



Online Behavioural Advertising Privacy Notice

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Introduction

affilinet is one of the leading providers of performance marketing in Europe. “Performance Marketing” means the advertiser only pays a website publisher a fee if a referred visitor completes a predetermined action such as a checkout of products (Sale) or signing up for a Newsletter (Lead).

affilinet provides a flexible and scalable platform to track and report on these actions. In order to provide its services and to enable the performance model, affilinet provides and utilizes technology to record a user’s interactions with websites (profiling) and deliver targeted ads based on them (retargeting). This is achieved by a combination of techniques, the main one being the setting of cookies in browsers or generating a device fingerprint.

Provided that the data tracked by the used technology such as cookie/device tracking, irrespective of its content, is defined as “personal information” by law, affilinet only collects the data as listed in chapter „Data collected for OBA“. The data is stored based on pseudonyms not you as a real person. Furthermore affilinet does not gather personal identifiable information (PII) about a customer or transmit this kind of information to any third party.

Online Behavioural Advertising (OBA)

Put simply, behavioural advertising is a practice that is based on internet browsing activity and allows advertisers to deliver adverts to web users which reflect their interests. It’s safe, transparent, and designed to empower you, the consumer.

The European advertising industry has developed a set of good practice principles that businesses should follow. This good practice is based upon businesses being transparent about the information that is collected and processed for this purpose and seeks to provide you with control. At the heart of this is an adchoice icon that is now appearing in the advertisements you may see on websites at least in case of behavioural advertising.

Affilinet is participating in the IAB Europe EU Framework for OBA, adhering with the good practices being set by the framework for the European Online Advertising Industry involved in OBA.

Online behavioural advertising (also known as interest-based advertising and abbreviated as OBA) is a way of serving advertisements on the websites you visit and making them more relevant to you and your interests. Shared interests are grouped together based upon previous web browsing activity and web users are then served advertising which matches their shared interests. In this way, advertising can be made as relevant and useful as possible. Relevant ads can also be delivered based upon the website content you have been viewing before. This is commonly known as ‘retargeting’.

The information collected and processed for this type of advertising is not personal identifiable, in that it does not identify you – the user – in the real world. No personal information, such as your name, address or email address, is stored. Data about your browsing activity is collected and analyzed anonymously. If this analysis infers a particular interest, a cookie – a small file used by most websites to store useful bits of information to make your use of the internet better – is placed in your browser and this cookie determines what advertising you receive. You can control which cookies you accept or refuse. In times of multi or cross device usage, so called device fingerprints replace cookies in order to enable tracking in these environments as an additional or alternative tracking method.

As part of the good practice you are able to decline behavioural advertising through an opt-out mechanism explained in chapter “User Choice”.

Notice: turning off behavioural advertising does NOT mean that there will no more advertising on the internet or that there are no cookies set/device fingerprints stored since affilinet may still execute transactional tracking in order to remunerate publishers. But transactional tracking in these cases does not include any user centric information obtained by online behavioural advertising anymore. However, the advertising that you do see is likely to be less relevant to your interests as in case of behavioural advertising.

Performance Ads and OBA

Affilinet provides its partners i.e. Advertiser and Publisher with a product called Performance Ads. In contrast to classical affiliate marketing, where static advertising placement dominate the way affilinet's clients utilize the technical platform, Performance Ads uses an adserver to automatically optimize the delivery of creatives in case of an ad impression based on online behavioural advertising profiles.

Consumers may choose to opt-out from behavioural advertising by using the given opt-out mechanisms described in chapter “User Choice”.

Other 3rd Parties involved in OBA

Affilinet works together with several Media Publishers, specialized in profiling and targeting of display advertising, which leverage online behavioural advertising data in order to optimize the ad delivery and therefore make advertising more relevant to users.

These publishers, also referred to as 3rd parties, collect online behavioural data on their own behalf in their own adserver. In this case affilinet only supports the delivery of 3rd party profiling tracking on the advertiser side. The publishers may use the given affilinet adchoice privacy notice and consent option or use their own given functionality.

The type of data collected by these publishers does not differ or may be a sub selection from the one described in chapter Data Collection.

Data collected for OBA

The following none personal identifiable information (PII) or a subset of it may be collected anonymously by the profiling technology used by Performance Ads or any other 3rd party technology involved in OBA in order to deliver more relevant creatives to users:

- Date and Time of activity or duration of session
- Frequency of visits
- Browser type and version (Firefox, Chrome, IE, ...)
- Operating System (Windows, Android, iOS, ...)
- Screen size (1366x768, ...)
- Geolocation (country, region, city)
- Internet Service Provider (telecom, ...)
- Connection speed (DSL, 3g, LTE, ...)

- Device being used (desktop, smartphone, tablet)
- General Pages visited on advertiser site (Home Page, Landingpage, ...)
- Products viewed on advertiser site (article number, name, price, currency, ...)
- Categories viewed on advertiser site (id, name, url, ...)
- Products in basket or checked out (article number, name, price, currency, ...)
- Search terms used (shoes, jackets, hotel, iphone ...)

Affilinet Core Tracking beyond OBA

Affilinet's core view, click and order tracking technology does not collect or use any online behavioural advertising related data. It rather stores advertiser or publisher relevant data such as the number of delivered views or clicks, the number of orders delivered, the creatives being used by publishers or the publisher with the last touchpoint before an order is regenerated.

This information is not user centric and only used in order to remunerate publishers for commission relevant actions.

In case a user chooses to opt-out from online behavioural advertising, creatives are still delivered untargeted in the sense of user centric information and core tracking is further performed. This also means that affilinet may further store cookies within the user's browser in order to perform the core tracking actions.

User Choice

Beyond user information, a key principle of the good practice of online behavioural advertising is the user's choice regarding data privacy. You may want to opt-out from online behavioural advertising even if the data is collected as non-personal identifiable information (PII) and you may experience less relevant advertising afterwards.

Please visit the European wide used standard consent site www.youronlinechoices.com related to OBA and choose your preferred settings. Affilinet as well as its partners involved in OBA are integrated into this website for your convenience.

Contact Us

If you have any questions regarding data privacy and how it concerns the usage of affilinet's technology, please don't hesitate to contact us via this email address: privacy@affili.net.

Your email will be recorded in a ticket system and our personnel responsible for privacy requests will get back to you as soon as possible.