

# Privacy Policy

## 1. Purpose

This privacy policy sets out how Machine Advertising Limited uses and protects any information that Machine Advertising Limited collects.

Machine Advertising Limited is committed to ensuring that our users privacy is protected.

Machine Advertising Limited may change this policy from time to time by updating this page. Users should check this page from time to time to ensure that they are happy with any changes. This policy is effective from 1st June 2015.

## 2. Scope

This policy applies to all Machine Advertising users, customers, employees and affiliates.

## 3. Policy

### 3.1 What we collect

We may collect the following *anonymised* information:

- Device ID
- Information about the device, such as device model, user agent and operating system
- Location information, such as country and city
- IP address

### 3.2 What we do with the information we gather

We require this information to understand the needs of our users and provide our users with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.

### 3.3 Security

We are committed to ensuring that our users' information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. Our information security policy is available on request.

## 3.4 How we use cookies

A cookie is a small file which is placed on our user's computer's hard drive. The file is added and the cookie helps analyse web traffic. Cookies allow web applications to respond to our users as an individual. The web application can tailor its operations to our users needs, likes and dislikes by gathering and remembering information about our users preferences.

We use traffic log cookies to identify the frequency with which adverts are shown. This helps us analyse data about display frequency and tailor those adverts to the customers needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide our users with a better service by enabling us to monitor which adverts are shown and limiting the frequency that our users are exposed to the same advert. A cookie in no way gives us access to our user's computer or any information about our users, other than the data our users choose to share with us.

Our users can choose to accept or decline cookies. Most web browsers automatically accept cookies, but our users can usually modify our user's browser setting to decline cookies if our users prefer. This may prevent our users from taking full advantage of the products and services.

## 3.5 Controlling our users' personal information

We do not collect personally identifiable information.

We will not sell, distribute or lease personal information to third parties.

Our users may request details of personal information which we hold about them under the Data Protection Act 1998. A small fee will be payable. If our users would like a copy of the information held about them, they can write to [info@machineadvertising.com](mailto:info@machineadvertising.com).

If our users believe that any information we are holding about them is incorrect or incomplete, our users should write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

# 4. Policy Compliance

## 4.1 Compliance Measurement

The Infosec team will verify compliance to this policy through various methods, including but not limited to, business tool reports, internal and external audits, and feedback to the policy owner.

## 4.2 Exceptions

Any exception to the policy must be approved by the Infosec team in advance.

## 4.3 Non-Compliance

An employee found to have violated this policy may be subject to disciplinary action, up to and

including termination of employment.

## 5. Related Standards, Policies and Processes

## 6. Definitions and Terms

## 7. Revision History

Date of Change	Responsible	Summary of Change
June 2015	Robert Pawlowicz	Created