

IAS is a global measurement and analytics company that builds verification, optimization, and analytics solutions to empower the advertising industry to invest with confidence and activate consumers everywhere, on every device. As part of its role in promoting trust and transparency in digital advertising, IAS takes its responsibilities with respect to privacy seriously. These IAS Data Privacy FAQs address the questions we most commonly receive from our customers about what personal information IAS collects and processes in connection with the provision of its measurement and analytics services to customers and how IAS generally complies with applicable data privacy laws in the delivery of its services.

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IAS's Solutions and Personal Information

1. What types of personal information do IAS's data and technology solutions ("IAS Solutions") process and why?

IAS Solutions provide four services to our customers: (a) Viewability, (b) Ad Fraud, (c) Brand Safety and Suitability, and (d) Contextual Targeting. In connection with these services, our solutions also provide non-precise Geolocation verification. In delivering its Ad Fraud and Geolocation verification services, IAS collects and processes internet protocol addresses ("IP addresses"), which are ordinarily considered a category of personal information under applicable privacy laws.

2. How do IAS Solutions collect personal information?

IAS uses tags, pixels, and SDKs, like the Open Measurement SDK, placed in customers' ad creative and digital ad streaming data to collect data.

3. How do IAS Solutions use the personal information collected on behalf of IAS customers?

IAS Solutions use the personal information collected on behalf of IAS customers to, among other things, power its Ad Fraud and Geolocation verification services by leveraging the IP addresses to, for instance, determine if a customer's ad creative should or should not be displayed, detect fraudulent and invalid traffic, prevent ad impression fraud, and determine if traffic source location is accurate and located within customer's campaign parameters or traffic settings.

4. Does IAS disclose the personal information it processes to other parties?

Like many businesses, IAS hires other vendors to perform certain business-related services. IAS may disclose personal information to certain of these vendors but only to the extent necessary for IAS to deliver its services or for internal operations and processing, such as data storage, hosting services, and disaster recovery services. All such companies function as IAS processors (or service providers), performing services on behalf of IAS at its instruction and on its behalf under contracts that require they provide at least the same level of privacy protection as is required by IAS vis-à-vis its customers. A current list of IAS's processors may be found [here](#).

5. How long does IAS store personal information collected through its Solutions?

IAS stores IP addresses for no longer than thirty (30) days.

IAS's Solutions and EU and U.S. State Privacy Laws

6. Can IAS's Solutions be used in compliance with the European Union's and United Kingdom's General Data Protection Regulations ("GDPR")?

Yes. Among other things, to comply with the GDPR, IAS enters into a data processing agreement with its customers that contractually applies the obligations of the GDPR to the services provided by IAS Solutions. IAS's standard Global Data Processing Agreement is available [here](#). IAS also works proactively with our data protection officer and privacy counsel to ensure ongoing compliance with GDPR.

7. Can IAS's Solutions be used in compliance with U.S. state comprehensive privacy laws, such as the California Consumer Privacy Act ("CCPA") and similar laws?

Yes. Among other things, to comply with the CCPA and other U.S. state privacy laws, IAS and its customers enter into a data processing agreement that provides U.S. state-specific contractual obligations applicable to the services provided by IAS Solutions. These terms are included within IAS's standard Global Data Processing Agreement available [here](#). IAS is also committed to continuing to work with our customers to address new requirements within the evolving U.S. state privacy law landscape.

8. Under the GDPR and U.S. state privacy laws, is IAS a controller or a processor (or "service provider") of personal information?

Depending on the service being provided, we may act as either a controller or a processor. For example, we are a controller under the GDPR with respect to our ad fraud services and a processor for our viewability, non-precise geolocation, brand safety, and contextual targeting services. Under U.S. state privacy laws, IAS generally operates as a processor or service provider for all its services.

9. Does IAS participate in the IAB's Transparency and Consent Framework?

Yes. IAS has registered for and received approval from IAB Europe as a global vendor. Our global vendor number is 287, and we are included on the IAB vendor list. For more information on the IAB Transparency and Consent Framework, visit iab europe.eu/transparency-consent-framework/.

10. Does IAS participate in the IAB's Multi-State Privacy Law Framework?

Not at this time.

11. Does IAS recognize and process IAB Tech Lab's U.S. Privacy String?

Yes.

12. Does IAS “sell” personal information from its solutions or “share” such personal information for purposes of targeted advertising?

No.

13. Does IAS use personal information from its solutions for profiling?

No.

14. Does IAS honor privacy rights requests from individuals directly or when customers request IAS to assist with individual privacy rights requests?

Yes. To the extent practicable, IAS honors individual privacy rights and requests from its customers to assist with individual privacy rights requests. For more information on how we comply with consumer rights requests, please refer to IAS’s [Technology Solutions and Platform Privacy Policy](#).

15. How does IAS protect personal information during processing?

We have established technical and organizational security measures to ensure the ongoing confidentiality, integrity, availability, and resilience of our systems and services processing personal data. For more information on IAS’s data security policies and practices, please refer to our current [Technical and Organizational Security Measures](#).

16. How does IAS safeguard personal information from the European Economic Area and United Kingdom during transfer?

To protect personal data transfers, IAS will implement and comply with the European Commission’s Standard Contractual Clauses for International Data Transfers and the United Kingdom’s international data transfer addendum to the European Commission’s Standard Contractual Clauses. Our Standard Contractual Clauses and the Addendum are included in IAS’s Global Data Processing Agreement for customers available [here](#).

17. How does IAS safeguard personal information it stores?

Protecting the privacy and security of personal information is a top priority at IAS. We have established technical and organizational security measures to ensure the ongoing confidentiality, integrity, availability, and resilience of our systems and services processing personal data. A summary of our security measures in place to protect personal data can be found [here](#).

18. What steps does IAS take to help ensure vendor compliance with relevant privacy and data protection laws?

We take steps to ensure that our contracts with our processors contain the terms required by applicable privacy and data protection laws and reflect our contractual obligations to our customers. We work with our vendors, including as part of our due diligence process, to obtain commitments that they are able to comply with their legal and contractual obligations and relevant privacy and data protection standards.

19. Who can I contact if I have more questions?

For more information or to ask additional questions, please email us at privacy@integralads.com.