



CONTEXTUAL AD MANAGEMENT POLICY: OUR APPROACH TO PERSONALIZATION

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1. INTRODUCTION.

This Policy provides information on how and when we use cookies and/or other tracking tools to provide our contextual advertising services (collectively, the "**Services**"), as well as the ways in which individuals can exercise control over the use of information collected by us.

2. WHY ARE TRACKING TOOLS IMPORTANT TO US AND HOW DO WE USE THEM IN THE PROVISION OF OUR SERVICES?

Cookies are small storage and retrieval devices that are downloaded to the user's computer, tablet, or phone, and they store information about the user's usage of a website or app. They enable us to store and retrieve information about a user's or their device's browsing habits and based on this information, recognize the user, identify them, and establish their browsing preferences.

In addition to Cookies, we also employ other tracking tools such as tracking pixels and scripts, which allow us to collect similar information about user online activity. Specifically, a pixel is a small tracking tool we use to measure the performance of advertising campaigns (ad impressions, ad clicks, conversions, purchases, etc.). It is a piece of code inserted into web pages displaying ads and records when the user interacts with specific content or ads.

We use tracking tools in order to enable synchronization with direct partners and third parties to provide highly relevant and effective advertising experiences and gain a better understanding of the Advertiser's audience, all while ensuring that the user maintains control of their data and thus complying with the highest privacy standards. Specifically, THE USE OF THESE TRACKING TOOLS SERVES TO:

1. **Optimization of Campaigns:** They enable the collection of precise data on how users interact with ads and website content. This information is invaluable for adjusting and optimizing campaigns in real-time, ensuring that the target audience is being reached.
2. **Performance Measurement:** Tracking tools allow for accurate measurement of advertising campaign performance. They enable the evaluation of metrics such as click-through rates, conversion rates, and other key performance indicators (KPIs) to understand which strategies are performing best and where improvements can be made.

Suppose you are visiting an online shoe store that offers a wide range of footwear. As you navigate through the website, the shoe store's system analyzes the specific pages you visit, the categories of shoes you explore, and the products you click on for more details. As you interact with these ads, the website tracks your actions, such as whether you view them, click on them, or make purchases as a result. By analyzing this data, the shoe store can determine how successful the ad was in achieving its goals. For instance, if many users who viewed the ad ended up making purchases, the ad campaign can be considered effective in driving conversions. On the other hand, if the ad received many clicks but didn't result in



purchases or website visits, the shoe store might need to adjust their strategy to improve the ad's relevance.

3. **Advanced Segmentation:** They assist in segmenting the audience into relevant groups to present ads that are tailored and appealing to user groups demonstrating specific characteristics or behaviors. This increases the likelihood of engagement and conversions.

An advertiser of electronic products want to promote them to a specific audience. Data relating to your navigation on its site is then used to identify patterns and common characteristics among different groups of users in order to establish specific target audience segments. For instance, the reports may reveal a group of users who frequently engage with smartphones-related ads and content. This valuable insight allows the store to target its advertising efforts specifically towards smartphone enthusiasts, ensuring that the right mobile products reach the right audience, and enhancing the effectiveness of their mobile marketing campaigns

In the current digital advertising industry, the use of cookies is common and essential. However, in our contextual approach, we aim to minimize our reliance on cookies by providing an experience based on the user's current interaction context.

While first-party data obtained through cookies is valuable, we do not exclusively depend on it. Instead of solely relying on passive data collection through cookies, our focus is on utilizing this first-party data intelligently and contextually. This means that we take into consideration real-time information, such as the actions the user is currently taking or the information provided during the current session (device type, location, language), in order to deliver a personalized and relevant experience.

3. WHAT TYPES OF TRACKING TOOLS DOES OURS ADVERTISING TECHNOLOGY UTILIZE?

In order to ensure the proper operations, Seedtag installs cookies in the browser to allow synchronization with direct partners and third parties and to serve more relevant ads based on your preferences as a user.

Below, we provide a summary table of the tracking tools used, as well as the retention periods for the collected information:

Cookie Type	Cookie	Description	Owner	Duration
Supply Side				
Functional	st_cs	Unique DSP Identifiers	Seedtag	1 year
Functional	st_csd	Cookie-Sync Date	Seedtag	1 year
Functional	st_chc	Cookie-Sync Date	Seedtag	1 year
Analytic	st_uid	Randomly Generated Unique Browser Identifier	Seedtag	1 year



Analytic	st_cnt	Low-Precision Geolocation (Country, City)	Seedtag	1 year
Analytic	st_	Low-Precision Geolocation (Country, City)	Seedtag	1 year
Demand Side				
Functional	kmld	Ensure proper optout on client request	Seedtag	10 years
Analytic	_km	Register and qualify visits	Seedtag	30 days
Functional	id	Google Privacy Policy	Third Party (Google DV360)	OPT_OUT: fixed expiration (year 2030/11/09), non-OPT_OUT: 13 months EEA UK / 24 months elsewhere
Advertising	__gads	Google Privacy Policy	Third Party (Google DV360)	13 months
Functional	pm_sess	Google Privacy Policy	Third Party (Google DV360)	30 minutes
Functional	pm_sess_NNN	Google Privacy Policy	Third Party (Google DV360)	30 minutes
Functional	aboutads_sessNNN	Google Privacy Policy	Third Party (Google DV360)	30 minutes
Analytic/Advertising	FPAU	Google Privacy Policy	Third Party (Google DV360)	90 days
Advertising	ANID	Google Privacy Policy	Third Party (Google DV360)	13 months
Analytic/Advertising	AID	Google Privacy Policy	Third Party (Google DV360)	13 months



Advertising	IDE	Google Privacy Policy	Third Party (Google DV360)	13 months
Analytic/Advertising	TAID	Google Privacy Policy	Third Party (Google DV360)	14 days
Analytic/Advertising	FPGLDC	Google Privacy Policy	Third Party (Google DV360)	90 days
Analytic/Advertising	_gcl_dc	Google Privacy Policy	Third Party (Google DV360)	90 days
Analytic/Advertising	_gcl_au	Google Privacy Policy	Third Party (Google DV360)	90 days
Advertising	FLC	Google Privacy Policy	Third Party (Google DV360)	10 seconds
Advertising	RUL	Google Privacy Policy	Third Party (Google DV360)	12 months
Advertising	APC	Google Privacy Policy	Third Party (Google DV360)	6 months

This information table will be updated as soon as possible when changes are made to the services offered on this website. However, it is possible that the information table may temporarily not include a cookie, tag, or other similar device due to an update, although there will always be devices with identical purposes to those included in this chart.

4. WHO USES THE INFORMATION STORED IN TRACKING TOOLS?

It's important to note that the information collected through tracking tools such as cookies and tracking pixels is not used exclusively for our own purposes. Instead, this information is collaboratively shared with third-party companies that are part of the contextual advertising chain, such as operators and stakeholders in advertising networks and advertisers. This exchange of information, facilitated through the 'cookie sync' process, is crucial for the effective operation of the contextual advertising industry. It enables the delivery of relevant and personalized ads based on user preferences, thereby contributing to a more accurate and valuable advertising experience.

To learn more about the third parties we collaborate with and share data with in this context, you can refer to our [Contextual Advertising Privacy Policy](#).



5. HOW CAN YOU DEACTIVATE SEEDTAG'S AD PERSONALIZATION?

You have the right to choose not to be impacted by personalized ads served through our technology. However, we must inform you that if you choose to reject this option, it may affect your complete and correct viewing of the websites we work with.

If you do not wish to be impacted, click the button below:

- o Ad Personalization

This will not prevent you from receiving ads or stop system performance measurements; it will only prevent third-party ads from being personalized based on your preferences. Your choice will be stored in a dedicated cookie stored in your browser, allowing us to ensure that your choice remains effective while minimizing any impact on your privacy, as no information related to this choice will be stored in our systems. Please note that if you delete this cookie or update your device's operating system, we may no longer be able to remember your choice. In that case, we invite you to simply repeat the operation.

You can allow, block, or delete cookies installed on your own device by changing your browser's settings. For additional information on blocking cookies, you can access the following sections and links for the most popular browsers:

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari](#)

Please note that your choice to reject cookies is specific to each browser you are using. Therefore, if you choose to exclude cookies on one device and want your choice to apply similarly to another device, you need to activate the same option for that other device.

As an additional step, regarding third-party cookies for the purpose of providing you with interest-based advertising, please note that certain third parties may be members of one of the following self-regulatory programs for online behavioral advertising, with corresponding opt-out options:

- Network Advertising Initiative (NAI) - (<http://www.networkadvertising.org/choices/>)
- Google Analytics - (<https://tools.google.com/dlpage/gaoptout>)

If you do not wish your personal data to be used to enable third parties to display advertising to you or personalize the ads shown to you, you can adjust your settings using tools provided by those third parties (e.g. Google, Facebook), or through one of the aforementioned online behavioral advertising self-regulation programs, provided that the third party is a member.

Most mobile devices allow you to exercise control over tracking for advertising purposes using the "Limit Ad Tracking" option (you can find more specific information for iOS devices [here](#)) or the "Opt-Out of Personalized Ads" option (you can find more specific information for Android devices [here](#)).



For more information about cookies, including the option to view cookies installed on your device and how to manage and delete them, please visit www.allaboutcookies.org and www.youronlinechoices.eu.

6. CONTACT US

If you have any questions about our use of cookies, please contact us through: gdpr@seedtag.com.