

Semasio

Description

Semasio collects so-called online identifiers relating to internet users (“Cookie IDs”) and the URL addresses of websites connected to one of our data providers if an internet user visits that page. We do not store any other personal identifiable information (“PII”) like names, mail addresses, email addresses, or telephone numbers. In particular, we do not store any IP addresses of devices used by internet users to access the internet. We cannot combine information to gather PII beyond the Cookie ID.

Privacy Policy

Semasio was independently inspected and certified by the ePrivacy GmbH and adheres to the Principles of the EDAA Online Behavioural Advertising (OBA) Framework.

Also Semasio is member of the IAB Europe Transparency and Consent Framework Global Vendor List.

With this Privacy Policy, Semasio GmbH intends to inform about the processing of personal data for the website www.semasio.com as well as for the Semasio advertising targeting technology User Intelligence Platform (UIP):

The General Data Protection Regulation (GDPR) sets standards for data protection in Europe. This law specifies precisely how personal data may be collected, saved, processed, transferred, or otherwise used. Semasio’s business model is in compliance with these rules. To ensure continuous compliance, Semasio very closely follows the development of data protection regulation in Germany and in Europe and immediately reacts to any changes.

Semasio runs the User Intelligence Platform. It is a technology which turns contacts with digital media users into data points. These contacts may be with Semasio’s own User Intelligence Platform, or the data may be sourced from third parties. From these data points information is derived and stored using a cookie set in the users browser for user identification. Semasio works with partners to deliver advertising based on this data. In order to communicate our segments to our partners we synchronize cookies with them. Semasio only works with partner companies on a contractual basis and where the use of data is secure as described below.

1. Who is responsible for the Semasio User Intelligence Platform and the semasio.com website?

Semasio GmbH
CEO: Kasper Skou
Rödingsmarkt 9

20459 Hamburg
Germany+49 40 350 175 77
info@semasio.com

You can contact our data protection officer at c.bauer@eprivacy.eu.

2. What data do we collect and how do we use it?

Semasio collects so-called online identifiers relating to internet users ("Cookie IDs") and the URL addresses of websites connected to one of our data providers if an internet user visits that page. We do not store any other personal identifiable information ("PII") like names, mail addresses, email addresses, or telephone numbers. In particular, we do not store any IP addresses of devices used by internet users to access the internet. We cannot combine information to gather PII beyond the Cookie ID.

Semasio uses this information to enable our customers to perform targeted online marketing campaigns via real-time bidding platforms only. Lists of Cookie IDs are sent via our data centers to real-time bidding platforms to deliver advertising campaigns to relevant users. We do not use the data for automated decision-making or profiling activities. In some cases, we transfer your information to partners that are located outside of the European Union. For this, we have special contractual measures in place to ensure an adequate level of protection for your data.

In addition, we process contact data as well as the correspondence with and billing details of our customers and prospective customers. This data is collected via email and through the contact form on our website.

Finally, our website uses the Google Analytics service to obtain visitor statistics for the semasio.com website. This service is operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States and uses your IP address as well as cookies to provide us with information about how you use our website. Please refer to <https://policies.google.com/privacy?hl=de> for more information and to <https://tools.google.com/dlpage/gaoptout?hl=de> to opt out from being tracked by this service.

3. How do we secure your data and when is it deleted?

Semasio protects the personal data of internet users against any unauthorized access, use or disclosure. Semasio ensures that personal data will be stored in a controlled and safe environment, protected from unauthorized access and disclosure. Furthermore, Semasio has implemented technical and organizational measures to assure that all saved data is secured.

Your data is deleted as soon as we determine that the legitimate interest of our partners to use your personal data for online advertising cannot be used to justify its use any longer.

Customer data is deleted once both the contractual relationship and any applicable statutory storage periods have ended.

4. How can you inform yourself about the data we have stored on you, and what other rights do you have?

At any time and without having to give any reason, every internet user can request information about the personal data stored by Semasio at no cost. The request for information can be accessed via the following page:

[Opt Out and Right for Information](#)

In addition, and subject to certain conditions in some cases, you have the right to request access to and rectification or erasure of your personal information, to restrict or object its processing as well as the right to data portability, to withdraw consent at any time with regard to the future, and to lodge a complaint with a supervisory authority. The provision of your personal information is voluntary, except where otherwise noted.

5. How can you opt out of the tracking?

If any internet user does not want surfing behavior to be collected by the User Intelligence Platform, we offer an “Opt Out” and the internet user will not be exposed to personalized ad banners connected to the Semasio technology any more. If an internet user already opted out, the decision can be reversed on this website at any time by selecting the “OptIn” option. The Opt Out can be accessed via the following page:

[Opt Out and Right for Information](#)

6. What are cookies?

“Cookies” are small files that enable Semasio to store information related to an internet user, on the personal computer or other device while visiting a website from one of Semasio’s partners. For example, cookies help to ascertain the frequency of use and the number of website’s visitors in order to design offers and services as comfortable, efficient and interesting as possible for internet users. The cookie does not do any damage to the computer of the internet user and does not spy on personal information.

In the browser settings, an internet user can deactivate or restrict the storage of cookies from defined websites. Furthermore, the browser can be set to inform the internet user as soon as a cookie is placed. An internet user can also delete cookies from the hard drive at any time. However, the use of certain services may not be possible if the browser does not allow session cookies.

7. What is the legal basis for processing your information and under which terms do we cooperate with our partners?

The Semasio User Intelligence Platform operates on the basis of legitimate interest of providing services relating to online advertising, art. 6(1)(f) GDPR.

As a responsible company, Semasio also informs cooperation partners of the relevant data protection regulation, and has detailed contractual agreements with them. Specific business terms assure that data protection regulations are understood, openly communicated and followed. However, cooperation partners are themselves responsible for adhering to the applicable data protection requirements and usually have their own privacy policies. Semasio therefore does not take any responsibility and/or liability for this.

For customer data, the legal basis is entering into and carrying out a contract with our customers, art. 6(1)(b) GDPR. The use of Google Analytics is based on the legitimate interest of obtaining visitor statistics for our website.

8. Changes to this Privacy Policy

Semasio will change or update this Privacy Policy at any time in accordance with any new applicable data protection regulations or new relevant information achieved.

Semasio Opt Out

Semasio takes privacy very serious, and thus, developed a technology that enables to deliver targeted or personalized advertisements to users without collecting or storing more personal information than strictly necessary.

If you do not want that data about your surfing habits will be collected any longer, press "Opt Out" and you will not be exposed to personalized ad banners any more. If you are already opted out, you can undo your decision on this website at any time by selecting the "Opt In" option.

Please note: This opt out relies on a cookie, so if you delete your cookies we will no longer know that you have opted out.

[Click here](#) to see and change the options for your own ad choices.

Opt-out for partners not on www.youronlinechoices.com:

Adscale

AppNexus

Platform161

Semasio allows targeting of Android and Apple mobile devices. How to Opt-Out on mobile applications:

iOS users (version 6 and above) If you would like to opt-out on your iOS device please use the "Limit Ad-Tracking" option, follow the instructions provided by Apple here: [Opt out on Apple devices](#)

Android Users (version 2.3 and above) If you would like to opt-out on your Android device please use the “opt-out of interest-based advertising” option, follow the instructions provided by Google here: [Opt out of Android devices](#)

Right for information

Here Semasio will offer you the right to inform yourself about your personal data stored on our User Intelligence Platform from May 26th onwards.

<http://www.semasio.com/de/nc/opt-out/>