

# Privacy policy and terms of use for our website and our newsletter

Status as of: 01.04.2017

## Introduction – Purpose of the website

This website is operated by adverterve and generally serves the purpose of informing visitors about our company, our products and our services. There is no direct sale of products or services via the website.

## Subject of this privacy policy

Within the scope of our business activities we depend on the trust of our customers, business partners and visitors to our website. This makes data protection of paramount importance for adverterve. With this privacy policy we wish to provide information on what type of data we collect from visitors (users) and how we handle such data; i.e. whether and to what extent this data is stored and processed or transferred to third parties.

We use your data exclusively in the manner and to the extent described in this privacy policy.

In the event you do not agree with the terms laid down in this privacy policy, we ask you not to provide us with any personal data and to configure your Internet browser in such a way that it does not accept cookies.

This privacy policy is limited exclusively to the data collection or processing linked with the operation of our website and our newsletter.

## Collection of data during your visit to our website

If you visit our website, we automatically capture such data as is transferred to us by your computer or your mobile device. There is no allocation (linking) of the data collected during your visit to our website to any other available data.

On principle no personal data is collected or processed in this procedure.

For the rest we store and process only the (personal) data you make available to us when you subscribe to our newsletter. The data provided to us is used for the sending of the newsletter and for the marketing activities of adverterve. By subscribing to our newsletter, the user expressly consents to the use of the data provided for the purposes mentioned above.

We collect the following data:

- device ID, device type, computer and connection information, statistical data on site views, data traffic times to and from the websites, referral URL, advertisement display data, IP address and standard weblog information
- anonymous data collected by our cookies
- the email address you provided when you subscribed to our newsletter.

## **Processing and transfer of data**

The data we receive from you through your visit to our website or that you make known to us during the subscription to our newsletter is automatically stored or processed and processed exclusively for internal adverserve marketing purposes. adverserve does not collect and store usage-related data to the extent that this is technically possible, but only insofar as it is absolutely necessary for the purposes described in this privacy policy. The personal data collected is not transmitted to third parties.

## **Newsletter**

adverserve publishes a newsletter with which we keep our customers continuously up-to-date with information about our company, our products and our services. If you have subscribed to our newsletter with the provision of your email address, this email address will be used by adverserve for its own marketing purposes. You can unsubscribe from this newsletter free of charge at any time. The newsletter subscriber expressly consents to the data being collected, stored and processed electronically and used by adverserve for advertising purposes. You can unsubscribe from the newsletter at any time using the link "Unsubscribe" in the newsletter itself.

## **Changes to this privacy policy**

We might change this privacy policy from time to time. We will publish any such changes as well as an updated version of the privacy policy on our website.

## **Links to websites and third-party content**

The content of our website may make reference to the other websites and their content. adverserve bears no responsibility for these websites nor are they subject to monitoring by adverserve. These websites may have separate privacy regulations. adverserve is not responsible for the use and content of these websites and assumes no liability whatsoever for them.

## **Use of cookies**

Our website uses cookies. Cookies are small files that are stored locally on your hard disk by an Internet server and that save certain settings and data related to your browser. We use cookies to optimise the services of our websites. Some cookies are absolutely necessary for certain functions of the website, while others are used to enhance your user experience. Storing cookies also helps us to design our websites and offers appropriately for you. Cookies can also make it easier for you to use certain services on the website, by saving specific entries you have made, for example, so you do not have to continuously repeat them. On principle the cookies used do not save any personal data, only anonymised data.

adverserve uses the following cookies:

- Performance cookies that ensure optimum performance of the website.
- Cookies from Google Analytics, to gather information on the use of the website.
- Cookies for the use of Retargeting, in order to target persons on websites operated by third parties who have already shown an interest our services and address them with interest-related advertising.

You can configure your Internet browser in such a way that it will not accept cookies. You can still visit our website even if you decide not to accept cookies. However, none of the personalised options will be available to you if this is the case.

You can, moreover, prevent Google's collection and use of the data generated by the cookie from Google Analytics related to your use of the website (incl. your IP address) by downloading and installing the browser plug-in available under the following link (<http://tools.google.com/dlpage/gaoptout?hl=de>).

If you have any questions concerning this privacy policy, please contact us directly by phone or by email. You will find more information at <http://www.youronlinechoices.com/at>.

You can reach us at the following address:

adverserve  
digital advertising services GmbH  
Gumpendorfer Straße 132/9  
1060 Vienna  
Tel: +43 1 522 7220-0  
Mail: [welcome\(at\)adverserve.com](mailto:welcome(at)adverserve.com)

### **Use of data on our website**

We permit the use of data contained in our website by interested third parties for informational purposes provided reference is made to our copyright. Any more extensive use – in particular use of our logo – requires the express approval of adverserve.