



1. Privacy Policy

This Privacy Policy applies to the services offered by Embi Media (referred to in this Privacy Policy as the “Company”). As part of the Company’s services, we deliver advertisements from various advertisers across a network of online and mobile websites and applications that are owned or operated by us, our affiliates or third parties with whom we do business (“Sites”). For more information about the Company and our services, please see our websites at www.embi-media.com

This Privacy Policy covers the information that we collect from your interactions with us on the Sites and the ways in which we use and share that information for the purposes of online behavioral advertising. Online behavioral advertising, or interest-based advertising, generally refers to the collection of information online for the purpose of delivering advertising based on the interests of consumers.

To learn more about online behavioral advertising, please visit the Digital Advertising Alliance website at www.aboutads.info/consumers/.

We adhere to the Digital Advertising Alliance Self-Regulatory Principles for Online Behavioral Advertising and the Code of Conduct of the Network Advertising Initiative (NAI).

2. Information Collection – Types of info & How we collect it

We collect information, including PII and Non-PII, when you interact with us and the Sites. As part of the Company’s services, we utilize tools commonly used in the industry, such as HTTP cookies.

-NON-PERSONALLY IDENTIFIABLE INFORMATION (“NON-PII”)

We collect Non-PII, for example, when you are browsing a Site with advertisements that we delivered, or when you click on one of these advertisements. We also collect Non-PII when you visit our websites or interact with us, for example, in connection with online surveys, contests or other online promotional activity administered by us. We may also obtain PII and make it Non-PII, for example, by removing personally-identifiable elements (such as names) or by aggregating PII with information about other individuals in order to “anonymize” or “de-identify” the information. We may also augment the PII and Non-PII we collect with information from other sources, including, for example, zip code, age, gender, language preference or income range in order to generate aggregate information that reflects activities, habits, preferences, or interests about our users as a group. This Privacy Policy does not apply to additional information that we collect from other sources.

-PERSONALLY-IDENTIFIABLE INFORMATION (“PII”)

We collect PII that you voluntarily provide to us, for example, when you:

- complete an online form, such as a survey, contest entry or other promotional activity;
- request information about an offer advertised through our network;
- enter into a transaction through an offer delivered through our network; or
- request services from advertisers on whose behalf we provide fulfillment services or place online ads

In some cases, if you choose not to provide PII you may not be able to engage in these services.

-SENSITIVE INFORMATION AND PROTECTING CHILDREN

We do not knowingly collect, use or share any financial account numbers or social security numbers for purposes of online behavior advertising without your specific consent.

We do not knowingly collect "personal information," as defined in the Children's Online Privacy Protection Act ("COPPA"), from children under the age of 13 or from Sites directed to children under the age of 13, nor do we engage in online behavioral advertising directed to children we have actual knowledge are under the age of 13. If you are a parent or legal guardian, we urge you to participate in your child's online and mobile activities and to use parental control or other Internet and mobile filtering technology to supervise your child's access to the Internet.

3. Use of the collected information

As a general matter, we may use information that we collect or combine it with other information, for example, in order to:

- Advertising and market products, and services of third parties outside the Company with whom we do business ("Business Partners"), including:
to present content that is tailored to your interests, including online behavioral advertising; to analyze the effectiveness of advertising, promotions, and offers;
- Conduct research and analysis, product development and reporting, including:
better understanding our audiences; producing data analytics, statistical research and reports; reviewing and change our products and services managing fraud and risk management, including detecting and preventing fraud or criminal activity; safeguarding the security of your information;
- Use it in other ways as required or permitted by law or with your consent.

Except where required by law, we may use Non-PII in other ways without restriction.

4. Information collected by 3rd Parties

Please be aware that the Sites on which we place advertisements may independently collect PII or Non-PII from you and may contain links to sites operated by third parties. PII and Non-PII collected by any third party sites are subject to the privacy policies of such third parties, which may differ from our Privacy Policy. The Company is not responsible for the privacy practices of Sites operated by any third party. We encourage you to check the privacy policies of any site or application that you visit or use.

5. Opting out of information collection

If you prefer to opt-out of having the company collect or use information about for online behavior advertising going to the website www.networkadvertising.org/choices. The opt-out process is computer, device and browser specific and therefore must be repeated on each computer, device and browser that you use (for example, from within INTERNET EXPLORER AND FIREFOX). Please note that deleting, blocking or otherwise restricting cookies on your computer or device may delete our opt-out cookie and require you to renew your opt-out choice.

Many browsers can be modified to prevent automatic acceptance and notify you every time a cookie is sent to you or to allow you to choose not to receive cookies at all. If you wish to change the settings on your browser to block cookies, please follow the instructions applicable to the web browser that you are using.

6. Security and Retention

We employ reasonable measures to protect the security of information that we collect. Unfortunately, no transmission of information and no data storage can be guaranteed to be completely secure and unauthorized access to data, hardware or software failure, and other factors may compromise data security. As a result, while we strive to protect your PII, we cannot guarantee or warrant the security of any such information, and you provide any information at your own risk.

We retain PII for a maximum of six months from the last time a user is tracked to fulfill the delivery of advertising; administer transactions; conduct research and analysis, product development and reporting; comply with the law or legal process; protect or defend the legal rights of the Company, its employees, agents, advertisers, publishers or other contractors (including enforcement of agreements); protect against fraud or for risk management purposes; protect the rights, property or safety of the Company or the public; or as required or permitted by law or with your consent. We may retain Non-PII indefinitely.

For any question you may have about how Embi collects and uses the information previously mentioned, please send an email to contact@embi-media.com

