



ADMATIC PRIVACY POLICY

March 2023

ADMATIC Pty Ltd (ABN 77 600 179 379) ("ADMATIC", "we", "us" and "our") provides advertisers ("Advertisers") targeted advertising services and facilitates the delivery of advertisements to consumers viewing website(s) across the Internet (the "Advertisement(s)"). This privacy policy describes our information-handling practices as they pertain to (i) visitors to our website located at www.admatic.com (the "Site"), (ii) our dealings with our customers, and (iii) our targeted advertising services (the "Services").

1. THE ADMATIC SITE AND OUR DEALINGS WITH CUSTOMERS

The Site is intended primarily to offer information about ADMATIC and the services we provide.

We may collect information about you during your use of the Site, such as the server your computer is logged onto (i.e., your IP address) and your browser type. We may use this information for its internal business purposes but will not sell, share with, or rent this information to any third outside. This information will not be used by us to contact or identify any person individually.

The Site may contain links to other websites. Such websites may use cookies and/or other data collection tools. We are not responsible for the privacy practices, policies or content of such other websites.

We may also collect personal information from our customers from time to time, such as their name, address, and contact details when we communicate with them in person, over the phone, in emails, or otherwise.

We will only use customers' personal information to provide them with assistance or services they have requested, to operate our business, or as otherwise permitted by law.

When interacting with us via Social Media Channels we may process information relating to you when you interact with us through social media platforms such as LinkedIn or Facebook.

When interacting with us as a client, we may process information that we may receive from you or from others in relation to our provision of services to our clients.

ADMATIC may from time to time send existing customers information and marketing materials relating to the business. We will abide by Australian laws relating to the use of electronic messages (email, SMS, MMS and instant messaging), telephone and faxes for marketing purposes, including the ability for recipients to 'opt-out' from receiving such messages at any time.

2. YOUR RIGHTS

You are entitled to ask:

1. for a copy of the personal information we hold about you, and details about how we are processing your personal information;
2. to have any inaccuracies in your personal information corrected;
3. if we are processing your personal information by automated means and on the basis of your consent, for us to provide your personal information to you in a structured, commonly-used and machine-readable format. You can also ask us to provide your personal information directly to a third party in this format, and, if technically feasible, we will do so; and
4. to have your personal information erased, or for our use of it to be restricted (for example, if your preferences change, or if you don't want us to send you the information you have requested).

Please email us at privacy@admatic.com if you would like to exercise any of these rights.



3. THE MEDIA AGENCY SERVICES

ADMATIC collects information about the website(s) that you visit and the advertisements that you see while online via our technology provider (the "Technology"). You may encounter the Technology when:

- We or one of our Advertisers display online advertisements on a website that you visit;
- When you open an email that contains an advertisement placed by us or one of our Advertisers; and/or
- When one of the Advertisers places one of our web beacons on a website that you visit.
- We use the information collected by the Technology in order to help make the Advertisements you see more relevant to you, and for Advertisement delivery and reporting purposes.

Information Collected via the Services

We do not collect any personally identifiable data. All data recorded simply measures website activity and usage patterns of consumers. We provide advertisers with reports about the kinds of people seeing their ads and how their ads are performing, but we don't see or share data that personally identifies you.

The technology collects and uses measurement data regarding your interaction with the Services, including, without limitation, the IP address used to access the Internet, the type of browser used, which and how many Advertiser web pages have been viewed and interacted with, search terms entered on Advertiser websites, referral URLs, location data, demographics, and the date and time of website visits.

We use this information to measure campaigns, analyse trends, identify the audience most likely to respond to an advertisement, and to tailor advertisement placements for our Advertisers accordingly. This information may be shared with third parties (see the "Disclosure of Information to Third Parties" section below). This information will not be used by us to contact or identify any person individually.

Cookies and Web Beacons

We use cookies and web beacons in connection with the Technology. These cookies and web beacons are served by our existing and future technology partners, including but not limited to Google, BingAds, Meta, Twitter, LinkedIn, TheTradeDesk, TikTok, DV360, Pinterest and MediaMath. Cookies are small text files that contain a string of alphanumeric characters. Certain cookies, persistent cookies, remain on your hard drive for an extended period of time. Most Internet browsers automatically accept cookies. You can instruct your browser, by editing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. You can also remove persistent cookies by following directions provided in your Internet browser's "help" file. Cookies help us better understand the effectiveness of our Advertisement. Our cookies may also help control the number of times you view our Advertisements.

Web beacons (also known as "1X1 pixels" or "clear GIFs") are small strings of code that provide a method for delivering a graphic image on a webpage or in an email message for the purpose of transferring data. We also use web beacons, in combination with cookies, to analyse usage patterns. The use of a web beacon allows us to record when you have visited a particular webpage or interacted with a certain email, along with additional information that the website or email may choose to include with the beacon.

Third Party Links and Websites

Advertisements may contain links to other websites, including those of the Advertisers and our contractors and affiliates. Such websites may use cookies and/or other data collection tools. We are not responsible for the privacy practices, policies or the content of such websites. We encourage everyone to read the posted privacy policies whenever interacting with any website to learn more about the privacy practices of that website. ADMATIC has no control over the use of any information by third party websites, and you should exercise caution when deciding to disclose any information. Similarly, we do not have access to, or control of, the cookies and/or other data collection tools that may be placed on any advertisement by a third-party, including those of the Advertisers, and this Privacy Policy does not cover the use of cookies and/or other data collection tools by any third party other than in connection with the Site and the Services.

Storage of Information

We do not view, use, retain, or store personal data, such emails, name, phone numbers or any other personally identifiable information.



We process anonymised collected measurement data for a range of different purposes, and the length of time we retain this aggregated data varies depending upon the processing purpose (e.g. measurement and analysis on campaign performances for clients). Most data is stored for a range of periods of between 30-90 days, and on rare occasions data may be stored for up to 13 months. Data is only ever collected and stored via the category of browser or device. No measurement data is retained beyond 13 months.

Opting out

If you would like to opt-out from having ADMATIC collect your anonymised data in connection with the Site and the Technology, please deactivate ad tracking within your browser/device/application, or click each of the following links below and follow the opt out instructions of our technology partners.

Google at <https://support.google.com/ads/answer/2662922?hl=en>
Google Analytics at <https://marketingplatform.google.com/about/analytics/terms/us/>
TheTradeDesk at <https://www.thetradedesk.com/general/privacy>
Mediamath at <http://www.mediamath.com/privacy/>
Facebook at <https://www.facebook.com/policy.php>
LinkedIn at <https://www.linkedin.com/legal/privacy-policy>
BingAds at <https://privacy.microsoft.com/en-us/PrivacyStatement>
Twitter at <https://twitter.com/en/privacy>

You may also have the option to view your profile, edit it or opt-out of receiving targeted ads, on websites operated by companies who are signatories of the Australian Guidelines for Third party On-line Behavioural Advertising. You can find out more information about your options at www.youronlinechoices.com.au.

4. GENERAL (APPLICABLE TO THE SITE AND THE SERVICES)

Information Security

ADMATIC has implemented reasonable security measures in order to protect information from loss, misuse and unauthorised access, disclosure, alteration or destruction. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security and make no warranty as to security. If you have any questions about our security practices, please send an email to us at privacy@admatic.com

Information Relating to Children

Our products and services are designed for those 16 years of age and older. We do not knowingly collect any information from anyone under the age of 16. If we are made aware that we have received personal information from someone under 16, we will use reasonable efforts to remove that information from our records.

Disclosure of Information to Third Parties

We may share information collected via the Technology with Advertisers or other contractors or technology vendors in connection with the Services. Similarly, we may enhance the information collected via the Technology with information collected from Advertisers or other ad networks. This information will not be used by us to contact or identify any person individually.

We may also disclose information about our customers or individuals who use the Services to third parties when we reasonably believe we are obligated to do so for legal compliance purposes and as described in the "Assignability" section below. For purposes of the preceding sentence, "legal compliance purposes" includes, without limitation, compliance with laws, cooperation with any governmental and self-regulatory investigations, and disclosure whenever ADMATIC believes disclosure is necessary to limit its legal liability or to protect or enforce the rights, interests, or safety of the Site, our users or any third party.

Assignability

If all or part of ADMATIC is sold, merged or otherwise transferred to another entity or undergoes any other corporate change or restructuring, whatever form it may take, your personal information or other information may be transferred as part of that transaction.



Data Collection Is In Australia

The Site and Services are operated from Australia. If you are located outside of Australia, please be aware that any information you provide to us will be collected within Australia. By using our Site and/or participating in any of our Services, you consent to this transfer.

Changes to this Privacy Policy

This privacy policy is subject to change. If we make any material or substantive changes in the way that we use data, we will post a conspicuous notice of those changes on the Site and in this privacy policy.

Complaints

Please let us know if you have any concerns or complaints about how we have handled your personal information. If we receive a complaint, we will contact you as soon as possible to discuss this with you. ADMATIC takes your privacy seriously and will work with you to address any concerns you have.

Contact Information

For questions or concerns relating to privacy, please send us an email at privacy@admatic.com