Last updated: jan 2021

By using the website www.DTXplatform.com (the Website) and the services it provides to Advertisers and Publishers (the, **"You"**, **"Your"**, etc.), you consent to the use of cookies in accordance with this Cookies Policy. The Website uses cookies to distinguish you from other users of the Website. This helps us to provide you with a good experience when you browse the website and also allows us to improve the Website.

Disabling cookies

If you do not agree to the use of these cookies please disable them by following the instructions for your preferred website browsers or accessing the settings on your preferred browser. You can also use automated disabling tools provided by some organizations, where available. This Website does not provide automated disabling tools, so you will need to manually disable cookies from your browser. Please note that some of the services will not function so well if cookies are disabled, and the Website may not display correctly or as intended by the Website's owner.

Where the organization setting the cookie provides an automated disabling tool in respect of its cookie(s) we list the name of that organization, the category of cookies it sets together with a link to its automated disabling tool. In all other cases, we list the names of the cookies themselves and their source at the date of this Cookies Policy so that you can easily identify and disable them if you want through your browser controls.

Some browsers make is possible for you to signal that you do not want your internet browsing activity to be tracked. Disabling tracking may interfere with your use of the Website and the services provided on the Website.

After your initial visit to the Website we may change the cookies we use. This Cookies Policy will always allow you to know who is placing cookies, for what purpose and give you the means to disable them so you should check it from time to time.

What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating web domain on your subsequent visits to that domain. Most web pages contain elements from multiple web domains; so when you visit the Website, your browser may receive cookies from several sources.

Cookies are useful because they allow a website to recognize a user's device. Cookies allow you to navigate between pages efficiently, remember preferences and generally improve the user experience. They can also be used to tailor advertising to your interests through tracking your browsing across websites.

Session cookies are deleted automatically when you close your browser and persistent cookies remain on your device after the browser is closed (for example to remember your user preferences when you return to the site).

For further details, see https://aboutcookies.org/

What types of cookies do we use and why?

We describe the categories of cookies the Website, its affiliates and its contractors use below.

We generally use cookies to evaluate information on recent visits to the Website and how you move around different sections of the Website for analytics purposes to understand how people use the Website so that we can make the Website more intuitive. The information also helps us to understand which parts of the Website are most popular and generally to assess user behaviour and characteristics, in order to measure interest in and use of the various areas of the Website. This then allows us to improve the Website and the way we market our services.

This information may also be used to help us to improve, administer and diagnose problems with our server and the Website. The information also helps us monitor traffic on the Website so that we can manage the Website's capacity and efficiency

Strictly Necessary Cookies

These cookies are essential in order to enable you to move around the Website and use its features. Without these cookies, services you have asked for (such as navigating between pages) cannot be provided.

Performance Cookies

We make use of analytic cookies to analyze how our visitors use our Website and to monitor Website performance. This allows us to provide a high quality experience by customizing our offering and quickly identifying and fixing any issues that arise. For example, we might use performance cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why some pages are receiving error messages. We might also use these cookies to highlight

articles or site services that we think will be of interest to you based on your usage of the Website. The information collected by these cookies is not associated with your personal information by us or by our contractors.

The Website currently uses the following analytic cookies from Google Analytics

Source	Purpose	Further Information	Further Information
-utma -utmb -utmc -utmz	Google Analytics	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve our site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.	Click here for Google's privacy policy in respect of Google Analytics http://www.google.com/analytics/learn/privacy.html You may opt out of tracking by Google Analytics by visiting https://tools.google.com/dlpage/gaoptout?hl=en-GB Persistent cookies.

Website Functionality Cookies

We make use of cookies to provide you with certain functionality. For example, to remember choices you make (such as your user name, language or the region you are in), or to recognize the platform from which you access the site, and to provide enhanced and more personal features. These cookies are not used to track your browsing on other sites.

Advertising Cookies

These cookies help us to make the ads more attractive to users and more effective for publishers and advertisers. These files collect information about users' browsing habits and used to make advertising more relevant to the user, improve reporting of campaign, increase the effectiveness of campaigns, avoid showing ads user has already seen and helps to customize ads on our service.

Source	Purpose	Further Information
Facebook Custom Audience	Facebook Custom Audience is a remarketing and behavioral targeting service provided by Facebook, Inc. that connects the activity of this Website with the Facebook advertising network.	Privacy Policy – https://www.facebook.com/about/privacy/
Adwords Remarketing by Google	AdWords Remarketing is a remarketing and behavioral targeting service provided by Google Inc. that connects the activity of this Website with the Adwords advertising network and the Doubleclick Cookie.	Privacy Policy – http://www.google.com/intl/en/policies/privacy/ Opt Out – https://support.google.com/ads/answer/2662922?hl=en-GB

Session Cookies

These cookie files contain information about how users interact with the Website during browsing session. This may be information about the frequently visited or most recently visited web pages and about visited sections of the Website, for example, if user saw an error message.

Persistent Cookies

These cookies help the Website remember information and settings applied by user, such as language selection, theme selection, menu preferences, internal site bookmarks or favorites, and others. Persistent cookies enable a website to remember you on subsequent visits, speeding up or enhancing your experience of services or functions offered.

Use of IP addresses and web logs

We may also use your IP address and browser type to help diagnose problems with our server, to administer our Website and to improve the service we offer to you. An IP address is a numeric code that identifies your computer on the internet. Your IP address might also be used to gather broad demographic information. We may perform IP lookups to determine which domain you are coming from (e.g. google.com) to more accurately gauge our users' demographics.

Information from these types of cookies and technologies or about website usage is not combined with information about you from any other source.

Social media sharing cookies

These cookies are used to integrate some common feature of the major social media and provide it within the site. In particular, allow the registration and authentication on the site, e.g. via Facebook and Google connect, share, and the comments of the site's pages on social, enable the "functions like" on Facebook and "+1" on Google+.

Cookies policy does not cover third party websites

Please note that this Cookies Policy does not apply to, and we are not responsible for, the privacy practices of third party websites which may be linked to this Website. These cookies are likely to be analytical/performance cookies or advertising cookies.

Pixel tracking

Cookie files can be used to ensure proper display of advertising materials in campaigns of our advertisers and to measure the effectiveness of such campaigns. In this case, information may be collected through pixel tracking tags, which advertisers undertake to place at its or its partners sites.

A pixel is a line of code which is used by a website or third party ad server to track a user's activity. The use of a pixel allows us to record that a user has visited a particular webpage along with additional non-personally identifiable information that a website publisher or advertiser may choose to include with the pixel tracking tags. We do not collect the online user's personally identifiable information through our pixel tracking tags.

These tags are used by our ads server regarding the user's behavior and usage patterns on advertisements and sites operated by our clients to better customize the type of advertisements users see on various sites and refers only to non-personally identifiable information of users. We believe that the use of these pixel tracking tags enables us and our clients to provide users with a more meaningful web experience.

Changes to the Cookies Policy

We may update this Cookies Policy and we would encourage you to review the policy from time to time to stay informed of how we are using cookies.

When we do so we will change the "Last Updated" date at the beginning of this Cookies Policy. Any amended policy will be effective immediately after the date it is posted. If you do not agree to the revised policy, you should discontinue your use of the Website. By continuing to access or use the Website after the effective date, you confirm your acceptance of the revised policy and all of the terms incorporated therein by reference.

If you do not accept changes which are made to this Cookies Policy, or take any measures described above to opt-out by removing or rejecting cookies, you may continue to use the Website but accept that it may not display and/or function as intended. Any social media channels connected to the Website and third party applications will be subject to the privacy and cookie policies and practices of the relevant platform providers which, unless otherwise indicated, are not affiliated or associated with us.

Questions or Comments about this Cookies Policy

If you have questions or concerns regarding this Cookies Policy, you should first contact us through email. You can address your general questions and comments by e-mail to support@DTXplatform.com.

Further contact information is contained in our Privacy Policy, available at https://dtxplatform.com/privacy-policy/.