



Privacy Policy as of January 1st, 2018.

One Planet Only Services include our Ad Exchange, a Web-based ad server through which we act as a service provider to enable publishers, advertisers, and other ad networks to buy and sell digital and mobile advertising.

The following describes One Planet Only privacy policy associated with its corporate website (oneplanetonly.com) and bidder proprietary platform and services. It explains how we collect, use, and disclose information and data and the choices that One Planet Only provides in connection with the collection, use and transfer of this information and data.

This Privacy Policy is intended for website visitors and service users.

Service users can be publishers (whether they are individuals, companies or ad exchanges) and advertisers (whether they are brands or agencies).

What This Privacy Policy Covers

This Privacy Policy describes One Planet Only use of personal Information that we collect and any other information that is associated with the contact information, including information associated with a browser or device (data).

It covers also the use of online measurements that are compiled and anonymous. They essentially relate to Internet advertising campaign exposure: the number of impression of a banner, the number of clicks or the number of visitors having seen the campaign, the CTR, the eCPM, etc.

In addition to that, One Planet Only may use cookies to provide advanced statistical data.

By using One Planet Only services or submitting personal information while using our services, you agree to the terms of this policy and you expressly consent to the processing of this information and data.

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What this policy doesn't cover

One Planet Only is a self-service ad server open to SSPs, individual publishers and advertisers. All of them can collect anonymous statistical data on their visitors to follow the delivery of their campaign or increase the performance of their publishing.

Partners and third parties may use our services to process data, which they collect or source.

One Planet Only website may also contain links to other websites or contents operated and maintained by third parties, over which we have no control.

All of these third party policies may differ from One Planet Only privacy policy described in this document.

This Privacy Policy does not cover the privacy practices of any third-party companies, websites, publishers, advertisers or ad servers. We do not control and are not responsible for such third-party information practices or their use of cookies and other ad service technologies.

To learn more about the practices of these companies, please read the privacy policies of the individual websites you visit in order to become familiar with their privacy practices and to learn about any choices that these companies may offer with respect to their information practices.

Personal information

In general, we use Personal Information submitted to us to register our users, to respond to requests that our users make, to operate and improve our Services, and to send you additional information, commercial opportunities, and technical functionalities. It helps us provide full services and learn more about how our users use our services.

When registering on line, a new user is prompted to submit personal information i.e., name, company, mail and e-mail address, phone number, website, skype, etc.

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As you use One Planet Only Services, some information may also be collected passively, including your Web viewing activities, Internet protocol (IP) address, user agent, browser type, and operating system. This information associated with personally identifiable information is mainly used to help diagnose problems and to administer our web site. We also use that information to protect your account against hacking.

In order to make payments owed to Publishers or SSPs, One Planet Only may also request additional information from Publishers such as other contact information and billing account information.

Users may choose to provide One Planet Only with other Personal Information. For example, when you contact us by sending an email or providing other feedback, we will collect any information that is contained in your email or feedback.

We may also use your Personal Information to provide you with electronic news letters. We also send user account information and alerts, or promotional e-mails, should you accept to receive such communications from us.

You can choose not to provide us with certain Personal Information, but this may limit the extent of the services we are able to deliver.

Although this cannot be considered strictly as personal information, One planet Only also collect information about the categories of Content Publishers typically make available or categories of product and services our advertisers are proposing, and link this information to your Personal Information.

Cookies and Web Beacons

Like most digital marketing solutions, One Planet Only uses “cookies” and other technologies to enhance users’ experiences on the web, to deliver more relevant ads, and for ad delivery and reporting.

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We do not use these technologies to personally identify you, and these technologies do not damage your system or files.

One Planet Only uses these technologies to help recognize a unique computer or device so we are able to deliver relevant advertising and measure the impact of that advertising.

The types of technologies used include:

- **Cookies** – Cookies are small files of characters that we put on your computer if you agree. One Planet Only uses cookies to uniquely identify an Internet browser (but not you as an individual), to store your login information if applicable and to provide One Planet Only services including when you as a user, choose to opt out of such services. One Planet Only may use both session Cookies (which expire once you close your web browser) and persistent Cookies (which stay on your computer until you delete them). The cookies we use are “analytical” cookies.
- **Web Beacons** – Web Beacons are used to help web publishers understand how visitors interact with their websites. Pixel tags are transparent images, iFrames, or JavaScript that are placed on a site. The use of a pixel tag allows a website to measure the actions of the visitor opening the page that contains the tag.

Information from Other Sources

We may receive Personal Information about our Publishers from other sources. These sources may include information that we receive from third party service providers, or information provided to us by third parties that you add to your network. We may add this Personal Information to the information we have already collected from you via the One Planet Only Services.

One Planet Only Cookie Opt-out facility

One Planet Only makes available an “opt-out” cookie solution that you may download to your browser. This ensures you that your browser will not be identify any more by our system. If this cookie is installed on your browser,

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we will not collect or use Web viewing data on that browser for the purpose of interest-based advertising.

However, we may continue to collect and use data for other purposes such as fraud prevention, improving site performance and other purposes.

Our opt-out tool is cookie-based. This opt-out tool is effective only on the browser on which it is installed, and will be installed only if your browser is set to accept third-party cookies. If you delete an opt-out cookie from a browser's cookie files, or if you use a different device or browser, you will need to renew your opt-out choice.

Additionally, you may prevent us from collecting and using information via cookies on a browser for interest-based advertising purposes by blocking third-party cookies in that browser if the browser offers such tools.

However, this can affect how you are able to interact with our site as well as other websites. This could include the inability to login to services or programs, such as logging into forums or accounts.

Even if you opt out, you still may receive advertising from the One Planet Only Services when you visit websites of a Publisher who uses our Services, but that advertising will not be targeted to you. If you opt out of One Planet Only services, you may also continue to receive interest-based advertising through other companies.

To opt-out from interest based advertising, please follow this link : <https://oneplanetonly.com/en/optout>

Disclosure of Information and data

The collected data is processed by One Planet Only in the country where it was collected as well as other countries where laws regarding processing of information is less stringent than the laws in your country.

By using One Planet Only services, or submitting personal information through One Planet Only services, you expressly agree to the transfer of data internationally.

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We may disclose some of your Personal Information to third party service providers to access some of their services and features and to help us communicate with you.

Examples of such services include sending email, analyzing data, providing marketing assistance, processing payments (including credit card payments), and providing customer service. However, these service providers do not have any independent right to share this information.

Please note that we may use and disclose data and other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal Information under applicable law, then we may use it for all the purposes for which we use and disclose Personal Information.

We share Other Information with our partners, advertisers, and other third parties in our discretion, including to deliver more relevant advertising to Readers. For example, we may share information related to a specific cookie to enable advertisers or ad servers to display relevant ads, based on the Content, search terms, and demographic profile viewed in connection with that cookie.

Although we currently do not have a parent company, any subsidiaries, joint ventures, or other companies under a common control (collectively, "Affiliates"), we may in the future. We may share some or all of your Personal Information with these Affiliates, in which case we will require our Affiliates to honor this Privacy Policy.

In the event One Planet Only goes through a business transition such as a merger, acquisition by another company, or sale of all or a portion of its assets, your Personal Information may be among the assets transferred. You acknowledge that such transfers may occur, and that any acquirer of One Planet Only or its assets may continue to process your Personal Information as set forth in this Privacy Policy.

We may disclose your Personal Information if we believe in good faith that such disclosure is necessary to:

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- comply with relevant laws or to respond to subpoenas or warrants served on us;
- to protect and defend the rights or property of One Planet Only, yours, or third parties’.

You hereby consent to One Planet Only sharing your Personal Information under the circumstances described herein.

Retention of data

Unless you contact us to request the deactivation of your user account, we will retain data for as long as it is necessary to fulfill a legitimate business purpose or as required by law.

Unsubscribe options

Unsubscribe instructions will accompany each promotional communication we send you. You can also contact us in order to change your preferences with respect to informational and/or promotional contacts by emailing us at support@oneplanetonly.com.

We will send you messages related to our relationship such as, but not limited to, notices of any updates to our user agreement or Privacy Policy, when it is necessary to do so. You may not opt-out of these communications, but if you do not wish to receive these announcements, you have the option to deactivate your account as described above.

Access and editing of Personal Information

In order to access and modify your personal information, you may login to your One Planet Only user account and edit your contact details.

If you chose to deactivate your account, it will be deactivated from our active databases but may remain in our archives.

Internet Security

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One Planet Only has put in place commercially reasonable physical, electronic, and managerial procedures to safeguard and secure the Personal Information we collect. However, no company, including One Planet Only, can fully eliminate security risks associated with Personal Information.

Policy modifications

We reserve the right to modify this Privacy Policy at any time, in which case we will post the changes to this Privacy Policy page, and may also post the changes to the Website and other places as we deem appropriate. Changes will become effective from when they are posted.

If you have any questions or suggestions regarding our Privacy Policy please contact us at support@oneplanetonly.com.