



Flaminem privacy policy

Flaminem takes your privacy very seriously. This privacy policy governs and details the main privacy principles we apply to the data we collect through our services.

Flaminem services

Flaminem is a specialist in creating personalized advertisements. We work with banks and insurers to build advertisements for their website visitors or prospects and with publishers to display personalized advertisements.

Our aim is to deliver advertisements by displaying personalized banners that you might be interested in, based on your recent browsing behavior.

In practical terms, you visit and browse on Website A and, on a subsequent online visit to Website B, you will see ads personalized by your browsing history on Website A.

With our service, you should receive personalized ads that are more relevant for you than the standard advertising you would receive without Flaminem.

Our technology

Flaminem “tags” visitors to its partners’ websites with anonymous browser cookies. Users tagged by Flaminem are given an anonymous identifier. At no point does Flaminem collect personal data, such as your name or address.

The browser cookies track the pages viewed by the visitor and pages visited of the partner for whom Flaminem is delivering ads.

What are cookies? A cookie is a small text file stored on a user’s computer for record-keeping purposes. There are two types of cookies:

- Session cookies are used to make it easier for you to navigate on websites. A session ID cookie expires when you close your browser.

- Persistent cookies are used to run our technology as they enable us to track and target the interests of our users to enhance the experience on our partners' websites. Persistent cookies remain on your hard drive for an extended period of time. You can remove persistent cookies by following the directions provided in your internet browser's "help" file.

Our partners' advertisements are displayed on many websites: publishers. These publishers may also place cookies on your browser. These cookies are there so that the publishers recognize that Flaminem has a personalized advertisement available for your browser.

Data collection and use

We collect only anonymous data through anonymous cookies that record:

- events related to your activity on the partner's website (such as the number of pages viewed)
- information provided by trusted partners that may include socio-demographic data such as age range
- and events related to the Flaminem ad serving activity such as the number of ads displayed to you

However, we do not collect any personal information,

- we do not know who you are, your address, your place of work, your date of birth, your email address or any other personally identifiable information about you.
- we do not use or store your IP address for targeting purposes
- We do not collect sensitive information (such as religion, political opinion, health...)
- We do not create segments to specifically target children under 13 years old.

The cookie information collected aims to increase the relevancy of the ads being displayed to you.

The data we collect is also used for reporting purposes, to give our clients and partners more information about the performance of their advertising campaigns, and to improve performance over time.

We do not process any information which could be used by Flaminem, directly or indirectly, with the help of a third party or otherwise, to determine the identity of users.

We do not share any information collected with third parties except with our subsidiaries or affiliated companies.

Data security and retention

The security of your information is fundamental to Flaminem. We have implemented industry-standard security measures, which include the use of firewalls and encryption.

We retain the anonymous data that we collect for up to 12 months from the date of collection. Our cookies expire 12 months after their last update.

Contact

For any questions on this privacy policy, you can contact us by email :
[privacy\(at\)flaminem\(dot\)com](mailto:privacy(at)flaminem(dot)com)

Changes to our privacy policy

Please note that we may update or change this privacy policy. If we revise our privacy policy, we will post those changes to this privacy statement, and to other places we deem appropriate, so that you are aware of what information we collect, how we use it, and under what circumstances, if any we disclose it.

Last updated: 25/10/2013