

## Privacy Policy

This privacy policy describes how Aidata collects and uses data in connection with its products and services. We collect, process and aggregate anonymous non-personally identifiable information (non PII) data. This data used to help our partners reach audience with the content that suits their interests. For our service we use aidata.me, advombat.ru and codata.ru domains (websites).

### Aidata Products and Services

Aidata does not provide products or services directly to consumers. Instead, Aidata has products and services that help businesses – marketers, advertising agencies and publishers – engage in interest-based advertising. Interest based advertising is the practice of delivering relevant content and advertising to people based on their interests, activities, and behaviors.

### Data Collection and Use

Aidata collects information directly. Aidata also collects and receives information on behalf of its clients and receives information from third parties for use in its Services. Aidata collects information via many methods, including cookies, pixel tags, secure file transfers, and server to server connections.

#### *Information Collected by Aidata*

The following information is collected and used by Aidata to provide its Services:

- Demographic Information, such as Age, Gender, Income Range

- Online Behavioral Information

Aidata collects information on your online browsing activity to determine what types of activities and products you may be interested in and how you interact with certain content and advertisements. This information includes Inferred behavioral data, Websites and content viewed, Date and time of visits to a website, Search terms used on a website, Frequency of visits to a website, Engagement with an advertisement

- Technical Identifiers

These can be used to identify your device and typically include: Cookies, IP address, Non-personal data inferred from an IP address, such as non-precise geo-location data

- Client and Partner IDs

Clients and partners may provide Aidata with proprietary IDs, which are IDs that identify a customer or consumer to the client or partner. These client and partner IDs may correspond to personal information of the client or partner but Aidata does not see the personal information connected with these IDs.

### Information sharing

Collected data is processed into targeting data segments and then used by advertisers, publishers and content providers to enhance users experience. AiData could share collected and processed data with partners, based on that collected information could be used for third party advertising purpose. To make it possible we share non PII with our partners. If you don't want us to collect and process your data please use opt out link.

### Consumer Choice and the Ability to Opt-Out

Aidata collects First and Third Party Data online via the use of Aidata pixel tags, cookies and other technologies. These allow Aidata to collect information from websites that Aidata does not own or operate. Aidata provides you with the ability to opt-out of the collection and use of your information for interest-based advertising via all of Aidata's Services. This means that Aidata, and any clients that utilize data collected by Aidata using a Aidata pixel tag or similar technologies, will not have the right to use your data for online interest-based advertising purposes. Aidata and its clients may still collect and use data for other purposes, including analytics and research. Additionally, you will still receive online advertisements, but these advertisements may be less relevant to your interests.

### *Browser Opt Out*

Aidata. To opt-out of the collection and use of data by Aidata for online interest-based advertising on your browser (including a mobile browser if third-party cookies are enabled in your browser), you can go to <http://x01.aidata.io/opt-out> . Your opt-out choice is applied only to the browser from which you make the choice. Note that our opt-out is cookie based, and so if you delete your cookies, you may no longer be opted out and you may need to opt-out again.

### *Do Not Track*

Please note that your browser settings may allow you to automatically transmit a “Do Not Track” signal to websites and online services that you visit. If Aidata receives a “Do Not Track” signal from any browser other than Internet Explorer, Aidata will implement an opt-out. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

Aidata also receives First Party Data from clients and partners of Aidata’s SaaS Products and Marketing Technology Services that is not collected directly by Aidata through the use of pixel tags and similar technologies. If Aidata receives data from a client or partner, then Aidata does not have the ability to offer an opt-out for the collection and use of this information by such clients and partners. You will need to visit the individual privacy statements of the sites and apps that you visit to review their privacy policies and data collection practices.

### *International Jurisdictions*

Aidata works to resolve inquiries from EEA residents about our data practices and our collection or use of your personal information. EEA residents with inquiries or complaints regarding this privacy policy should first contact Aidata via email at: [info@aidata.me](mailto:info@aidata.me) or mail us at 41 Corsham Street, London, N1 6DR.

EEA residents have the right to request certain information from Aidata, including the right to ask what personal data Aidata has collected on you from the EEA, and the right to ask that Aidata correct this personal data if you believe it to be inaccurate. Aidata will respond in good faith to these inquiries, but may not be able to provide complete information if your request requires Aidata to release confidential information of third parties, or otherwise imposes an undue burden or expense.

Aidata may be required to disclose your personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

## **Data Security and Retention**

### *Data Retention*

Aidata retains the non-personal user data we collect for all of our products and services for purposes of interest-based advertising for up to thirteen (13) months from the date of its collection.

### *Security*

Aidata has implemented security measures which are reasonably designed to help protect the data that Aidata collects or receives in connection with its Services from unauthorized access, disclosure, or modification. However, no transmission or storage of data can be guaranteed to be completely secure and we therefore cannot ensure or warrant the security of any information we collect or store.

## **Policy changes**

Our company could revise and change this website policy at any time, so we advise you to check it periodically to always have up-to-date version.

## **Contact**

If you have any questions about this website policy please feel free to contact us by email [info@aidata.me](mailto:info@aidata.me) or by mail UK, 41 Corsham Street, London, N1 6DR

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