

Teralytics Privacy Policy

Teralytics AG (“Teralytics,” “we,” “our,” or “us”) is committed to handling information responsibly and in compliance with applicable privacy and data protection laws. We are a technology company that works with a variety of clients, providers, and business partners—including wireless carriers, ad tech vendors, data suppliers, advertisers, and publishers—to develop and provide software and services related to digital advertising and data analytics (collectively, our “Services”). We also collect information when you visit our websites and mobile applications that link to this Privacy Policy (our “Sites”), including <http://www.teralytics.net>.

This Privacy Policy describes how we collect and use information in connection with providing our Services and in operating our Sites that link to this Privacy Policy. The Policy also describes the choices you have regarding our collection and use of information in connection with our Services and our Sites. We collect information for the purposes described in this Privacy Policy, including to support and deliver interest-based advertising, which we define as online advertising to consumers based on their activities over time across third-party websites or mobile applications.

In this Privacy Policy you will find:

INFORMATION ABOUT OUR SERVICES

[What Information Do We Collect for Our Services?](#)

[How Do We Use Information Collected from Our Services?](#)

[How Do We Share Information Collected from Our Services?](#)

[What Choices Do You Have About Information Collected for Our Services?](#)

INFORMATION ABOUT OUR SITES

[What Information Do We Collect for Our Sites?](#)

[How Do We Use Information Collected from Our Sites?](#)

[How Do We Share Information Collected from Our Sites?](#)

ADDITIONAL INFORMATION ABOUT OUR PRACTICES

[Data Retention](#)

[Information Relating to Children](#)

[Information Security](#)

[Changes to This Policy](#)

[Contact](#)

INFORMATION ABOUT OUR SERVICES

What Information Do We Collect for Our Services?

As described more fully below, we collect and combine a variety of information to provide our Services to our clients and business partners. In providing our Services, we do not seek to collect individuals' names, birthdates, phone numbers, social security numbers, payment card numbers, addresses, or other information that might directly identify individuals. And we do not seek to collect information that we consider to be sensitive, including: details of past, present, or potential health status, medical conditions, or medical treatments; genetic information; family medical histories; financial account numbers or other account identifiers; interest in or use of adult products or services; and illegal activities. Regardless of the source of the information, if we learn that we have collected information for our Services that we consider to be sensitive, we take reasonable steps to promptly delete the information from our systems.

Carrier Data. We partner with some wireless carriers to provide us with certain information regarding their subscribers' online activities and their subscribers' locations (collectively, "Carrier Data"). We do not attempt to identify the identities of subscribers that are associated with Carrier Data. We implement internal policies and procedures that are designed to prevent the identification of subscribers, and we require wireless carriers to take steps that help prevent the identification of subscribers.

- Carriers are required to mask (i.e., obfuscate) any subscriber identifiers or hardware identifiers they send to us. But carriers may provide us with advertising identifiers ("Ad IDs," which are unique identifiers used for mobile advertising that users can reset in their mobile devices).
- Carrier Data does not include complete records of subscribers' online activities. Instead, carriers provide us with information about some of the domains (i.e., websites (e.g., espn.com), website sections (e.g., espn.com/nba), mobile applications, and other online services) that a subscriber's device accesses each day.
- We require wireless carriers to take reasonable steps to remove information that may reveal subscriber's searches and the specific content that subscribers view within websites, website sections, mobile applications, and other online services.
- And, as described at the beginning of this section, we do not seek to collect information that directly identifies individuals or information that we consider to be sensitive.
- We require our wireless carrier partners to not provide information about domains that appear to be associated with email, chat services, instant messaging services, or web-based telephony.
- We do not share precise location information we may receive from wireless carriers with third parties for their own use unless we are legally required to do so;

Advertising Requests. Publishers of mobile applications, mobile and desktop websites, and other online services sometimes look to sell advertising space on their services. They do this by selling ad space to advertisers. The space is auctioned in real time and sold to the highest bidder. Bid requests on behalf of publishers in the mobile environment typically include Ad IDs, information about the mobile application or mobile website, the identity of the publisher, and information about the mobile device. Bid requests in the desktop environment may include IP addresses, cookie information, information about the website and its publisher, and information about the computer accessing the website. We may receive information from bid requests to participate in the real-time bidding of advertising space. Companies that participate in the advertising ecosystem may share bid request information with us.

Additional Information We Collect. We may supplement the information described above with information that we receive from data partners. This information may include demographics or information about inferred consumer interests.

How Do We Use Information Collected for our Services?

We use Carrier Data and Advertising Requests to operate, maintain, enhance, provide, and protect our Services. This includes:

- inferring the interests of device and computer users based on Ad IDs, cookie IDs, obfuscated identifiers, location data, domain visits, and other information we may collect from wireless carriers, advertising requests, and data partners;
- analyzing mobility patterns;
- honoring opt-out requests;
- delivering interest-based and location-based advertising (however, we do not share with advertisers location information that is more precise than 1/3 mile² when the information is tied to an Ad ID or any other subscriber or hardware identifier);
- linking mobile application and mobile website activities to a device or devices;
- providing our customers with information about user interests to support personalization, interest-based advertising, location-based advertising, and research;
- supporting ad delivery;
- generating statistical reports for marketing research (e.g., identifying aggregate commuting patterns to inform public transportation and mobility services);
- improving our Services and developing new features or offerings;
- troubleshooting our Services; and
- engaging in internal research.

We may combine or aggregate any of the information we collect through our Services for any of these purposes.

We do not retain information for longer than fourteen (14) months unless: (i) the data is modified so that it cannot reasonably be linked to a device or individual; (ii) we are legally required to retain the information for longer (e.g., to comply with a court order); or (iii) the information is retained solely to honor an individual's opt-out request or other preference.

How Do We Share Information Collected from our Services?

We may share information collected from or received through our Services. As noted above in the "What Information Do We Collect for our Services?" section, we do not intend to collect information that directly identifies you. When we share information collected from or received through our Services, we take reasonable steps to prohibit recipients from attempting to identify the individuals who may be represented in the data. However, we cannot guarantee that recipients will never do so. We may share information:

- in connection with the consideration, negotiation, or completion of a corporate transaction in which we or our affiliates are acquired by or merged with another company or we sell, liquidate, or transfer all or a portion of our assets, in which case the successor organization will be required to follow our then current privacy policy;
- with affiliates, business partners, service providers, or other entities that provide services to us in connection with our business operations; and
- with advertisers and other companies that use the information we provide about online activities and locations to support statistical research or interest-based advertising, or location-based advertising).

When we share location information to support interest-based advertising, we do not share location information that is both: 1) attributable to a particular individual or device identifier, and 2) more precise than 1/3 mile.² We may share statistics and information derived from or based on location information for marketing research and related purposes only after aggregating or de-identifying information and taking steps to prevent recipients from being able to reasonably identify individuals or their devices.

In some circumstances, we may share information with third parties that may have a reasonable need to identify individuals who may be represented in the data. For example, we may share information:

- for purposes of coordinating with carriers and other third parties to honor interest-based advertising opt outs;
- with third parties when we have a good faith belief that it is necessary to protect the legal rights, safety, and security of Teralytics, our affiliates, business partners, or users of our Sites and Services;
- to enforce our terms of use and our agreements with our customers;
- to prevent fraud;

- to comply with or respond to a court order, law or legal process, or request for cooperation by a government or other entity; and
- to respond to and resolve complaints.

In addition, we may share information that cannot reasonably be linked to particular individuals or devices with third parties for other purposes. For example, we may share aggregate statistics with third parties for reporting or research purposes.

What Choices Do You Have About Information Collected for Our Services?

You can register your preference to not have Carrier Data used for interest-based or location-based advertising with your wireless carrier. If you take this step, we will not use data from your wireless carrier for these purposes.

In addition, if you would like us to stop using information from Carrier Data or Advertising Requests for the purpose of delivering interest-based or location-based advertising, you can submit your Ad ID to us by following the instructions below. If you send us your Ad ID, we will cease collecting, using, and sharing information associated with that Ad ID and we will delete information associated with that Ad ID from our operational systems, except for information reasonably necessary to honor your advertising preference. We will also take reasonable steps to extend your preferences to opt out of interest-based advertising to information linked to other identifiers, such as cookie IDs. If you switch carriers or reset your Ad ID, you should submit your new Ad ID to register your opt-out preference. And if you wish to opt out of interest-based advertising on all of your devices, you will need to submit the Ad ID associated with each device.

- *For Android Users:* Open Google Settings from the Apps screen. Tap the Google Settings icon, or if there is no Google Settings icon, tap Settings and then tap Google. Tap “Ads.” You will see your Advertising ID listed.
- *For users of iOS/Apple devices:* iOS users can download, install and launch, the app called “The Identifiers,” which will list your device’s Ad ID after you launch the app.

You can also select “[Limit Ad Tracking](#)” on Apple iOS or “[Opt-out of interest-based ads](#)” on Google Android, which signals to advertisers and ad delivery companies that you do not wish to receive targeted advertisements. If we receive Carrier Data that indicates that an individual has activated Limit Ad Tracking or Opt-out of interest based ads, we will honor that preference.

We are committed to providing people with access to and information about choice mechanisms that allow people to register their preferences regarding how our Services may be used to support and deliver interest-based advertising. As additional information and resources become available, we may update this section.

INFORMATION ABOUT OUR SITES

What Information Do We Collect on Our Sites?

Information You Provide. We generally don't ask you to provide information about yourself when you use our Sites. But, when you communicate with us or request information from us, we may ask you for information like your name, phone number, or email address. And to access certain features on our Sites, you may need to provide your username, password, or other credentials.

Information Automatically Collected From You. We and our analytics providers may collect or receive information over time and across different websites when you use our Sites. We and our analytics providers collect some of this information using cookies, web beacons, and other technologies. Depending on how you access and use our Sites, we may receive your Internet Protocol address, your general geographic location, your browser type, your operating system, the pages you view on our Sites, actions that you take on our Sites, the pages you view immediately before and after you access our Sites, and the search terms you enter on our Sites.

Cookies and Similar Technologies. We automatically collect some information using cookies or similar technologies when you use our Sites. For more information about our use of these technologies and how you can exercise your choices about them, click here to view our Cookie Policy.

How Do We Use Information Collected Through Our Sites?

We use the information we collect through our Sites to:

- provide you with information and services;
- improve our Sites;
- understand the interests of our users;
- generate and analyze statistics about how people use our Sites;
- communicate with you;
- protect our Sites, ourselves, and our users;
- detect, prevent, and respond to fraud, intellectual property infringement, and violations of law or other misuse of our Sites;
- deliver marketing communications, special offers, or advertisements that may be of interest to you, including the delivery of targeted advertisements that are based on your previous online activities on our Sites or third-party websites (for example, if you view a page on our Sites about data analytics products, you may receive online advertisements for those products on the websites you visit); and
- fulfill the purposes described to you at the point of collection or pursuant to your consent.

We may combine or aggregate any of the information we collect through our Sites for any of these purposes.

How Do We Share Information Collected Through Our Sites?

We may share information collected from or received through our Sites for the same purposes described in the “How Do We Share Information Collected from our Services?” section. We may also share information collected from or received through our Sites with companies like online network advertisers that automatically collect or receive information about your online activities over time and across different websites when you use our Sites to deliver advertising, including interest-based advertisements on our Sites and other websites.

In addition, we may share information that cannot reasonably be linked to particular individuals or devices with third parties for other purposes. For example, we may share aggregate statistics with third parties for reporting or research purposes.

ADDITIONAL INFORMATION ABOUT OUR PRACTICES

Data Retention

Teralytics retains information for as long as reasonably necessary to support our business operations and as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We may retain information that cannot reasonably be linked to an individual or device indefinitely.

For additional information about our retention of information associated with our Services, please see the “How Do We Use Information Collected for our Services?” section.

Information Relating to Children

We do not knowingly collect information from anyone under the age of thirteen. If we learn that we may have received information from someone under the age of thirteen, we will take reasonable measures to remove the information.

Information Security

The protection and security of information is important to us. We use physical, administrative, and technical safeguards to preserve the integrity and security of information. However, no information system can be fully secure. So, we cannot ensure or warrant the security of any information transmitted to Teralytics.

Do Not Track

At this time, there is no general agreement on how companies like us should interpret Do Not Track signals. We do not currently respond to Do Not Track signals, whether that signal is received on a computer or on a mobile device. To learn more about Do Not Track, you can do so at <http://allaboutdnt.com>.

Changes to This Policy

We may update this Policy from time to time. Our use of the information we collect is subject to the Policy in place at the time the information is collected. When we update the Policy, we will post the new Policy on our Sites and change the “Last Updated” date below.

Contact

If you have any questions about this Policy, or our collection and use of your information collected in association with our Sites or Services, please contact us at:

dpo [at] teralytics.net

Teralytics, Inc.
33 Irving Place
New York
NY 10003

This Policy was last updated on 6th of December 2016.