

Effective May 25, 2018

We/Us/Loverevenue means Digisec Media Limited who is appearing and acting on this Privacy Policy for and on behalf of its affiliates and subsidiaries including Digisec Nordic IPR Limited and Digisec Holding Limited You/Your/Affiliate means the user of the Merchant Website and participant member of the Affiliate Program provides solutions for performance marketers. This Privacy Policy is provided to help you understand how our third Party Portal processes end user data on our behalf the Merchant who use the Loverevenue third party agent. It does not state the use practices or policies of our Digisec Media Brands, of the websites or apps on which ads are shown, or of other parties.

Loverevenue and our Digisec Media Brands care about how end user data is collected, used, and shared. Our third party agent is a “data processor” that collects and analyzes end user data at the specific request of our Digisec Media Brands, the “data controllers”. This Privacy Policy relates solely to Loverevenue and our third party agent product.

Definitions

AD SERVING is the process of delivering an ad to be shown in a web page or a mobile app.

ADVERTISERS/MERCHANTS (US DIGISEC MEDIA BRANDS) Companies (apps, brands) that have an product or service they want to promote.

AD IDENTIFIERS are unique character strings associated with user devices that help monitor and measure user interactions with advertisements and apps. Examples of Ad Identifiers include IDFA (developed by Apple for the iPhone), Google Ad ID (developed by Google for Android), and Windows advertising ID (developed by Microsoft for Windows Phone). Each of these Ad Identifiers can be reset by the user.

AFFILIATE: An Affiliate is any website that displays advertisements on behalf of an Advertiser or Merchant . The terms Affiliate and Publisher can be used interchangeably.

CLICKS refers to when a User “clicks” on the advertisement and goes to the offer’s page.

CLIENTS/MERCHANTS are the third party clients.

CONVERSIONS happen when the User completes the “offer” (e.g. making a purchase on an e-commerce site, installing a mobile app, filling out a survey, or doing some other action).

COOKIES are small text image files stored on your computer either temporarily or permanently to allow websites to recognize users and keep track of their preferences.

GEOGRAPHIC LOCATION DATA can either be precise (identifying the end user’s precise location) or imprecise (identifying the end user’s city or country). In the third party platform its collected imprecise geographic data through IP address and/or wifi networks in the end user’s vicinity. This data collected to help our US Digisec Media Brands provide more relevant advertisements and content, and to ensure we comply with country specific requirements.

IMPRESSIONS occur when a User sees an ad for an Advertiser/Merchant on a Publisher’s site or app.

INVENTORY is website or mobile app traffic from Users that can be used for advertising

IP ADDRESS is a numerical label attached to any device that connects to the Internet. Most IP addresses are dynamic i.e. the device’s IP address changes and is not persistently tied to any one device. **NETWORK** are brokers between mobile advertisers and publishers.

PIXEL TRACKING are website based and usually work in conjunction with cookies. They register when the User visits a particular page.

POSTBACKSare server-to-server communications between parties (generally through an API).

PUBLISHERS have Inventory and display ads on behalf of Advertisers.

USERS are end users, specifically individuals on websites or mobile apps that see and potentially interact with Digisec Media Brands and Lovevenue.

What Is Our Third Party Agent And Why Do We Use Them?

Our third party agent is the leading performance marketing platform, used by the world's top mobile and desktop networks to manage their online advertising relationships. We use them to assess the effectiveness of our Affiliate and Publisher relationships – by measuring User clicks and conversions.”

Pursuant to the third party Data Pledge, we determine the data that we provide to and collect through the platform. We' use, collection, exportation, or any other use of end user data, including the use of third party agent products and services, is governed by our own privacy policies and applicable laws, rules, or regulations.

How We Collect User Information Using Third Party Platform?

At the direction of our request, who act as data controllers, our third party agent collects the following types of information from Users to help us optimize and measure our advertising network, affiliate and publisher relationships:

- Ad Identifiers
- HASHED IP address
- Cookies
- Pixel Tags

- Imprecise Geographic Location Data derived from IP address and/or wifi networks.

Our third party agent also collects this information from us who access information using their lovevenue accounts to maintain up-to-date contact information.

We can also choose to view and measure information provided by other third-party sources in the third party platform. Those sources may include: Advertisers, Publishers, Affiliates, and other Networks and analytics partners. Affiliates may sign up with US the Merchant through Lovevenue platform. Affiliate information provided to the Affiliates Publishers will be used by US for fraud prevention purposes and to fulfill contractual requirements with our Affiliates.

We own the data that we provide to and collect through our third party platform. When we remove or export data from the their party platform, our use of data is governed by our own privacy policies and applicable laws, rules, or regulations. Our third party agent serves as a data processor, acting on our behalf the data controller. Specific fields that likely contain personal data, such as IP address or device ID, may be hashed, obfuscated or blanked, respectively, by the third party agent or us the Merchant.”

How We Use Third Party Agent To Collect Information From Users?

We use our third party agent for pixel or server postback tracking to collect information about Users. Pixel tracking (also called “cookie-based tracking” and “client-side tracking”) methods , our third party agent store a session identifier in a user’s browser cookie on click. In postback tracking (also called “server-side tracking”), Our third party agent directly sends a session identifier to us on click. On conversion, the we then communicate that identifier to our third party agent for validation.

Our third party agent also supports server-to-server measurement for some clients. With any of the mentioned methods, when an end user clicks on an advertisement,

goes to a specific web page or mobile app action that the merchant chooses to monitor, our third party agent collects information from the User's computer or device, including but not limited to IP and Ad Identifiers.

How We Use Our Third Party Agent To Process Information From End Users?

- Measuring the performance of ad campaigns
- Measuring the performance of Affiliates, Publishers and Networks
- Creating customized performance reports (for example, how well a particular advertisement is performing in a particular geographic region)
- Determining when Users respond to ads

In Which Instances Might Lovevenue Share End

User Data With Third Parties?

Lovevenue may disclose end user data in the event we reasonably suspect fraudulent, malicious, or unlawful activity, or invalid traffic, or believe that we are legally required to do so. Kindly note that all personal identifiable information it is hashed.

Can Users Disable Cookie And Id Tracking Through Our Third Party Agent?

End users can disable cookies in most internet browsers. An overview of the process is available [here](#). Disabling cookies will not, however, stop receipt of all advertisements. If an end user would like to opt out of a particular ad network,

publisher, or advertiser's merchant's ads, they will need to contact us directly to inquire whether they have an opt-out option.

End users can also disable collection of Ad Identifiers for targeted advertising by enabling the Limit Ad Tracking setting on their smartphone. End users can also reset the Ad Identifier altogether using their smartphone's privacy settings. End users should also note that our third party agent collects information on our behalf To opt out, please see optoutmobile.com or contact us Digisec Media the data controller directly. We will actively work to fulfill such requests as reasonable and required by law.

What Happens If This Privacy Statement Is Changed?

Loverevenue may find it necessary to update this Privacy Policy from time to time. Please check this Privacy Policy, as any changes will be posted on this site.

Questions About This Privacy Policy?

If you have an unresolved privacy or data use concern that has not been addressed satisfactorily, please contact us at support@loverevenue.com

Contact Information

If you have any questions regarding this Privacy Policy, or would like more information on our privacy practices, please contact us at support@loverevenue.com or by mail at:

Malta

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