V4NA LTD.
www.v4na.com
Information on the Quantcast consent management service
– effective as of 02.05.2023 –

Identity of the Data Controller:

Name:	V4NA LTD.
E-mail:	info@v4na.com
Registered office:	160 City Road, London, EC1V 2NX UK
VAT ID number:	65530 22110
Company registration number:	J5/1738/2016

Dear User!

Our website uses cookies ("Cookies") to provide users with certain content, to perform statistical analysis, to improve the user experience and to improve our services, to personalise advertising and to send marketing enquiries, as well as to share information with third parties for the purpose of statistical analysis and to provide personalised advertising. Please select which cookies you accept for use by the website. We recommend that you allow each type of cookie to ensure that you have full and satisfactory experience of all the features of the website.

- **Menu item 'More options' in Quantcast – consent management service**

If you select this option, a window will pop up with information about the purpose of the data processing and you can also choose the type of cookies you wish to consent to.

- **Quantcast – consent management service ("euconsent-v2" cookie)**

Through Quantcast's service, you have the opportunity to consent to the processing of your personal data within a pop-up window. With your consent, Quantcast will set small files (cookies) on your computer that allow your activity to be monitored, including by third party data controllers.

Your response to the processing of cookies will be processed regardless of whether you have consented to the processing of cookies or not. By recording your response, we can also identify whether or not we may use cookies on your device during subsequent visits to the site. Your response to our cookie management will be stored using the 'Quantcast Choice' service provided by Quantcast International Limited, Beaux Lane House, Lower Mercer Street, 1st Floor, Dublin 2, Ireland. You will be able to withdraw your consent or give your consent at any time. Your response will be processed in connection with the service of the website content.

- **Accepting or rejecting cookies**

User can accept or reject the use of cookies by changing the settings of the browser. For more information on this, the User can consult the instructions for using the browser or visit www.aboutcookies.org for information on how to change the settings of the browser.

Please note that certain services of the Website will not be available if you do not accept the use of cookies.

If you do not wish to have data collected about you when you use our website as described above, please note that in your browser settings you can partially or completely reject the use of cookies or change the cookie settings. You can find instructions on how to manage cookies for specific browsers via the links below:

- Mozilla Firefox: Accepting and rejecting cookies used by websites to save settings

- Google Chrome: [Turning cookies on and off](#)
- Microsoft Internet Explorer: [Deleting and managing cookies](#)
- Microsoft Edge: [Microsoft Edge, browser data and privacy](#)
- Apple Safari: [Managing cookies and website data in Safari on Mac computers](#)

I.   Menu item 'More options' in Quantcast – consent management service

If User selects this option, a window will pop up with information about the purpose of the data processing and User can also choose the type of cookies they wish to consent to.

User can accept or reject the use of cookies by changing the settings of the browser.

The 'More Option' menu item, i.e. the second window, contains the following:

1.   Accurate geolocation data and identification by scanning the device

Accurate geolocation data and information about the device characteristics can be used. The User's accurate geolocation data can be used for one or more purposes. This means that the geolocation of the User may be specified to an accuracy of a few meters. Third-party service providers (Partners) may collect and process the accurate geolocation data for one or more purposes. Accurate geolocation means that there are no restrictions on the accuracy of the User's location; it can be accurate up to several meters.

Partners are listed under the menu item Show Partners.

- **Active scanning of device characteristics for identification**

Your device can be identified by scanning a combination of unique attributes of the device.

Partners can create an identifier based on data collected during an active scanning of a device for specific attributes, such as installed fonts or screen resolution. Such an identifier may be used to re-identify the device. Such identifier may be used to re-identify the device.

Partners are listed under the menu item Show Partners.

2.   Personalised advertising and content, advertisements and content measurement, viewership data and product development

Advertisements and content can be personalised by profile. Advertisements and content can be personalised by profile. Additional data can be added to personalise advertisements and content to a greater degree. The performance of advertisements and content can be measured. Provides insight into the audience viewing advertisements and content. Data can be used to build or improve user experience, systems and software.

- **Selecting basic advertisements**

Advertisements can be displayed to you based on the content you view, the app you use, your approximate location, or the type of device you use.

To select basic advertisements, Partners may use real-time information about the context in which the advertisement is displayed and how the advertisement is presented, including information about the content and device, such as device type and capabilities, user agent, URL and IP address. They may use non-accurate geolocation data of the user. They may control the frequency with which advertisements are displayed to users, determine the order in which advertisements are displayed, prevent display if an advertisement would appear in an unsuitable (inappropriate for brand safety) editor environment. Partners may not create personalised advertising profiles using this information to select future advertisements without a specific legal basis for creating personalised advertising

profiles. Notes: The term 'non-accurate' refers to an approximate location only, including a radius of at least 500 metres.

Partners are listed under the menu item Show Partners.

- **Creating a personalised advertising profile**

They can generate a profile for you and your interests to display personalised advertisements that are relevant to you.

To create a personalised advertising profile, Partners may collect information about the User, including the User's activity, interests, websites or applications visited, demographic information or geographic location, in order to create or edit a User profile for the purpose of personalised advertising. Combines this information with other previously collected information, including all websites and applications, to create or edit a user profile for personalised advertising.

Partners are listed under the menu item Show Partners.

- **Selecting personalised advertising**

Personalised advertisements can be displayed based on your profile.

When selecting personalised advertisements, partners can opt to display personalised advertising based on a user's profile or other previous user data, including a user's previous activity, interests, sites or applications viewed, geographic location or demographic information.

Partners are listed under the menu item Show Partners.

- **Creating a personalised content profile**

They can generate a profile for you and your interests to display personalised content that are relevant to you.

To create a personalised content profile, Partners may collect information about the User, including the User's activity, interests, sites or applications visited, demographic information or geographic location, in order to create or edit a User profile to personalise content. Combines this information with other previously collected information, including all websites and applications, to create or edit a user profile to personalise content.

Partners are listed under the menu item Show Partners.

- **Selecting personalised content**

Personalised content can be displayed based on your profile. When selecting personalised content, partners can: Select personalised content based on a user's profile or other previous user data, including the user's previous activity, interests, sites or applications viewed, geographic location or demographic data.

Partners are listed under the menu item Show Partners.

- **Measuring advertisement performance**

The performance and effectiveness of the advertisements you view can be measured.

To measure advertisement performance, Partners can measure whether advertisements have reached users and the impact they have on them. They can report on advertisements, including their

effectiveness and performance. They can report data on users who have been exposed to with advertisements, based on data observed during user interaction. Report to publishers on the advertisements displayed on their assets. They can measure whether an advertisement is working in an appropriate editorial environment (brand safety). They can determine the percentage of advertisements that are seen and the length of time they are viewed. Partners cannot: apply panel viewership data or that of similar origins to advertisement measurement data without a specific legal basis for market research activity to generate viewership data.

Partners are listed under the menu item Show Partners.

- **Measuring content performance**

The performance and effectiveness of the content you view can be measured.

To measure content performance, Partners can measure and report on whether content has reached users and its impact on them. Based on information that can be measured directly or is known, they may report on the users who interacted with the content. Partners cannot: measure whether ads (including native language ads) have reached users and their impact on them. Apply panel viewership data or that of similar origins to advertisement measurement data without a specific legal basis to apply market research to generate viewership data.

Partners are listed under the menu item Show Partners.

- **Use of market research to generate viewership data**

Market research can be used to obtain additional information about the audience who visit websites/apps and view advertisements.

To generate viewership data, with the use of market research, Partners can provide aggregated reports to advertisers or their agents on the audiences reached by their advertisements, using panel-based and similarly-obtained viewership data. They can provide aggregated reports to publishers on the audiences that have been provided with or have interacted with content and/or advertisements displayed on their assets, using panel-based and similarly-obtained viewership data. They may combine offline data with an online user for market research purposes to generate viewership data if Partners have confirmed the matching and merging of offline data sources (Function 1). Partners cannot: measure the performance and effectiveness of advertisements provided to or viewed by a user without a specific legal basis for measuring advertisement performance. They cannot measure the content provided to and interacted with by a particular user without a specific legal basis for measuring the performance of the content.

Partners are listed under the menu item Show Partners.

- **Product development and improvement**

Your data may be used to improve existing systems and software and to develop new products.

To develop new products and to improve existing products with new features, Partners may: Use data to enhance existing products with new features and to develop new products. Use machine learning to create new models and algorithms. Partners cannot: perform any other data processing operations

Partners are listed under the menu item Show Partners.

3. **Storing and/or accessing information stored on the device**

Cookies, device identifiers or other information may be stored or accessed on your device for the purposes presented to you.

Partners may store and access information on your device, such as cookies and device identifiers presented to the User.

Partners are listed under the menu item Show Partners.

4. **Specific purposes and features**

- **Security, fraud prevention and debugging**

Your data may be used to monitor and prevent fraudulent activities and to ensure the proper and secure operation of systems and processes.

To ensure security, fraud prevention and debugging, Partners can ensure that data is transmitted in a secure manner. They can detect and prevent malicious, fraudulent, invalid or illegal activities. They can ensure the correct and efficient operation of systems and processes, including monitoring and improving the performance of systems and processes that are operating for their permitted purposes. Partners cannot: perform any other data processing operations for this purpose that has been allowed for any other purposes. Notes: The data collected and used for security, fraud prevention and debugging purposes may include device attributes sent automatically for identification purposes, accurate geolocation data and data obtained by actively reading device attributes for identification purposes, without explicit disclosure and/or subscription.

Partners are listed under the menu item Show Partners.

- **Technical service of an advertisement or content**

Your device may receive and send information that enables you to display and interact with advertisements and content.

To transmit information and respond to technical requests, Partners may use the User's IP address to deliver a certain advertisement over the Internet. They may respond to the User's interaction with an advertisement by directing the user to a landing page. They may use the User's IP address to deliver content over the Internet. They may respond to the User's interaction with a content by directing the user to a landing page. They may use information about the type and capabilities of the device to deliver advertisements or content, for example, to deliver an advertisement of the appropriate size via a creative or video file, in a format supported by the device. Partners cannot: perform any other data processing operations for this purpose that has been allowed for any other purposes.

Partners are listed under the menu item Show Partners.

- **Matching and merging offline data sources**

Data from offline data sources may be combined with your online activities in support of one or more purposes.

Partners may combine data collected offline and online for one or more purposes or for particular purposes.

Partners are listed under the menu item Show Partners.

- **Linking different devices**

It is possible to determine whether different devices belong to you or your household and whether they are used for one or more purposes.

Partners can detect deterministically whether two or more devices belong to the same user or household. They may use probability determination procedures to determine whether two or more devices belong to the same user or household. They can actively scan the attributes of the device to

determine the likelihood, if users have allowed Partners to actively scan the attributes of the device for identification (Special Feature 2)

- **Receiving and using automatically sent device attributes for identification**

Your device can be distinguished from other devices based on information sent automatically, such as IP address or browser type.

Partners can create a specific identifier based on the information automatically collected from the device, based on the attributes defined, e.g. IP address, with a string associated with the user credentials. They can use this identifier to re-identify a certain device. Partners cannot: create an identifier based on data collected during an active scanning of a device for specific attributes, such as installed fonts or screen resolution, without users' explicit subscription to active device scanning for identification purposes. Such identifier may be used to re-identify the device.

Partners are listed under the menu item Show Partners.

- Additional links:

Data protection

Terms and Conditions

II.   Menu item 'PARTNERS' in Quantcast – consent management service:

When you select this option, a window will pop up where you can review and set the data processing of which partners you consent to and which you reject. Review and set the consent settings for all partners, where you will find the individual cookies, purposes, and Privacy Notice of each partner. Expand each partner list item for more information to support your decision. On the right hand side of the menu, you have the option to reject/accept the processing by each of the purposes/partners, and the option to reject/accept all purposes/partners by clicking on "reject all" or "accept all".

III.   Menu item 'LEGITIMATE INTEREST - PURPOSE(S) OF PROCESSING' in Quantcast – consent management service

When you select this option, a window will pop up where you can review and reject the data processing for all purposes and for all named partners. In this menu item, the data processing is based on your consent. Expand each purpose or partner list item for more information to support your decision. If you wish to object to processing for specific purposes – data security, fraud prevention and debugging, or technical display of advertisements or content – please click on the link to one of the Partner's privacy policies. On the right hand side of the menu, you have the option to reject/accept the processing purposes, and the option to reject/accept all processing purposes by clicking on "reject all" or "accept all". If you click on this item, you will see the "Rejection submitted" section.

The menu is structured as follows:

Selecting basic advertisements

- Creating a personalised advertising profile

- Selecting personalised advertising

- Creating a personalised content profile

- Selecting personalised content

- Measuring advertisement performance

- Measuring content performance

- Use of market research to generate viewership data

- Product development and improvement

For more information on data protection and data management (for example on data subjects' rights), please visit https://v4na.com/gdpr/ .