

Privacy Policy

Last Modified on 10/22/2021 11:35 am EDT

This privacy policy is meant to help publishers and web site visitors understand what data Sortable collects, why we collect it and what we do with it.

Data we collect

We collect the following data in order to serve ads to visitors and report on those ads to our publishers

Publisher data

At sign up, we'll collect a publisher's email address, telephone number, and banking information.

Data from visitors to one of our publisher's sites

We collect information about the services that you use and how you use them, like when you watch a video on YouTube, visit a website that uses our advertising services, or view and interact with our ads and content. This information includes:

- **Device information:** When using a mobile device we collect device-specific information (such as your hardware model, operating system version, unique device identifiers).
- **Event logs:** When a visitor views an ad on a publisher's site, we automatically collect and store certain information surrounding that event including:
 - URL and query parameters
 - Advertising information
 - Winning partner
 - Bid price
 - Advertiser
 - Deal ID
 - Additional segment and targeting data provided by the publishers (First Party data)
- **Location information:** We use a user's IP Address to estimate a user's location.
- **Local storage:** We collect and store information (including personal information) locally on your device using mechanisms such as browser web storage (including HTML 5) and application data caches.
- **Cookies and similar technologies:** We use cookies or similar technologies to identify visitor browsers or devices across sessions.

Data use, storage, and retention

There are two classes of data we collect and retain: event logs and ad impressions.

| Data type | Event logs | Ad impressions |
|--------------------|---|--|
| Description | Telemetry collected from the browser and our internal services during the process of serving an ad. | Created by ingesting and processing event logs. This data is also summarized to improve reporting performance. |
| Use | <ul style="list-style-type: none"> • Analysis by our data scientists • Input into machine learning algorithms to optimize auction parameters (such as floors) <ul style="list-style-type: none"> ◦ We do not conduct optimization or analysis at a Sortable ID or IP address level • Fraud detection and avoidance • Internal debugging | <ul style="list-style-type: none"> • Reporting on advertising impressions to our publishers • Billing publishers |
| Retention | 12 months, after which it is deleted | Retained for the lifetime of a customer |
| Access | Restricted to employees who require access (engineers and data scientists) | Restricted to publisher |
| Anonymity | Pseudonymized personal data. However the IP address is not truncated. | <p>Pseudonymized personal data. The following transformations ensure pseudonymity:</p> <ul style="list-style-type: none"> • IP address are truncated to the first 3 octets • Only a whitelisted set of query parameters is included in URLs, to avoid accidental capture of personal information <p>This data can be tied back to the event log data until that data is past its retention period.</p> |

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|-----------|------------|----------------|

Data security and location

Data is stored in Amazon's S3 cloud storage. Data is physically located and processed in the US, in Amazon's US-EAST data centers.

Product specific details

| Product | Sortable Hosted Sortable Select | Sortable Server-to-Server Demand Sortable for Prebid |
|--------------------------|---|---|
| What it does | Ad-serving container loads partner's header bidding scripts | Infrastructure to connect to DSPs and SSPs via the OpenRTB Protocol |
| Personal data we collect | <p>The following pseudonymized personal data about the user is collected for reporting purposes:</p> <ul style="list-style-type: none"> • IP address to identify the user's location | |
| Other data we collect | <p>The following data is collected about the ad impression for reporting purposes and shard with partners in aggregate:</p> <ul style="list-style-type: none"> • Winning partner • Bid price • Advertiser • Deal ID • Whether the user viewed or clicked the impression • URL query parameters and DFP key values. Publishers must agree to not store personal data in these properties. • First-party segment and targeting data to expose segments of inventory in the ad auction. Publishers must agree to not store personal data in these properties. | |
| | Sortable does not pass personal data on to | <p>The following data is passed along to partners during the ad impression:</p> <ul style="list-style-type: none"> • IP address • Sortable ID |

| | | |
|-----------------------------|--|---|
| Product | header bidding partners, but advertising partners may collect additional data once loaded. Sortable Hosted Sortable Select | Sortable Server-to-Server Demand Sortable Prebid <ul style="list-style-type: none"> • Partner cookies • Segments and targeting data |
| Information we share | <ul style="list-style-type: none"> • First and third-party cookies (the Partner's ID), and mobile device identifiers to correlate sessions • Pixel data obtained by placing pixels on the page | <ul style="list-style-type: none"> • Historical viewability data <p>The advertising partners may collect the following personal data during an ad impression:</p> <ul style="list-style-type: none"> • First and third-party cookies (the Partner's ID), and mobile device identifiers to correlate sessions • Pixel data obtained by placing pixels on the page |

GDPR

See [this page](#) for details on how we comply with GDPR.

Contact us

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact the Freestar privacy team by e-mail at legal@freestar.com and legal@sortable.com.

For industry insights and information about our product offerings, [check out our blog!](#)

Want to see our products in action? For a demo, fill out a form [here](#).