



SCREENVIEW'S PRIVACY POLICY

Privacy Statement

ScreenView is committed to keeping your information private. We understand that your privacy and the security of your information are very important to you. ScreenView considers it a priority to respect your privacy. By visiting this page you will be informed about how we manage your personal data, why we analyse it and the different ways we protect it.

Terms and Conditions

ScreenView's Privacy Statement is subject to the Terms and Conditions of Use of ScreenView services (for publishers or for advertisers according to your situation). We recommend that you read ScreenView's Terms and Conditions of Use. If there is a conflict between your Terms and Conditions of Use and this Privacy Statement, ScreenView's Terms and Conditions shall prevail. Except as otherwise provided, terms used herein and defined in your Terms and Conditions of Use shall have the same meaning that is given to them in the Terms and Conditions of Use.

Native Advertising guidelines

ScreenView is specialized in native advertising campaigns. Users reach the content they are looking for before seeing the advertising (a paid placements on a publisher site or adnetwork) which is integrated into the publisher site next to articles for example.

Information We Collect From You

When you visit or interact with ScreenView's services :

ScreenView uses a single cookie to uniquely identify the user. A ScreenView unique technical identifier is then assigned to the user. ScreenView collect information through this cookie placed in your browser. ScreenView "tags" visitors to sites containing advertising and its advertising partners' websites with advertising cookies.

ScreenView, as well as any third-party vendors and/or service providers, may use different technologies that collect information about how the service is accessed and used (Usage Information). Usage Information may include browser type, operating system, device type, an estimate of your geographic location associated with your IP address, the page served, the time, referring URLs and other information normally transmitted in HTTP requests.

When you log into ScreenView's Site :

ScreenView will collect information about you and your use of our services. We may ask you to provide some personal information when you sign up for the Service or to communicate with us, such as name, e-mail address and phone number. If you apply to become a customer or partner of ScreenView we may request additional information from you via insertion orders and other forms. Usage information is generally non-identifying, except in the case where usage information may be associated with you as a specific and identifiable person (example :

because you have registered for ScreenView's service) and thereby provided ScreenView with personal information such as name, e-mail address, telephone number or office address) ScreenView treats such information as personal information (information that could be used to contact you or to identify you personally) and will only use it for the purposes described in this Privacy Policy.

We also automatically collect the IP address or other unique identifier ("Device Identifier") for each computer, mobile device, technology or other device (collectively, "Device") you use to access the Service.

How We Use The Information We Collect

ScreenView use cookies to help us understand how you interact with the Site, including to track conversions and to collect various usage statistics. ScreenView may also use data for statistical purposes to be published without mentioning the client or the publisher site.

Additionally, Third parties also place cookies on your Device. Some of the cookies we issue are provided by third-party providers to engage in native advertising and display advertisements tailored to end users' preferences. Those are related to the campaign's 'diffusion by advertising partners or by audiences' analysis services such as Google Analytics. These third party technologies are not covered by our Privacy Policy. Please consult the privacy policy of each third party for details.

ScreenView uses the information we collect about and from you for a variety of business purposes, including for example: to respond to your questions and requests; to provide you with access to certain functions and features of the Service; to provide and maintain your platform account(s); to verify your identity; to communicate with you about your account and activities using the Service and, in our discretion, to communicate changes to any ScreenView policy; to improve native campaigns we serve you, to process applications and transactions.

Sharing Of Information

Except as provided in this Privacy Policy, we will not provide any of your Personal Information to any third parties without your specific consent. We may share non-Personal Information, such as aggregate user statistics, demographic information and Usage Information with third parties.

We may combine your Usage Information with those of other users of the Service in order to share statistics information with third parties, always in aggregated and anonymized form.

We may also share your information as disclosed at the time you provide your information, as set forth in this Privacy Policy and in the following circumstances :

Services On Our Behalf :

Though we normally perform all of the Services "in-house", in order to carry out your requests, to make various features, services and materials available to you through the Service, and to respond to your inquiries, in certain instances we may share your Usage Information or Personal Information with third parties that perform functions on our behalf (or on behalf of our partners), such as companies that host or operate the Service and analyze data.

Legal Disclosure :

ScreenView may transfer and disclose information, including your Personal Information, Usage Information and Device Identifier, to third parties to comply with certain legal obligations when we believe in good faith that the law requires it; at the request of governmental authorities conducting an investigation; to verify, enforce or applicable terms or other applicable policies; to respond to an emergency; or otherwise to protect the rights, property, safety, or ScreenView's security of, our customers or others. This may include exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

Why we target you ?

Our goal is to provide personalised advertising, contextualized and targeted native advertisements based on the data collected. That way we can build your user profile and your recent browsing behaviour while respecting your privacy. The user experiences native advertising as part of their usual online browsing while discovering advertising offers, products, videos, images and websites, as with any web content.

Advertising/Behavioral Targeting

We may use third party analytics vendors to evaluate and provide us with information about the use of the Service. We do not share personal information with these third parties, but they may set and access their own cookies, pixel tags and similar technologies on your device and they may otherwise collect or have access to information about you, including usage information.

We may also use third party redirects, which will redirect you through a third party server before redirecting to the final landing page. On this redirect, the third party may place its own cookies, pixel tags and similar technologies on your device (e.g., for purposes of retargeting) and collect or have access to information about you, including usage information.

Manage your Privacy

The site / For Desktop

If you would like to opt out from ScreenView tracking your user data you can disable here: "Opt-out ON OFF". This will stop us tracking anonymised data but will not stop the delivering of ads.

The Site / For mobile Applications

To opt-out of the collection and use of data on your mobile application(s), you can adjust your Device's settings.

For iOS Devices: Settings > Privacy > Advertising > Limit Ad Tracking

For Android Devices: Google Settings App > Ads > Opt Out of Interest-based Advertising

Your opt-out process may differ from the examples above, depending on which version of operating system is installed on your Device.

Please note, even though you have opted out:

You will still see ScreenView's native ads. Opting out of ScreenView tracking does not mean you will no longer see native advertising campaigns from ScreenView. It does mean that native advertising campaigns we serve you will not be personalized based on pages you read in the ScreenView network.

ScreenView honors requests to opt out of personalization tracking by placing a special ScreenView cookie on your device that informs our servers not to record information about the pages you are visiting. We place cookies on your device to prevent personalization tracking. Opting out of personalization tracking is not the same as blocking cookies.

Security of information and Data Protection

ScreenView works towards the highest security standards to collect data from targeted audiences. We have implemented security measures such as emails encryption and firewalls. The data collected is kept for a maximum period of thirteen months from the date of collection. Our cookies expire thirteen months after their last update. We understand the importance of security and the confidentiality of your information is to you. Keeping your information secure is a top priority for ScreenView.

Even so, ScreenView cannot guarantee the privacy or confidentiality of information relating to you passing over the Internet. By using any of the services/information available on or via our websites or apps, you accept and are deemed to accept that electronic mail messaging and Internet communication may not be free from interference by third parties and may not remain confidential or completely secure. The use by you of our websites or apps is at your sole risk. When you enter sensitive information we encrypt that data via SSL encryption.

Disclaimer

No member of the ScreenView or any of its agents or employees accepts any liability for any loss or damage of any nature, including but not limited to loss of profits, goodwill, or any other type of financial or other pecuniary or direct or special indirect or consequential loss howsoever arising whether in negligence or for breach of contract or other duty, arising out of or in relation to the use and/or dissemination of personal information relating to you where such use and/or dissemination of information is done in accordance with this Privacy Statement and the Terms and Conditions of Use (in the event of conflict ScreenView's Terms and Conditions of Use shall prevail).

How you can protect yourself :

- Never reveal your password to anyone*
- Never login to any Digital ScreenView channel through a link in an email*
- Lock your computer, phone or tablet when inactive*

Disclosure of information

We will not divulge your customer information to a third party unless we have received customer authorisation or we are required to do so by law.

Hyperlinks / Other Sites

ScreenView Services may contain hypertext links to websites not maintained or operate by ScreenView. This includes links from customers and partners that may use ScreenView's logo as part of a partnership agreement. ScreenView does not control, recommend or endorse and is not responsible for these sites or their content, products, services or privacy policies or practices. You are reminded that different terms and conditions of use will apply as a user of such websites. In addition, such websites may not attain the same privacy standards that ScreenView maintains, they may may independently collect data or solicit personal information and may or may not have their own published privacy policies.

GLOSSARY

Device Identifier :

This a number which is automatically assigned to your device when you access a web site or its servers, and our technology identify each Device by its Device Identifier. Our Service uses several different technologies to collect Usage Information, including Device Identifiers. These may include, without limitation

Cookies :

A cookie is a small text file stored on a user's device (computer, mobile or tablet) for registration purposes. When it is linked to the browser and disappears when it closes, it is called "cookie session or browser cookie". When it allows to record and identify the users' interests and to enhance their advertising experience, then it is called "advertising cookie". Those last ones, are stored for a longer period of time. You can remove them using the "Help" section in your browser. You can set your browser to reject cookies. Please note if you choose to reject cookies, you may not be able to use or access certain of our online or mobile services.

Pixel :

A ScreenView pixel can be placed on a partner or publisher site and corresponds to an invisible graphic image in a 1x1 pixel. This pixel allows us to set a cookie on your device while browsing if the configuration allows. Pixels indicate that a page or e-mail has been viewed. We do link Personal Information provided to us through the Service to Personal Information.

Changes and Updates

Updated: 3th May 2017. We regularly review our compliance with this privacy policy. Please note The contents of this Privacy Statement may change without notice from time to time. In case of an update, we will post those changes in this page.