

eXelate's data privacy philosophy: Transparency, Notice and Control

As founding members of Evidon's Open Data Partnership initiative, and active members of the IAB, NAI and TRUSTe, eXelate takes consumer privacy and audience data control very seriously. We firmly believe that tools enabling online publishers and marketers to mindfully manage cookie-based data are essential to creating relevant, consumer-friendly advertising experiences.

Consumer Comes First

Respect for consumer privacy begins with enabling consumers to clearly see the data that eXelate and its partners have collected. Taking it one step further, we also provide a simple way for consumers to modify or opt-out of our services at any time. By accessing eXelate's Privacy-Preference Module, consumers get a clear picture of the information that may be used to better tailor their online advertising experience.

Ensuring Privacy-Safe Data for Buyers

As members of the Network Advertising Initiative (NAI), eXelate adheres to industry standards that inform the proper management of consumer data. We require our data seller and data aggregator partners to maintain privacy policies that permit the use of 3rd party cookies, as well as provide a clear opt-out for those cookies.

Methods of Integration

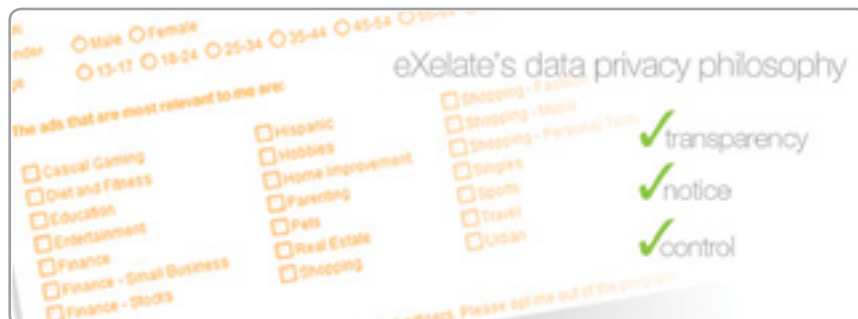
eXelate requires that each data buyer provide an opt-out mechanism whereby when a user requests to opt-out of eXelate data we can inform our buyer partners that eXelate data should no longer be associated to that user. There are two methods of integration: global data opt-out or un-pixel.

■ Global Data Opt-Out

A global data opt-out is a tag provided by the buyer such that when the tag is fired all data associated to that user in the buyer's domain will be purged. In this case, when a user opts-out of eXelate data on eXelate's Privacy-Preference Module, eXelate will fire its own opt-out mechanism along with the buyer's global data opt-out. At this point, eXelate data will no longer be associated to that user.

■ Un-Pixel

An un-pixel is used to remove any specific eXelate provided segments from the data buyer's domain. For example, if the pixel `http://d.test.com/pixel.gif?segs=123,456,789` set the segments 123, 456 and 789 in the buyer's domain, then the un-pixel `http://d.test.com/unpixel.gif?segs=123,456,789` would remove the user from segments 123, 456 and 789 from the buyer's domain. In this case, when a user opts-out of eXelate data on eXelate's Privacy-Preference Module, eXelate will fire its own opt-out mechanism along with an un-pixel for each of the segments that were provided to the buyer. At this point, eXelate data will no longer be associated to that user.



Memberships we take seriously



About eXelate

eXelate is the engine that powers 60 billion real-time, privacy-compliant data transactions for nearly 200 publishers and marketers every month. We make the process of accessing online audiences simple, safe, and scalable by arming data buyers and data owners with proprietary technology that automates data connections and centralizes audience management. Through our DataLinX data management platform, we enable transparent, secure, private data connections for publishers, data owners and marketers. The eXelate Marketplace delivers demographic, behavioral and purchase intent data on over 300M UV each month to over 50 directly integrated buyers, who seek to create a more relevant, and privacy friendly, advertising experience. For more information, please visit <http://www.exelate.com>.