

Privacy Policy

This Privacy Policy relates to Data Management Platform (DMP) service that our company provides to advertisers, publishers and content providers. We collect, process and aggregate anonymous non-personally identifiable information (non PII) data. This data used to help our partners to reach audience with the content that suits their interests. This policy describes how we get and use this non PII data.

For our service we use aidata.me, advombat.ru and codata.ru domains (websites). Be aware, that part of our service (pixels) could be located on 3rd party websites. In this case this websites could collect and process your data as well. Please carefully read service and privacy policy of 3rd party websites. AiData is not responsible for this 3rd party websites and their data collecting and processing.



How and what we collect

First of all we want to claim that we collect only non-personally identifiable information (non PII). Safety and protection of consumer information is our priority that's why you could opt out at any time.

Like most websites in the internet our company uses cookies to enhance experience for users. For example not to show the same ad again, when it is not relevant any more. In other words, we want to make internet usage more comfortable by showing content that is interesting and relevant for the user. AiData provides service for advertisers, publishers and content providers by using cookie targeting technique. (A **cookie**, also known as an HTTP cookie, web cookie, or browser cookie, is a small piece of data sent from a website and stored in a user's web browser while the user is browsing that website. Every time the user loads the website, the browser sends the cookie back to the server to notify the website of the user's previous activity). To collect data we use "pixel tags" on 3rd party websites. This tags are image or javascript html tags that makes possible to operate with users cookies.

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.

Opt out

If you want to opt out from our DMP service please use Opt Out link on the bottom of the main page.

It's important to mention that you will still receive advertisements and content, but these content and advertisements will not be relevant to you.

Because of technical limitations we could opt out only current browser, that's why if you want to opt out from all devices and browsers you should repeat this procedure. If you delete cookies,

you have to repeat this procedure as well.

Security

We protect collected data by storing it on secured servers with access by limited amount of people like system administrators and developers, so in cases of proper usage of the website no information will be accessible by 3rd party groups of people or companies except our partners described in information sharing paragraph.

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 or by mail UK, 48 Queen Anne Street, London, W1G 9JJ.

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