

# Cookie and Privacy Notice

Date last updated: 18 August 2021

## Short Privacy Notice

### + What we do

At Hybrid Theory, we're dedicated to data privacy. Our technology and processes are regularly

### + Version History

Hybrid Theory reserves the right to revise and update this Privacy Notice as and when

### + Our Technology & Service

Hybrid Theory provides technology services that enable you to receive online advertisements

### + A. IMPORTANT INFORMATION AND WHO WE ARE

### + B. THE DATA WE COLLECT ABOUT YOU



This Privacy Notice applies to information we collect through our website and while providing our services to you.

### + C. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data for the purpose for which we obtained it through the course of our business.

### + D. HOW WE SHARE YOUR PERSONAL DATA

### + E. INTERNATIONAL TRANSFERS

In addition to our local systems, the information that you provide to us may be stored in our cloud-based data storage systems.

### + F. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

### + G. OPT-OUT

You have the right to opt-out from having advertisements tailored to our interests. To exercise this right, please contact us.

### + H. FURTHER DETAILS

## Long Privacy Notice

### + INTRODUCTION

### + 1. IMPORTANT INFORMATION AND WHO WE ARE

Hybrid Theory is the data controller responsible for the legality of processing your personal data.

### + 2. THE DATA WE COLLECT ABOUT YOU



This Privacy Notice applies to information we collect through our website and during our

### + 3. HOW IS YOUR PERSONAL DATA COLLECTED?

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

### + 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

### + 5. DISCLOSURES OF YOUR PERSONAL DATA

We may share your personal data with the parties set out below for the purposes set out in the

### + 7. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being

### + 8. DATA RETENTION

**How long will you use my personal data for?**

### + 9. YOUR LEGAL RIGHTS (GDPR and DPA)

Under certain circumstances, where you are a UK or EU citizen, you may exercise rights under

### - 10. YOUR LEGAL RIGHTS (CCPA)

Under certain circumstances, where you are a California resident, you have rights under the CCPA in relation to your personal data, upon request. In most cases, the website publisher or third-party partners that originally collected the information from you, such as through a Cookie, will be better placed to help you comply with such rights. Your rights include:



- Request to opt-out from the sale of personal data to other companies
- Not to be discriminated against as a consumer when you exercise any of the rights

The CCPA provides consumers (California residents) with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

- **Access to Specific Information and Data Portability Rights:** You have the right to request that Hybrid Theory disclose certain information to you about our collection and use of your personal information over the past 12 months. This will include the categories of personal data collected, the sources of such data, **the purposes which we use it for**, and information on whether we have sold or disclosed your personal information to any recipients
- **Deletion Request Rights:** You have the right to request that Hybrid Theory deletes any of your personal information that we collected from you and retained, subject to certain exceptions. Where this personal data is used for providing a good/service/contract with you, for detecting security incidents or fraud, for disclosure pursuant to a legal obligation, and other circumstances
- **Personal Information Sales Opt-Out and Do Not Sell My Personal Information:** You have the right to direct us to not “sell” your personal information to third parties, including our advertising partners, at any time (the “right to opt-out” or “Do Not Sell My Personal Information”). Consumers who opt-in to personal information sales may opt-out of future sales at any time. To exercise the right to opt-out, you (or your authorized representative) may submit a request to us by visiting the following Internet Web page link here <https://www.hybridtheory.com/do-not-sell>
- **Non-Discrimination:** We will not discriminate against you for exercising any of your CCPA rights. This means that, in an event of any of your request to us, we will not engage in or suggest any discrimination against you we will not:
  - Deny you goods or services
  - Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties
  - Provide you a different level or quality of goods or services



- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services

However, we may offer you certain financial incentives permitted by the CCPA that can result in different prices, rates, or quality levels. Any CCPA-permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time.

To exercise your CCPA rights as described above, please submit a verifiable consumer request to us in one of the following formats:

- Contact us via email at [privacy@hybridtheory.com](mailto:privacy@hybridtheory.com)
- Call our toll-free number at: 1-866-I-OPT-OUT (1-866-467-8688) and enter the following code: 952

### What we may need from you

To allow you to exercise these rights, we must be able to identify any personal data, including **Online Identity, Browsing** and potentially **Inferred Data** that relates to you, for which we may require you to provide us with specific identifiers, such as Cookie IDs. We are not obliged to comply with any data subject rights in relation to personal data that we cannot identify.

When making a request, we may ask that you provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative. Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

### Response Timing



We endeavour to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing.

### Format

Any disclosures of your personal data we provide will only cover the 12-month period preceding your request. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format to provide your personal information that is readily usable and should allow you to transmit the information from one entity to another entity without hindrance.

## 11. CCPA METRICS

Under Section 999.317(g) of the California Civil Code of Regulations (pursuant to the California Consumer Privacy Act 2018 (“CCPA”)), as a business that has the potential to receive the personal data of more than 10 million California consumers, Hybrid Theory are required to report, by July 1 every year, to the metrics on the individual rights requests we have received under the CCPA for the previous calendar year.

Hybrid Theory received a total of 33 data protection requests under the CCPA from the year from 1st January 2020 to 31st December 2020, out of 46 data protection requests in total. Our request breakdown is as follows, including composite/combined requests received:

Relevant CCPA Metric	Requests received	Requests complied with	Requests denied	Mean number of days within which the business
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				substantively responded to requests (days)
The number of requests to know that the business received, complied with in whole or in part, and denied	2	0	2	9
The number of requests to delete that the business received, complied	32	2	30	12.2



with in  
whole or in  
part, and  
denied

The	12	2	10	12.7
number of				
requests to				
opt-out				
that the				
business				
received,				
complied				
with in				
whole or in				
part, and				
denied				

The following definitions apply:

- Receipt of a request: Where Hybrid Theory receives a request from a purported individual that makes it clear they are attempting to exercise their rights under the CCPA, including to know or delete personal information or opt-out of sale.
- Complying with a request: This involves responding to or actioning an individual's request. This includes providing or deleting an individual's personal information, or respecting their right to opt-out, at their request. Additionally, where Hybrid Theory have replied to an





individual to confirm that we do not have any data on them, this counts as 'complying' with a request. Where we direct the individual (who wants only to opt-out to cookies) to our cookie banner, this counts as complying with a request.

- Denial of a request: 'Denial', in full or part, of a request, is where Hybrid Theory is not required to comply with a request, and therefore do not do so. This occurs where either the individual is not able to verify their identity (in most cases providing their cookie ID or real-world identification) or we rely on legal exceptions (such as the request is excessive, or the information is subject to legal professional privilege). We will always notify the individual to let them know why we can't comply with their request.

## + 12. OPTING-OUT FROM ADVERTISEMENTS

### Opt-out of Cookies

## + 13. COOKIE NOTICE

At Hybrid Theory, we use cookies to collect, aggregate and process mainly analytical and

## + 14. MODIFICATIONS TO THIS PRIVACY NOTICE

Get in  
touch –  
London

Careers –  
New York

Boston

Barcelona



T :  
E :  
london@hybridtheory.com

newyork@hybridtheory.com  
boston@hybridtheory.com  
london@hybridtheory.com

melona@hybridtheory.com

Hybrid Theory HQ  
25 City Road  
London  
EC1Y 1AA

Singapore  
singapore@hybridtheory.com

Sydney  
sydney@hybridtheory.com

Hong Kong  
hongkong@hybridtheory.com

LinkedIn -

Twitter -

Facebook -

Instagram -



Our Opinions

Brand Safety



## Do Not Sell My Information

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Cookie + Privacy Notice

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Opt Out

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Email\*

Please complete this required field.

First name\*

Please complete this required field.

Last name

Company

Please Select

Hybrid Theory is committed to protecting and respecting your privacy. We only use your business personal information to administer your account and to provide the products and services you requested from us, in a business-to-business (B2B) context. From time to time, we would like to contact you about our products and services, as well as other content that may be of interest to you. If you consent to us contacting you for this purpose, please tick below to say how you would like us to contact you:





I agree to receive communications from Hybrid Theory.

Hybrid Theory needs the contact information you provide to us to contact you about our products and services. You may unsubscribe from these communications at any time. For information on how to unsubscribe, as well as our privacy practices and commitment to protecting your privacy, please review our Privacy Notice.

protected by reCAPTCHA

[Privacy](#) - [Terms](#)

Please complete all required fields.

**SUBMIT**

