

Privacy Policy

Version 2.1
June 2011

This Privacy Policy is intended to provide you with information on our privacy and data protection policies. Safeguarding your privacy is of paramount importance to us, we are active members of the iab (internet advertising bureau) and our policies reflect industry best practice. We may change this policy at any time in which case we will issue a new version of this document, available for download from our website. You may wish to visit our website from time-to-time to ensure you have our latest Privacy Policy.

What do we do?

Infectious Media is a specialist in intelligent online display. We place advertisements online on behalf of our clients who are household brands, or media agencies representing these brands. Our services combine advanced analytics with proprietary targeting and optimisation tools to power efficient real-time display advertising. Efficiency comes from our ability to target advertising by where it is seen and what message it carries, according to who we predict is most likely to find it interesting and relevant. To do this we use significant amounts of data collected online.

What sort of data do we use?

Our services to clients collect Non-Personally Identifiable Information (Non-PII), this includes but is not limited to your IP host address, the date and time of activity online, the pages viewed, browser type, referring URL, Internet Service Provider and your computer's operating system. This is information which cannot identify you as an individual. We use this information to help make the advertising you see from our clients, more relevant and interesting to you.

We do not collect Personally Identifiable Information (PII) such as your name, address, phone number, email, address, credit card information, or anything else that can personally identify you on behalf of our clients. It may help to think of the information we collect for our clients relating to how a computer is being used to look at websites and not about the person using the computer. However, where we receive requests for information, direct emails or other communications sent to Infectious Media, outside of the work we do on behalf of our clients, we may hold this PII. You can choose for us to delete this PII by sending your request to us by privacy@infectiousmedia.com.

Our services are not directed at or developed for persons under the age of 13.

How do we collect data?

Our technology uses cookies in conjunction with web beacons to make the online advertisements you see more relevant to you and also to help us understand browsing and buying habits so that we can measure the success of our clients' online advertisements.

What are cookies?

Cookies are small text files web servers typically send to your computer when you visit a website. These cookies are stored as text files on your hard drive to be accessed by web servers when you return to a website or go to

another website. Cookies are used to collect and send information about website visits, including how many visits the website receives, how long visitors spend on the site, what pages are viewed, how visitors navigate the website and other statistics, many of which are used to monitor the website performance, its ease of use and the effectiveness of its promotions. Cookies cannot be used to access any other data on your hard drive, or to personally identify you. If you prefer not to accept cookies you can set your Internet browser to notify you when you receive a cookie or prevent cookies from being placed on your hard drive. You will need to do this through your Internet browser settings.

What happens to the data we collect?

Data collected by Infectious Media is only retained in an aggregated form, so that information about an individual cannot be retrieved. All the data we hold is protected by multiple layers of physical, electronic and administrative safeguards, to secure it against accidental, unauthorized or unlawful access, use, modification, disclosure, loss or destruction. We hold aggregated data for a period of 24 months, after which time it is deleted from our systems.

From time-to-time we may share the aggregated, non-individual specific, data we hold with Publishers and Networks for reporting and accounting purposes, as well as other unaffiliated third parties for various purposes such as statistical or educational analysis. In these cases we work with organisations we believe to have appropriate safeguards in place to protect data at the levels we require. In situations where we are obligated by law, we may also disclose information in order to investigate, prevent or take action regarding suspected or actual prohibited activities, included but not limited to, fraud and situations involving potential threats to the physical safety of any person.

How can you take control of your privacy?

You have the choice of opting out, this will not prevent you for seeing advertising online but Infectious Media will not use your Non-PII to tailor the adverts you see for its clients. If you choose to opt out, our technology will place a cookie on your internet browser. If you delete, block or otherwise restrict cookies or use a different computer or internet browser, you may need to renew your opt-out. To opt-out please [click here](#).

Need further information?

If you have any questions about this Policy or our privacy practices, please email, call or mail us:

email: privacy@infectiousmedia.com,

tel: +44(0)20 7775 5603

mail: Infectious Media Ltd, 3 - 7 Herbal Hill, London, EC1R 5EJ