

# Privacy Policy

**Last updated: March 15, 2024**

## **1. What this policy covers**

Your privacy is important to us, and so is being transparent about how we collect, use, and share information about you. This policy is intended to help you understand how we collect, disclose, use, and protect information that applies to our website and services.

This policy also explains your choices surrounding how we use information about you, which include how you can object to certain uses of information about you and how you can access and update certain information about you. If you do not agree with this policy, do not access or visit this website.

We suggest you to read this Policy carefully. By accessing or using all or any portion of this website, you accept all the terms and conditions of this policy.

## **2. Changes to this policy**

We are entitled to make changes to this Privacy Policy at any time. By continuing to visit the website or use our service, after these changes are posted, you agree to the revised Privacy Policy. You are advised to review this Privacy Policy periodically for any changes.

## **3. What information we collect about you**

We collect only the minimum personally identifiable information necessary to fulfill the purposes for which we use the information. The personal information from you may include but is not limited to:

- (1) Contact information: your name and company name; email address; your business requirement.
- (2) Information about your device: operating system of your device version, language, date and time; type of device (e.g. smartphone, laptop, Connected TV ("CTV")/over the top "OTT" device); network carrier information (e.g. Wifi, 4G or Wired connection).
- (3) Identifiers: IP address; online identifiers; Information about the application where the advertising space is located (e.g. application name or IDFA); advertising identifiers (e.g., such as Apple's IDFA or Google's AAID); probabilistic identifiers included in the bid stream.
- (4) Geo information: on mobile apps, we may collect your location on the publisher's app (subject to your consent where required); on web and web mobile, we collect non-precise location information at the country and/or city level that are derived from user IP Address
- (5) Browsing events: browser information (e.g. Safari or Chrome) usage; page or app URL; App usage and browsing information from apps a user has installed on their device; user Interactions;

- (6) We may also infer or collect additional information about you based on what we or our partners collect.
- (7) We record your preferences regarding the processing of your data, based on the information you have received.

#### **4. How we use information we collect**

Listed below are the purposes of personal information that we use:

- (1) to provide you with our service;
- (2) to contact you and respond to your requirement;
- (3) for analytic purposes;
- (4) to keep the website and service safe and fair;
- (5) to determine if the website is working properly;
- (6) to show personalized advertisements;
- (7) to make changes to the website that allows visitors to have better experiences and improve the website and our service;
- (8) to make sure that we comply with applicable legal requirements.

#### **5. Cookies**

We use cookies and similar tracking technologies to collect and use personal information about you.

If you need help in managing your preferences with respect to tracking technologies used on our services, please ask your device manufacturer or operating system developer to refer guidance.

#### **6. Share of your information**

We do not sell, trade or rent your data to others. We work with a variety of third parties and service providers such as third party subcontractors, affiliates of us, retailers, fulfillment partners and marketing partner to help provide you with our Services and we may share data with them to support these efforts.

#### **7. Retention of your information**

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your personal information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your information to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

#### **8. Security of your information**

The security of your personal information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

## **9. Your rights**

We undertake to respect the confidentiality of your personal information and to guarantee you can exercise your rights.

You have the right under this Privacy Policy: (1) to request deletion of your personal information; (2) to update/correct your personal information which is inaccurate; (3) to enquire and request for copy of certain categories of personal information; (4) to request the erasure of your personal information; and (5) to withdraw consent to processing your personal information (to the extent such processing is based on consent and consent is the only permissible basis for processing).

Should your consent withdrawal be effective, we will no longer process the corresponding personal information. However, your decision to withdraw your consent will not affect the processing of personal information previously based on your authorization.

You may exercise your rights by contacting us. Please note that we may ask you to verify your identity before responding to such requests. If you make a request, we will try our best to respond to you as soon as possible.

## **10. Children's Privacy**

We believe it is important to protect children's privacy. We encourage parents and guardians to regularly review and monitor their children's use of online activities. If a parent or guardian discovers that a minor has provided us with personal data without consent, please contact us immediately.

## **11. Contact Us**

For further information about our privacy practices, please contact us by emailing at: [contact@octomax.net](mailto:contact@octomax.net)