-up cookie notices and similar to these people.

## **Why do we use cookies?**

We use first party and third-party cookies for several reasons. Some cookies are required for technical reasons in order for our Websites to operate, and we refer to these as "essential" or "strictly necessary" cookies. You will before any of these cookies or similar tracking technologies are placed be asked to provide your consent as to whether you agree to Adform's use such cookies and similar tracking technologies. This will be done via the consent management notice you will see the first time you engage with Adform's website. Other cookies also enable us to track and target the interests of our users to enhance the experience on our Websites.

## **Cookies That Ensure the Website Can Function Properly (Essential Cookies)**

These cookies are essential for enabling user movement around our website and providing access to features such as your profile and purchases (if any), log-in only available material, and other secure areas of the website. These cookies do not gather information about you that could be used for marketing purposes and do not remember where you have been on the internet. This category of cookies may not be possible to disabled. We use essential cookies for the below purposes:

- Reading your browser settings so that your screen will reproduce our website in the best possible way
- Identifying your browser when you are logged in so that you will not have to log into our website again (all the time)
- Detecting abuse of our website and services, e.g., by registering a number of successive, failed login attempts
- Evenly spreading the load on the website, so that the website remains accessible at all times
- Offering the option to save login data so that you will not have to enter them anew all the time
- Providing the possibility to react to our website

If you want to opt-out from Adform cookies, follow the instructions in the Browser Settings section below. Please note that our Website may not function properly if you choose to refuse essential cookies.

Third parties serve cookies through our Websites for analytics and other purposes. This is described in more detail below.

### **Cookies Through Which We Can Measure the Website's Use and Use It for Marketing (Analytics Cookies and Marketing Cookies)**

We use cookies to continuously try to measure how many people visit our website and what parts of the website they visit most. This tells us what components of the website draw our visitors' interest most.

The information thus gathered is used for statistics. These statistics provide us with insight into how frequently our webpage is visited, where exactly visitors spend most of their time, etc. This enables us to draft the website's structure, navigation and the contents as user friendly as possible for you. We will never trace any statistics to individuals.

We use cookies for:

- Recording the number of visitors of our web pages
- Setting the order in which a visitor visits the various pages of our website
- Assessing which parts of our site need adaptation
- Optimizing the website
- Record visitor and prospect behavior on the website

In addition, we may use these cookies for marketing purposes where we use our own cookies, and cookies as reflected below to collect information about how visitors use our website. These cookies collect information in the aggregate to give us insight into how our website is being used. We anonymize IP addresses, and the anonymized data is transmitted to and stored by ourself on our European servers, and on servers in the EU in respect of Facebook, Google, and Salesforce (Pardot). We, Facebook, Google, and Salesforce (Pardot) may also transfer this information to third parties where required to do so by law, or where such third parties process the information on those website's behalf.

The information thus gathered is used for statistics. These statistics provide us with insight into how frequently our webpage is visited, where exactly visitors spend most of their time, etc. This enables us to draft the website's structure, navigation and the contents as user friendly as possible for you. We will never trace any statistics to individuals.

These cookies may be served by the following parties:

- Adform
- Google and Google Ad Manager
- Facebook
- Salesforce (Pardot)

### **Cookies to Share the Contents of our Website Through Social Media**

By using buttons, you can share the articles and videos you watch on our Website through social media. These buttons are controlled by social media cookies that are deployed by the social media providers, so they are able to recognize you when you would like to share articles or videos. The collection, use and processing of data via these cookies is subject to the privacy policies of the relevant social media provider.

Below you can find information about the third parties from which we may use cookies and their privacy notice:

- Facebook - <https://www.facebook.com/policy.php>
- Google+ - <https://policies.google.com/privacy?hl=en>
- Twitter - <https://twitter.com/en/privacy>
- Pinterest - <https://policy.pinterest.com/en/privacy-policy>
- LinkedIn - <https://www.linkedin.com/legal/privacy-policy>
- YouTube - <https://policies.google.com/privacy?hl=en>
- Vimeo - <https://vimeo.com/privacy>
- Soundcloud - <https://soundcloud.com/pages/privacy>

### **How can I control Cookies?**

In respect of our website, Adform will only place essential cookies without your consent. You can opt-out of any our website to place any analytics, marketing and social media cookies by using the consent management solution.

Further, if you do not want websites to place cookies on your computer or mobile device at all, you can adapt your browser settings as such that you will be notified before any cookie is placed. You can likewise adapt the settings as such so that your browser refuses all cookies or only the third-party cookies. Likewise, you can remove any of your cookies that have already been placed. Please note that you will have to separately adapt the settings for each browser, mobile device, and computer you use.

Please be aware that if you do not want cookies, we can no longer guarantee our website to function properly. Some functions of the site may be lost, while you may no longer be able to see certain websites. What's more, refusing cookies will not mean

you will no longer see any advertisements. It's just that the advertisements will then no longer be tailored to your interests and will be repeated more often.

Each browser has a different method to adapt the settings. If necessary, consult your browser's "help" function, or go to your browser's manual. If you wish to disconnect cookies of specific parties, you can do this through [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

In addition, most advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit <http://www.aboutads.info/choices/> or <http://www.youronlinechoices.com>.

In addition, certain browsers provide browser settings in which you can browse "inognito". Using such setting, will also enable that no non-essential cookies are used.