Privacy Policy – AdMandala

Last updated: [7 February 2026]

AdMandala ("AdMandala", "we", "us", "our") respects your privacy and is committed to protecting personal data in accordance with applicable laws and industry standards.

This Privacy Policy explains how we collect, use, disclose, and protect information across our platform, including interactions with Publishers, Advertisers, Demand/Supply Partners, and end Users.

By accessing or using AdMandala services, websites, dashboards, SDKs, APIs, or integrations (collectively, the "Services"), you acknowledge and agree to this Privacy Policy.

1. Scope

This Privacy Policy applies to:
- Publishers and Supply Partners
- Advertisers, DSPs, Agencies, and Demand Partners
- Website visitors and dashboard users
- End users exposed to advertising via AdMandala inventory

2. Information We Collect

2.1 Business & Account Information

Collected from Publishers, Advertisers, and Partners:
- Company name, address, country
- Contact names, email addresses, phone numbers
- Billing and payment details
- Tax and compliance information

2.2 Technical & Usage Data

Automatically collected when using our Services:
- IP address (anonymized or truncated where required)
- Device type, OS, browser, user agent
- Timestamp, time zone
- Domain, app bundle, placement identifiers
- Ad request, bid, impression, and event logs

2.3 Advertising & Identifier Data

May include (depending on environment and consent):
- Cookie identifiers
- Mobile advertising IDs (IDFA, GAID)

- Session identifiers
- CTV device identifiers (where applicable)

We do not knowingly collect data that directly identifies individuals such as names, phone numbers, or personal email addresses from ad impressions.

3. How We Use Information

We use collected information to:

- Operate and deliver ad serving and auction services
- Facilitate bidding, pricing, reporting, and billing
- Detect, prevent, and investigate fraud, invalid traffic, and abuse
- Enforce contractual terms and quality standards
- Improve platform performance, stability, and security
- Comply with legal and regulatory obligations

4. Legal Basis for Processing

Depending on the context, AdMandala processes data based on:

- Contractual necessity
- Legitimate business interests (fraud prevention, platform integrity)
- Legal obligations
- User consent (where required by law)

5. Cookies & Tracking Technologies

AdMandala and its partners may use:

- Cookies
- SDKs
- Pixels
- Server-side event tracking

These are used strictly for:

- Ad delivery
- Frequency capping
- Measurement and attribution
- Fraud prevention

Users may control cookies through browser or device settings, subject to functionality limitations. Where required by applicable law (including in the European Economic Area), AdMandala relies on consent signals provided through publisher-implemented consent management platforms or other lawful consent mechanisms.

6. Data Sharing & Disclosure

We may share information with:

- Advertisers, DSPs, SSPs, and exchanges for ad delivery and reporting
- Fraud detection and verification providers
- Payment processors and financial institutions

- Legal authorities when required by law

We do not sell personal data.

7. International Data Transfers

AdMandala operates globally. Data may be processed or stored outside your country of residence.

Where required, we apply appropriate safeguards to protect data during cross-border transfers.

8. Data Retention

- Business and billing data is retained as required for legal, tax, and accounting purposes
- Advertising and log-level data is retained only as long as necessary for operational, analytical, and compliance purposes
- Fraud-related data may be retained longer for investigation and enforcement

9. Data Security

We apply industry-standard technical and organizational safeguards, including:

- Access controls
- Encrypted communications
- Monitoring and logging
- Limited internal access to sensitive data

However, no system is completely secure, and we cannot guarantee absolute security.

10. User Rights

Depending on applicable law, you may have the right to:

- Access personal data
- Request correction or deletion
- Object to or restrict processing
- Withdraw consent (where applicable)

Requests can be submitted via our support or ticketing system. We will respond to verified requests within the timeframe required by applicable law (generally within 30 days). We may require identity verification before fulfilling certain requests

11. Children's Privacy

AdMandala services are not directed at children.

We do not knowingly collect personal data from individuals under the age of 18.

12. Third-Party Services

Our Services may contain links or integrations with third-party platforms.

AdMandala is not responsible for the privacy practices of third parties.

13. Changes to This Policy

AdMandala may update this Privacy Policy at any time.

Changes become effective upon publication. Continued use of the Services constitutes acceptance of the updated policy.

14. Governing Law

This Privacy Policy is governed by the laws of India, without regard to conflict-of-law principles.

15. Contact

For privacy-related inquiries, requests, or complaints:

Email: privacy@AdMandala.com

Support: Ticketing system via dashboard