

# Your Site's Privacy Policy

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As per our [Supply Policies](#), Freestar and the partners we work with require every website to have a privacy policy with key information included.

## What is a Privacy Policy?

The privacy of internet users, the collection of data around those users and how that data is used has come under intense scrutiny in recent years, with hundreds of legal cases resulting in millions of dollars in fines to website owners in 2023.

To be compliant with current internet laws and all the various regulations required from website and app owners, an updated privacy policy must live on your site and appear in an easy to locate area. Not having a privacy policy in place puts your business at risk, and ours.

## Where should the Privacy Policy be linked?

Your website's privacy policy should be linked within plain view on your website's home page. Typically, this is linked in either the footer or the main menu and contains the word "Privacy". Demand partners look for this, and if they cannot find it, your website may not be approved for that partner.

## What should be included in a Privacy Policy?

Aside from the Freestar Privacy, which we require, we would suggest you include the below within your privacy policy. Please note, Freestar is not offering any legal advice in relation to your site's privacy policy.

- A link to [Freestar's Privacy Policy](#) using the below verbiage:
  - This Site is affiliated with Publisher First, Inc. dba Freestar ("Freestar") for the purposes of placing advertising on the Site, and Freestar will collect and use certain data for advertising purposes. To learn more about Freestar's data usage, click [here](#).
- An opt-out link as described at [NAI Consumer Opt-Out](#)
- Compliance with all applicable regulatory requirements, such as the General Data Protection Regulation (GDPR) for EU users, CCPA for California Users, and any other privacy regulations
- Information on how Google Analytics is used on your site
- Your contact information
- If purchases can occur on your site, include information on how that transactional data is used
- Specify third parties who your data will be shared – this is why we're providing our partners with the exact language to use for Freestar!

- Identify the methods of data collection and the reason for collecting it
- Compliance with all applicable regulatory requirements, such as the General Data Protection Regulation (GDPR) for EU users, CCPA for California Users, and any other privacy regulations

Your privacy policy must also be clearly written for the website it is placed on and the company that owns the website (the domain and company name must match the one Freestar is working with).

## Example Privacy Policy

The following example privacy policy may be used on your website by replacing the **(COMPANY NAME)** and **(DOMAIN NAME)** references to match your company and domain. **The example below only includes the information Freestar requires and does not cover all legal obligations you may need to include in your privacy policy.** The example does not include all information required for GDPR, CCPA, and other privacy regulations. You are responsible for ensuring your privacy policy is up to date with all current regulations.

If you already have a privacy policy that contains the required information you do not need to change or replace it.

### Privacy policy example

This is **(COMPANY NAME)** Privacy Policy for **(DOMAIN NAME)**. This document explains **(COMPANY NAME)** policies for the collection, use, and disclosure of personal information on **(DOMAIN NAME)**. This privacy policy deals with personally-identifiable information (referred to as "data" below) that may be collected by this site.

#### COLLECTION OF DATA

As on many websites, the site editor may automatically receive general information that is contained in server log files, such as your IP address, and cookie information. Information about how advertising may be served on this site (if it is indeed the site editor's policy to display advertising) is set forth below.

#### USE OF DATA

Data may be used to customize and improve your user experience on this site. Efforts will be made to prevent your data from being made available to third parties unless

- (i) provided for otherwise in this Privacy Policy;
- (ii) your consent is obtained, such as when you choose to opt-in or opt-out for the sharing of data;
- (iii) a service provided on our site requires interaction with a third party, or is provided by a third party, such as an application service provider;
- (iv) pursuant to legal action or law enforcement;
- (v) it is found that your use of this site violates the site editor's policy, terms of service, or other usage guidelines, or if it is deemed reasonably necessary by the site editor to protect the site editor's legal rights and/or property;

or

(vi) this site is purchased by a third party, in which case that third party will be able to use the data in the same manner as set forth in this policy.

In the event you choose to use links displayed on this website to visit other websites, you are advised to read the privacy policies published on those sites. **(COMPANY NAME)** uses third-party advertising companies to serve ads when you visit our website. These companies may use information (not including your name, address, email address, or telephone number) about your visits to this and other websites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and would like to know your options in relation to not having this information used by these companies, click [here](#).

## COOKIES

Like many websites, this website sets and uses cookies to enhance your user experience — to remember your personal settings, for instance. Advertisements may display on this website and, if so, may set and access cookies on your computer; such cookies are subject to the privacy policy of the parties providing the advertisement. However, the parties providing the advertising do not have access to this site's cookies. These parties usually use non-personally-identifiable or anonymous codes to obtain information about your visits to this site.

For more information about this type of online advertising, about cookies, and about how to turn this feature off, please [visit this link](#).

Please note that turning off advertising cookies won't mean that you are not served any advertising, merely that it will not be tailored to your interests.

## ADVERTISING

This Site is affiliated with Freestar for the purposes of placing advertising on the Site, and Freestar will collect and use certain data for advertising purposes. To learn more about Freestar's data usage, click here: <https://freestar.com/privacy-policy/>.

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](#).