

# PRIVACY POLICY

This Privacy Policy describes how and when ADMOST ([www.admost.com](http://www.admost.com)) collects, uses, process and shares your information when you use ADMOST Mediation Router Service (“the Services”). ADMOST receives your information through our various website [www.admost.com](http://www.admost.com) (“the site”), end users of apps (“Users”), from our publisher and advertiser partners (“Partners”) and other third parties.

You agree, represent and undertake that you have given your consent to the use, storage and processing of your personal data within this scope the sharing of the same with third persons within the country or abroad as specified in the Privacy Policy.

ADMOST shall not disclose the personal information communicated to it in electronic environment by you to third persons except for the purposes and scope determined under this Privacy Policy and Terms of Service.

## Information Collection and Use

### Information from publishers

When you create an AMR account, we may collect several information about publishers related to the recognition of you as “Service Information” through our SDK, web site, other partnerships and tools such as Client-facing APIs, including:

- Personal information such as your name, address, telephone number, identity number and email address;
- Internet protocol (IP) address to get information about which browser and operation system and which SDK version publishers are using;
- Mobile advertising identifiers (“Mobile IDs”), such as iOS IDFAs and Android Advertising IDs to be used with other information;
- Information to get access networks or to import reports from networks (Reporting API Keys, Account information, Bundle IDS);
- Information about the interaction with the ads, ad types, placement of the ad, placement Ids, ad requests, ad impressions, ad clicks and revenue comes from ad networks. These information helps AMR to get highest performing from ad networks for publishers;

Information from mobile application users including;

- Device/system information;
- Geo-location;
- Time zone;
- Session information of app users

(all shall be referred as “**Confidential Information**”).

ADMOST reserves the right to keep the records of the actions performed by you on the mobile application.

## **Information Use**

We may use these Confidential Information for several purposes with our own organization such as:

- Statistical Analysis of our website to enhance the user experience;
- Tracking and optimization quality of our services;
- Serving ads with higher performance;
- Allowing partners to show ads based on users' location;
- Complying with legal processes when preventing falsum, illegal activities or threats.

We may acquire the information related to you and the use of the mobile application by you and the services provided in the application by using a technical communication file (Cookie). The technical communication file may be used for the purpose of obtaining statistical information.

### **Additional Information:**

We may use your contact information to send you information about our Services or updates with your permission.

We may utilize Google Analytics for tracking and analyzing information of your application.

We may share your Confidential Information when it is required by laws or regulations in effect or a court decision or an administrative order; and/or if you give the consent; and/or in accordance with this Privacy Policy and/or Terms of Service.

We may share publishers' information with partners or third parties that we cooperate with to provide ADMOST Services.

Your Confidential Information can be shared with the providers in case of changes in corporate structure.

You may use your account settings to unsubscribe from notifications from AMR.

You may also unsubscribe by following the instructions on our website.

You may request

- to learn whether your personal data has been processed or if it has already been processed the information in respect of such processing,
- to learn the purpose of personal data processing and whether such personal data is used in compliance with the purpose or not, to learn third parties who have received the personal data within the country or abroad,
- in case the personal data is processed incompetently or wrong, the correction of this situation, in case such transaction is made, to inform this situation to third parties who have been received the personal data,
- to delete or destroy your personal data in case the processing reason is removed, if such transactions are made, to inform this situation to third parties who have received the personal data,
- in case your personal data is processed illegally to compensate your loss within this scope, to inform this situation to third parties who have been received the personal data,
- to make an objection in case an undesirable situation occurs to the detriment of you through processed data is analyzed via automatic systems.

If you email us, we may keep your message, email address and contact information to respond to your request.

We may share or disclose your information at your direction, such as when you authorize a third-party web client or application to access your AMR account.

The Confidential Information may be collected, used, processed and stored by our affiliated companies or partners for the purpose of determining the security and accuracy of the transactions.

### **Third-Parties:**

AMR uses some third-party services to help provide our Services such as draw Analytics to collect some necessary information to improve our service.

Once you leave the site or redirected to another application or website, we are no longer responsible for their privacy policies and their content, you need to read and pay attention the privacy policy and term of service of other websites.

### **Disclosure**

We engage service providers to perform functions and provide services to us in UK and abroad.

We may share your private personal information with such service providers subject to confidentiality obligations consistent with this Privacy Policy, and on the condition that the third parties that we cooperate with use your private personal data only on our behalf and pursuant to our instructions.

We may disclose your personal information if we are required by law to do so or may examine if you violate our Terms of Service and/or Privacy Policy.

Notwithstanding anything to the contrary in this Policy, we may preserve or disclose your information if we believe that it is reasonably necessary to comply with a law, regulation or legal request; to protect the safety of any person; to address fraud, security or technical issues; or to protect AMR's rights or property.

However, nothing in this Privacy Policy is intended to limit any legal defenses or objections that you may have to a third party's, including a government's, request to disclose your information.

### **Cookies**

We can obtain your user information in the internet sites by ADMOST or connected to ADMOST by using technical contact files Cookies, and the information on application usage with IP or your account data. Technical contact files which are known as cookies are data files which are used and designed to have statistical information on how many people have visited the website with a temporal comparison, purposes of someone for visiting the internet site and the number of visits and the duration of the visit, and to help producing commercials and contents with a dynamic diversity from the user pages designed specifically for users. You can always change the settings of your browser if you wish not to have cookies placed on your computer or to receive alerts when receiving a file of this type.

## **Security**

Save for the provisions specified herein, we undertake to keep the Confidential Information in confidence and consider the same as a confidentiality obligation and it will take the necessary measures and exercise the necessary care and diligence in order to provide and maintain the confidentiality and to prevent the disclosure of the whole or any part of the Confidential Information to the public or third persons or its unauthorized use. Even though the necessary measures in respect of the information security have been taken we shall not be held responsible if following the attacks to the mobile application and the system, the confidential information is subject to any loss or acquired by unauthorized persons.

We have implemented appropriate safeguards and current security standards to protect your Personal Information from unauthorized access, disclosure, or misuse, such as using SSL encryption.

## **Our Policy Towards to Children**

Our Services are not directed to persons under 18. We do not knowingly collect personal information from children under 13.

## **Changes to this Policy**

We may revise this Privacy Policy from time to time. Each provision which is revised will be in effect for you as of the date of its publication. The most current version of the policy will govern our use of your information and will always be at [www.admost.com/privacy](http://www.admost.com/privacy)

By continuing to access or use the Services after those changes become effective, you agree to be bound by the revised Privacy Policy.

## **Contact Us**

If you have any questions or comments about this Privacy Policy, please contact us at [amr@admost.com](mailto:amr@admost.com)