

## **PRIVACY POLICY**

This Privacy Policy ("Privacy Policy") applies to all information and data ADSNIPER could receive about users when such users visit the website ad-sniper.com (hereinafter "ADSNIPER"), the websites of our partners, customers, advertisers, contractors.

Privacy Policy provides information about our website and our advertising platform which enables our customers and partners to use our services and then describes our principles about data collection and use. It also describes the type of data ADSNIPER collects and utilizes when showing ads to users.

ADSNIPER provides its services strictly in accordance with the legislation of the Russian Federation regarding the collection and processing of data, the principles and rules of international legislation regarding the collection, processing, and protection of data.

### **1. GENERAL PROVISIONS**

1.1. ADSNIPER DOES NOT collect personally identifiable data such as names, email addresses, postal addresses or telephone numbers. ADSNIPER DOES NOT collect any information that allows identifying user. The information provided by the user is used exclusively for the purpose of the cooperation of user and ADSNIPER.

1.2. ADSNIPER collects non-personal user data that allows to determine the uniqueness of user while maintaining his anonymity.

Such statistical non-personal data include, but not limited:

- IP-address of user;
- Geographic location of user;
- Type of user's OS;
- The user's browser (for ex. Google Chrome or Safari);
- The language of user's browser;
- Data on visited sites by the user (site addresses);
- Data on the shows of ads to users and user's clicks on ads).

1.3. ADSNIPER uses such non-personal data to provide its advertising services in order to determine the needs of users in one or another ads, to manage and develop the most effective advertising campaign for its clients, its own analytics, and statistics.

1.4. User's non-personal data may be processed by ADSNIPER in the country where it was collected as well as other countries where laws regarding processing of user information may be less stringent than the laws in the country of such user. By using the ad-sniper.com and its services user expressly consents to the transfer of his non-personal information internationally.

### **2. COOKIES**

2.1. ADSNIPER uses cookies to collect non-personal data. Data collected through cookies are used to determine user preferences, to select and display targeted ads to the user.

ADSNIPER uses Google Analytics cookies and web beacons to collect information related to the web traffic and number of visitors. These are tools that enable us to measure the performance of the navigation on our website and provide you with personalized marketing messages. For more information on the cookies used by these websites, you can refer to their specific privacy statements listed below:

<https://tools.google.com/dlpage/gaoptout>

2.2. Cookie is a small text file stored on the user's hard drive while visiting ADSNIPER.ru and/or viewing a clients' or partners' ads. Cookie is connected with a web browser and is unique for each browser.

2.3. User can disable or delete the use of cookies at any time via settings in his browser. However, disabling Cookies can lead to the non-operability and/or limited access to some parts of mediansiper.ru and/or its partners' websites, and the user will be deprived of the opportunity, including receiving targeted ads from ADSNIPER, its clients, and partners.

2.4. Customers, advertisers, partners of ADSNIPER can use their own databases, which can contain personal data of users that were provided by users for the purposes of clients, advertisers, and partners. In such cases, advertisers, customers, and partners of ADSNIPER are fully responsible for the user's consent to the processing of the information provided by them and to obtaining appropriate ads.

2.5. The user is entitled at any time to prohibit ADSNIPER to collect non-personal data via activation "Opt-Out" function. To activate "Opt-out", please click [here](#).

ADSNIPER notes activation of "Opt-out" is applicable only to ad-sniper.com. The refusal does not apply to advertisers, partners, customers of ADSNIPER, who use their own cookies to collect statistical information.

### **3. PROVISION OF DATA TO THIRD PARTIES**

3.1. ADSNIPER sells or transmits no one the personal data of users or customers if any.

3.2. ADSNIPER provides access to user's or customer's data in the following cases:

- The user has been given appropriate consent to provide such data;
- At the request of the public authorities in order to comply with the applicable legislation.

3.3. ADSNIPER has the right to transmit non-personal data to partners, customers in order to show users relevant ads, analytical, marketing, researching purposes.

### **4. OTHER**

4.1. This Privacy Policy applies only to ad-sniper.com. ADSNIPER DOES NOT control and it's not liable for the sites of any third parties.

4.2. ADSNIPER reserves the right to change this Privacy Policy at any time. If ADSNIPER decides to change Privacy policy, ADSNIPER will post the updated version, together with an updated Effective Date, on this page.

Last updated: 2018/04/19