

# Privacy Policy

Thanks for using Total Media Solutions or visiting one of our websites. This policy explains the what, how, and why of the information we collect when you visit one of our websites, or when you use our Services. It also explains the specific ways we use and disclose that information. We take your privacy extremely seriously, and we never sell lists or email addresses.

## **Introduction**

Welcome to the Total Media's privacy notice.

Total Media respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

This privacy notice is provided in a layered format so you can click through to the specific areas set out below. Please also use the Glossary to understand the meaning of some of the terms used in this privacy notice.

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# 1. IMPORTANT INFORMATION AND WHO WE ARE

## PURPOSE OF THIS PRIVACY NOTICE

This privacy notice aims to give you information on how Total Media collects and processes your personal data through your use of this website, including any data you may provide through this website when you sign up to our newsletter, purchase a product or service or request for information about product or service through one of our landing pages.

We offer the Services on at least our websites <http://www.totalmediasolutions.com>; <http://www.mediatraderz.com>; [www.totalmedia.ru](http://www.totalmedia.ru); [www.totalmedia.com.tr](http://www.totalmedia.com.tr). This Privacy Policy applies to these specific websites, and as well as any other sites owned or operated by us.

(each a “Website” and together the “Websites”). The “Websites” include the Websites themselves, and any web pages, interactive features, applications, widgets, blogs, social networks, social network “tabs,” or other online, mobile, or wireless offerings that post a link to this Privacy Policy, whether accessed via computer, mobile device, or other technology, manner or means. While providing the Services, and as described in more detail below, we may collect Personal Information about a Website visitor, Member, person or email address on or related to a Distribution List, or Subscriber.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

## CONTROLLER

Total Media is made up of different legal entities. This privacy notice is issued on behalf of the Total Media Group so when we mention “Total Media”, “we”, “us” or “our” in this privacy notice, we are referring to the relevant company in the Total Media Group responsible for processing your data.

We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the data privacy manager using the details set out below.

## CONTACT DETAILS

Our full details are:

**Full name of legal entity:** Total Media Ltd.

**Name or title of data privacy manager:** Avidan Perry. Legal Counsel.

**Email address:** [avidan@totalmediasolutions.com](mailto:avidan@totalmediasolutions.com)

**Postal address:** 14, Abba Hillel Silver Rd. Ramat-Gan 5250607 Israel

**Telephone number:** +972-3-6130012

## CHANGES

We may change this Privacy Policy at any time and from time to time. The most recent version of the Privacy Policy is reflected by the version date located at the bottom of this Privacy Policy. All updates and amendments are effective immediately upon notice, which we may give by any means, including, but not limited to, by posting a revised version of this Privacy Policy or other notice on the Website. We encourage you to review this Privacy Policy often to stay informed of changes that may affect you, as your continued use of the Website signifies your continuing consent to be bound by this Privacy Policy. Our electronically or otherwise properly stored copies of this Privacy Policy are each deemed to be the true, complete, valid, authentic, and enforceable copy of the version of this Privacy Policy which were in effect on each respective date you visited the Website.

## 2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- **Profile Data** includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does **not** directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

### **IF YOU FAIL TO PROVIDE PERSONAL DATA**

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

## **3. HOW IS YOUR PERSONAL DATA COLLECTED**

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - apply for our products or services;
  - create an account on our website;
  - subscribe to our service or publications;
  - request marketing to be sent to you;
  - enter a competition, promotion or survey; or
  - give us some feedback.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Our use of cookies is discussed more below in our [Cookie Policy](#).
- **Third parties or publicly available sources.** We may receive personal data about you from various third parties and public sources as set out below:
  - Technical Data from the following parties:

- a) analytics providers such as Google based inside OR outside the EU;
- b) advertising networks based inside OR outside the EU; and
- c) search information providers such as Google and Yandex based inside OR outside the EU.

- Contact, Financial and Transaction Data from providers of technical, payment and delivery services based inside OR outside the EU.
- Identity and Contact Data from data brokers or aggregators based inside OR outside the EU.
- Any other ways you collect personal data.

## 4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

### PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please [Contact us](#) if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest

<p>To register you as a new customer</p>	<p>(a) Identity (b) Contact</p>	<p>Performance of a contract with you</p>
<p>To process and deliver your order including:</p> <p>(a) Manage payments, fees and charges</p> <p>(b) Collect and recover money owed to us</p>	<p>(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications</p>	<p>(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)</p>
<p>To manage our relationship with you which will include:</p> <p>(a) Notifying you about changes to our terms or privacy policy</p> <p>(b) Asking you to leave a review or take a survey</p>	<p>(a) Identity (b) Contact (c) Profile (d) Marketing and Communications</p>	<p>(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)</p>
<p>To enable you to partake in a prize draw, competition or complete a survey</p>	<p>(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications</p>	<p>(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)</p>
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity (b) Contact (c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)</p>

		(b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)

## MARKETING

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We have established the following personal data control mechanisms:

### PROMOTIONAL OFFERS FROM US

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we

think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have not opted out of receiving that marketing.

### **THIRD-PARTY MARKETING**

We will get your express opt-in consent before we share your personal data with any company outside the Total Media group of companies for marketing purposes.

### **OPTING OUT**

You can ask us our third parties to stop sending you marketing messages at any time by [Contacting us](#) at any time. Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

### **COOKIES**

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our [Cookie Policy](#)

### **CHANGE OF PURPOSE**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please [Contact us](#).

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## **5. DISCLOSURES OF YOUR PERSONAL DATA**

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.



- Internal Third Parties as set out in the [Glossary](#).
- External Third Parties as set out in the [Glossary](#).
- Specific third parties listed in the table in the [Glossary](#).
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

## 6. PUBLIC INFORMATION AND THIRD PARTY WEBSITES

(a) Blog. We have public blogs on our Websites. Any information you include in a comment on our blog may be read, collected, and used by anyone. If your Personal Information appears on our blogs and you want it removed, contact us. If we are unable to remove your information, we will tell you why.

(b) Social media platforms and widgets. Our Websites include social media features, such as the Facebook Like button. These features may collect information about your IP address and which page you are visiting on our Website, and they may set a cookie to make sure the feature functions properly. Social media features and widgets are either hosted by a third party or hosted directly on our Website. We also maintain presences on social media platforms including Facebook, Twitter, and Instagram. Any information, communications, or materials you submit to us via a social media platform is done at your own risk without any expectation of privacy. We cannot control the actions of other users of these platforms or the actions of the platforms themselves. Your interactions with those features and platforms are governed by the privacy policies of the companies that provide them.

(c) Links to third-party websites. Our Websites include links to other websites, whose privacy practices may be different from Total Media's. If you submit Personal Information to any of those sites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any Website you visit.

## 7. INTERNATIONAL TRANSFERS

Many of our external third parties are based outside the European Economic Area (**EEA**) so their processing of your personal data will involve a transfer of data outside the EEA. Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an

adequate level of protection for personal data by the European Commission.

- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).
- Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between the Europe and the US. For further details, see [European Commission: EU-US Privacy Shield](#).

Please [Contact us](#) if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

## 8. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## 9. DATA RETENTION

### HOW LONG WILL YOU USE MY PERSONAL DATA FOR?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for [six] years after they cease being customers for [tax] purposes.

In some circumstances you can ask us to delete your data: see [Request erasure](#) below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated

with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## **10. YOUR LEGAL RIGHTS**

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please click on the links below to find out more about these rights:

- *Request access to your personal data.*
- *Request correction of your personal data.*
- *Request erasure of your personal data.*
- *Object to processing of your personal data.*
- *Request restriction of processing your personal data.*
- *Request transfer of your personal data.*
- *Right to withdraw consent.*

If you wish to exercise any of the rights set out above, please [Contact us](#).

### **NO FEE USUALLY REQUIRED**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

### **WHAT WE MAY NEED FROM YOU**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

### **TIME LIMIT TO RESPOND**

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **11. GLOSSARY**

## **LAWFUL BASIS**

**Legitimate Interest** means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

**Performance of Contract** means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

**Comply with a legal or regulatory obligation** means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

## **THIRD PARTIES**

### **INTERNAL THIRD PARTIES**

Other companies in the Total Media Group acting as joint controllers or processors and who are based in Israel, Russia and/or Turkey.

### **EXTERNAL THIRD PARTIES**

We may disclose Personal Information to the following types of third parties for the purposes described in this policy:

(a) Service providers. Sometimes, we need to use third party Service Providers in order to provide and support the features of our Services. We will tell you we are working with a Service Provider whenever reasonably possible, and you may request at any time the names of our Service Providers. Just like with the other third parties we work with, these third party Service Providers enter into a contract that requires them to use your Personal Information in a manner that is consistent with this policy.

(b) Advertising partners. We may partner with third parties to display advertising on our Websites or to manage our advertising on other sites and may share Personal Information with them for this purpose. All third parties with which we share this information enter into a contract with us that requires them to use your Personal Information in a manner that is consistent with this policy. We or our third party partners may use technologies, such as cookies, to gather information about your activities on our Websites and other sites in order to provide you with advertising based on your browsing activities and interests.

**SPECIFIC THIRD PARTIES**

Service providers, Professional advisers, acting as processors or joint controllers:

Service Provider	based	who provide
<b>SalesForce</b>	<b>Data management</b>	<b>Corporate CRM Software</b>
<b>MailChimp</b>	<b>Communications</b>	<b>Email Marketing Software</b>
<b>Google Analytics</b>	<b>Data analysis</b>	<b>Website Analytics</b>
HM Revenue & Customs, regulators and other authorities		who require reporting of processing activities in certain circumstances.
OTHER THIRD PARTIES (FOR EXAMPLE, MARKET RESEARCHERS, FRAUD PREVENTION AGENCIES, PRICE COMPARISON SITES ETC).		

**12. YOUR LEGAL RIGHTS**

You have the right to:

**Request access** to your personal data (commonly known as a “data subject access request”).

This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

**Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

**Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

**Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

**Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

**Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

**Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

## **CONTACT INFORMATION**

To ask questions or comment about this privacy policy and our privacy practices, contact us at: [avidan@totalmediasolutions.com](mailto:avidan@totalmediasolutions.com)

## **13. COOKIE POLICY**

*Effective on May 9, 2018*

At Total Media, we believe in being clear and open about how we collect and use data related to you. In the spirit of transparency, this policy provides detailed information about how and when we use cookies. This cookie policy applies to any Total Media's service or product that links to this policy or incorporates it by reference.

### **Does Total Media use cookies?**

Yes. As described in Section 4 of our Privacy Policy, we use cookies and other technologies to ensure everyone who uses Total Media has the best possible experience. Cookies also help us keep your account safe. By continuing to visit or use our services, you are agreeing to the use of cookies and similar technologies for the purposes we describe in this policy.

### **What is a cookie?**

A cookie is a small file placed onto your device that enables Total Media features and functionality. For example, cookies enable us to identify your device, secure your access to Total Media and our sites generally, and even help us know if someone attempts to access your account from a different device. Cookies also enable you to easily share content on Total Media and help us serve relevant ads to you.

### **When does Total Media place cookies?**

We use cookies on our sites (such as totalmediasolutions.com and mediatraderz.com) and landing pages. Any browser visiting these sites will receive cookies from us. We also place cookies in your browser when you visit non-Total Media sites that host our Ads (for example, Total Media's Landing pages) or tags.

### **What types of cookies does Total Media use?**

We use two types: persistent cookies and session cookies. A persistent cookie helps us recognize you as an existing user, so it's easier to return to Total Media or interact with our services without signing in again. After you sign in, a persistent cookie stays in your browser and will be read by Total Media when you return to one of our sites or a partner site that uses our services. Session cookies only last for as long as the session (usually the current visit to a website or a browser session).

## What are cookies used for?

Cookies can be used to recognize you when you visit Total Media, remember your preferences, and give you a personalized experience that's in line with your settings. Cookies also make your interactions with Total Media faster and more secure. Additionally, cookies allow us to bring you advertising both on and off the Total Media sites.

Categories of Use	Description
Authentication	If you're signed in to Total Media, cookies help us show you the right information and personalize your experience.
Security	We use cookies to enable and support our security features, and to help us detect malicious activity and violations of our User Agreement.
Preferences, features and services	Cookies can tell us which language you prefer and what your communications preferences are. They can help you fill out forms on Total Media more easily.
Advertising	We may use cookies to show you relevant advertising both on and off the Total Media site. We may also use a cookie to learn whether someone who saw an ad later visited and took an action (e.g. downloaded a white paper or made a purchase) on the advertiser's site. Similarly, our partners may use a cookie to determine whether we've shown an ad and how it performed, or provide us with information about how you interact with ads. We may also work with a partner to show you an ad on or off Total Media, such as after you've visited a partner's site or application.
Performance, Analytics and Research	Cookies help us learn how well our site and plugins perform in different locations. We also use cookies to understand, improve, and research products, features, and services, including when you access Total Media from other websites, applications, or devices such as your work computer or your mobile device.

## How are cookies used for advertising purposes?

Cookies and other ad technology such as beacons, pixels, and tags help us serve relevant ads to you more effectively. They also help us provide aggregated auditing, research, and reporting for advertisers, understand and improve our service, and know when content has been shown to you. Note: Because your web browser may request advertisements and beacons directly from third party ad network servers, these networks can view, edit, or set third party cookies, just as if you had requested a web page from their site. Ads served by Total Media may also set third party cookies.



If you are logged in on Total Media website, or another Service that references this Cookie Policy or browsing a third party partner site of Total Media and one of our cookies on your device identifies you, your usage (such as your browsing behavior) and log data (such as your IP address), will be associated by us with your account as noted in Section 4 of our Privacy Policy. We also use aggregate data from third parties and data from your profile and Total Media activity.

If you are a Total Media member but logged out of your account on a browser, Total Media may still continue to log your interaction with our services on that browser for up to 30 days in order to generate usage analytics for our services, which analytics we may share in aggregate form with our advertising customers.

Unless you clear these cookies from your browser, we may use this information to:

- provide more relevant, interest-based advertising
- provide aggregate reports of ads activity to advertisers and websites hosting the ads
- help website and app owners understand how visitors engage with their sites or apps
- detect and defend against fraud and other risks to protect users and partners
- improve our products

## **What third-party cookies does Total Media use?**

Our [cookie table](#) lists some of the third party cookies on our sites. Please note that the names of cookies, pixels and other technologies may change over time.

## **Controlling cookies**

Most browsers allow you to control cookies through their settings preferences. However, if you limit the ability of websites to set cookies, you may worsen your overall user experience, since it will no longer be personalized to you. It may also stop you from saving customized settings like login information.

## **What to do if you don't want cookies to be set or want them to be removed?**

If you do not want to receive cookies, you can change your browser settings on your computer or other device you're using to access our services. If you use Total Media without changing your browser settings, we'll assume that you're happy to receive all cookies on the Total Media website. Most browsers also provide functionality that lets you review and erase cookies, including Total Media cookies. Please note that the Total Media site will not work properly without cookies.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [wikipedia.org](http://wikipedia.org), [www.allaboutcookies.org](http://www.allaboutcookies.org), or [www.aboutcookies.org](http://www.aboutcookies.org).

## Other helpful resources

To learn more about advertisers' use of cookies the following links may be helpful:

- [European Interactive Digital Advertising Alliance \(EU\)](#)
- [Internet Advertising Bureau \(US\)](#)
- [Internet Advertising Bureau \(EU\)](#)

Browser manufacturers provide help pages relating to cookie management in their products. Please see below for more information.

- [Google Chrome](#)
- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Safari \(Desktop\)](#)
- [Safari \(Mobile\)](#)
- [Android Browser](#)
- [Opera](#)
- [Opera Mobile](#)

For other browsers, please consult the documentation that your browser manufacturer provides.

## 14. COOKIE TABLE

We use different types of cookies to run our website and ads-related products. These tables list some of our third-party cookies. Third-party cookies are derived from other websites' advertisements to track your web use for marketing purposes.

Since the number and names of cookies, pixels and other technologies may change, these tables may be updated from time to time. Please take a look at our below if you'd like more information on how and why we use cookies.

<b>Class</b>	<b>Cookie ID</b>	<b>Source</b>	<b>Expire</b>	<b>Opt-Out</b>	<b>Purpose</b>
<b>Total Media</b>	<u><a href="#">_uetid</a></u>	<b>Total Media</b>	<u><a href="#">Session</a></u>	<u><a href="mailto:info@totalmediasolutions.com">Write to us at info@totalmediasolutions.com</a></u>	<u><a href="#">Unknown</a></u>
<b>Total Media</b>	<u><a href="#">apbct_cookies_test</a></u>	<b>Total Media</b>	<u><a href="#">Session</a></u>	<u><a href="mailto:info@totalmediasolutions.com">Write to us at info@totalmediasolutions.com</a></u>	<u><a href="#">Unknown</a></u>

Total Media	apbct_page_hits	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	apbct_prev_referer	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	apbct_site_landing_ts	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	apbct_timestamp	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	apbct_visible_fields	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	apbct_visible_fields_count	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	CookieConsent	Total Media	1 year	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Stores the user's cookie consent state for the current domain
Total Media	ct_checkjs	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	ct_cookies_test	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	ct_fkp_timestamp	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	ct_pointer_data	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	ct_ps_timestamp	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	ct_sfw_pass_key	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	ct_timezone	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	gdpr[allowed_cookies]	Total Media	1 year	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	gdpr[consent_types]	Total Media	1 year	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	LandingPage	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Unknown
Total Media	lang	Total Media	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Remembers the user's selected language version of a website
Third Party	_ga	Google Analytics	2 years	<a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
Third Party	_gads	Unknown	2 years	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Used to register what ads have been displayed to the user.
Third Party	_gat	Google Analytics	Session	<a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>	Used by Google Analytics to throttle request rate
Third Party	_gid	Google Analytics	Session	<a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a>	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
Third Party	_hjincludedInSample	Unknown	Session	Write to us at <a href="mailto:info@totalmediasolutions.com">info@totalmediasolutions.com</a>	Determines if the user's navigation should be registered

					in a certain statistical place holder.
Third Party	<u>twitter_sess</u>	<u>Twitter</u>	<u>Session</u>	<u><a href="http://optout.aboutads.info/#">http://optout.aboutads.info/#</a></u>	<u>Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and which pages have been loaded, with the purpose of personalising and improving the Twitter service.</u>
Third Party	<u>ads/conversion/#</u>	<u>Google AdWords</u>	<u>Session</u>	<u><a href="https://www.google.com/settings/ads?hl=en">https://www.google.com/settings/ads?hl=en</a></u>	<u>Unknown</u>
Third Party	<u>ads/ga-audiences</u>	<u>Google AdWords</u>	<u>Session</u>	<u><a href="https://www.google.com/settings/ads?hl=en">https://www.google.com/settings/ads?hl=en</a></u>	<u>Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.</u>
Third Party	<u>ads/user-lists/#</u>	<u>Google AdWords</u>	<u>Session</u>	<u><a href="https://www.google.com/settings/ads?hl=en">https://www.google.com/settings/ads?hl=en</a></u>	<u>Unknown</u>
Third Party	<u>bcookie</u>	<u>LinkedIn</u>	<u>2 years</u>	<u><a href="https://www.linkedin.com/psettings/advertising">https://www.linkedin.com/psettings/advertising</a></u>	<u>Used by the social networking service, LinkedIn, for tracking the use of embedded services.</u>
Third Party	<u>BizoID</u>	<u>LinkedIn</u>	<u>179 days</u>	<u><a href="https://www.linkedin.com/psettings/advertising">https://www.linkedin.com/psettings/advertising</a></u>	<u>Unknown</u>
Third Party	<u>bscookie</u>	<u>LinkedIn</u>	<u>2 years</u>	<u><a href="https://www.linkedin.com/psettings/advertising">https://www.linkedin.com/psettings/advertising</a></u>	<u>Used by the social networking service, LinkedIn, for tracking the use of embedded services.</u>
Third Party	<u>c</u>	<u>Rubicon</u>	<u>Session</u>	<u><a href="https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/">https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/</a></u>	<u>Unknown</u>
Third Party	<u>collect</u>	<u>Google Analytics</u>	<u>Session</u>	<u><a href="https://tools.google.com/dlpage/gaoptout">https://tools.google.com/dlpage/gaoptout</a></u>	<u>Used to send data to Google Analytics about the visitor's device and behaviour.</u>

					Tracks the visitor across devices and marketing channels.
Third Party	ct0	Twitter	Session	<a href="http://optout.aboutads.info/#/">http://optout.aboutads.info/#/</a>	Unknown
Third Party	external_referrer	Twitter	6 days	<a href="http://optout.aboutads.info/#/">http://optout.aboutads.info/#/</a>	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and which pages have been loaded, with the purpose of personalising and improving the Twitter service.
Third Party	fr	Facebook	3 months	<a href="https://www.facebook.com/ads/preferences/">https://www.facebook.com/ads/preferences/</a>	Unknown
Third Party	quest_id	Twitter	2 years	<a href="http://optout.aboutads.info/#/">http://optout.aboutads.info/#/</a>	Collects anonymous data related to the user's visits to the website, such as the number of visits, average time spent on the website and which pages have been loaded, with the purpose of personalising and improving the Twitter service.
Third Party	id	YieldLab	1 year	<a href="http://www.yieldlab.com/elements/privacy/">http://www.yieldlab.com/elements/privacy/</a>	Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.
Third Party	IDE	Google AdWords	1 year	<a href="https://www.google.com/settings/ads?hl=en">https://www.google.com/settings/ads?hl=en</a>	Used by Google DoubleClick to register and report the website user's actions after viewing or

					clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user.
Third Party	khaos	Rubicon	1 year	<a href="https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/">https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/</a>	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.
Third Party	lidc	LinkedIn	Session	<a href="https://www.linkedin.com/psettings/advertising">https://www.linkedin.com/psettings/advertising</a>	Used by the social networking service, LinkedIn, for tracking the use of embedded services.
Third Party	MUID	Bing	1 year	<a href="https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads">https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads</a>	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.
Third Party	MUIDB	Bing	1 year	<a href="https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads">https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads</a>	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.
Third Party	personalization_id	Twitter	2 years	<a href="http://optout.aboutads.info/#/">http://optout.aboutads.info/#/</a>	Unknown
Third Party	pixel	Outbrain	Session	<a href="https://www.outbrain.com/legal/privacy#advertising_behavioral_targeting">https://www.outbrain.com/legal/privacy#advertising_behavioral_targeting</a>	Unknown

<u>Third Party</u>	<u>PREF</u>	<u>YouTub e</u>	<u>8 months</u>	<u><a href="https://www.google.com/settings/ads?hl=en">https://www.google.com/settings/ads?hl=en</a></u>	<u>Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites.</u>
<u>Third Party</u>	<u>put #</u>	<u>Rubico n</u>	<u>29 days</u>	<u><a href="https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/">https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/</a></u>	<u>Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.</u>
<u>Third Party</u>	<u>rpb</u>	<u>Rubico n</u>	<u>29 days</u>	<u><a href="https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/">https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/</a></u>	<u>Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network.</u>
<u>Third Party</u>	<u>rpx</u>	<u>Rubico n</u>	<u>29 days</u>	<u><a href="https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/">https://rubiconproject.com/privacy/consumer-online-profile-and-opt-out/</a></u>	<u>Unknown</u>
<u>Third Party</u>	<u>test cookie</u>	<u>Unknow n</u>	<u>Session</u>	<u>Write to us</u>	<u>Used to check if the user's browser supports cookies.</u>
<u>Third Party</u>	<u>tr</u>	<u>Facebo ok</u>	<u>Session</u>	<u><a href="https://www.facebook.com/ads/preferences/">https://www.facebook.com/ads/preferences/</a></u>	<u>Unknown</u>
<u>Third Party</u>	<u>UserMatchHistory</u>	<u>Linkedi n</u>	<u>179 days</u>	<u><a href="https://www.linkedin.com/psettings/advertising">https://www.linkedin.com/psettings/advertising</a></u>	<u>Unknown</u>
<u>Third Party</u>	<u>VISTOR_INFO1_LIVE</u>	<u>YouTub e</u>	<u>179 days</u>	<u><a href="https://www.google.com/settings/ads?hl=en">https://www.google.com/settings/ads?hl=en</a></u>	<u>Tries to estimate the users' bandwidth on pages with</u>

					<u>integrated YouTube videos.</u>
<u>Third Party</u>	<u>YSC</u>	<u>YouTub e</u>	<u>Session</u>	<u><a href="https://www.google.com/settings/ads?hl=en">https://www.google.com/settings/ads?hl=en</a></u>	<u>Registers a unique ID to keep statistics of what videos from YouTube the user has seen.</u>