

Quantcast Partners

Last Updated: December 8, 2022

We partner with other companies to help us provide and improve our services and products. Sometimes, it is necessary for us to share information that could be considered to be personal information about you with these partners. (Remember that we don't share directly identifiable information about consumers, such as your name or address, because we do not collect that type of information, as discussed in our [Products and Services Privacy Policy](#)).

Products and Services Partners

Listed below are the partners with whom we share information in the provision of Quantcast's products and services to our clients. This list identifies those partners, and lists links to their respective privacy policies and opt-out links so that you can learn more about their data collection and usage practices.

We are continually improving and updating our services and our partners will change over time. We will update this page to reflect those changes. Please visit our [Products and Services Privacy Policy](#) for more information about Quantcast's data practices.

Please note that the links in the tables below are provided for your convenience. Each is solely maintained by the respective partner, and are subject to change at such partner's discretion.

Ad Serving

The companies in this category serve digital advertisements on various digital platforms such as the web, social media, or mobile apps, and issue reports on the performance of advertising campaigns (e.g., the number of users who saw a particular ad, the particular ad type that was served, etc.). We need to use these vendors to deliver and measure the advertising campaigns that we serve. To do this, these vendors collect and use certain identifiers, such as the IP address of the visitor to the digital platform (e.g. to deliver the ad to that visitor's browser or device) and an identifier specific to the advertisement (so they can identify the ad they need to serve and measure).

Partner	Privacy Policy	Opt-Out Link or Contact
Advanse, LLC	Privacy Policy	Opt Out Link
Google LLC (fka Doubleclick, a division of Google Inc.)	Privacy Policy	Opt Out Link
Jivox Corporation	Privacy Policy	Opt Out Link

Ad Verification

These companies provide a technology to ensure that digital advertisements appear on intended sites and reach the targeted audience; examples include measuring the viewability of an ad, brand safety and fraud (e.g., whether a site is safe for the particular advertiser's brand or whether it is a fraudulent site). We use these vendors in order to better meet the requirements of our clients and deliver more effective advertising. These companies collect and use certain identifiers, such as the IP address of the visitor to the digital platform and an identifier specific to the advertisement (so that they can pass these details to the ad server, if they determine it is appropriate for the ad server to deliver the ad).

Partner	Privacy Policy	Opt-Out Link or Contact
DoubleVerify, Inc.	Privacy Policy	Opt Out Link
Integral Ad Science (IAS)	Privacy Policy	Opt Out Link
Rockerbox, Inc.	Privacy Policy	Opt Out Link

Data Management Platforms and Data Providers

These companies either directly license first and third party digital audience segment data from different sources (such as online, offline and mobile) to businesses or provide a platform through which Quantcast clients can collect, organize and activate such data for Quantcast's use in connection with its advertising or analytics services. We share online identifiers (e.g., cookie IDs) with them in

order to sync identifiers to effectively integrate with their services.

Partner	Privacy Policy	Opt-Out Link or Contact
Adobe Systems Incorporated	Privacy Policy	Opt Out Link
Dynata, LLC/Research Now Group, Inc.	Privacy Policy	privacy@dynata.com
LiveRamp, Inc.	Privacy Policy	Opt Out Link
Lotame Solutions, Inc.	Privacy Policy	Opt Out Link
Neustar Information Services, Inc.	Privacy Policy	Opt Out Link
Oracle America, Inc.	Privacy Policy	Opt Out Link
Salesforce Audience Studio (formerly Krux Digital LLC)	Privacy Policy	Opt Out Link

Real-Time Bidding Exchanges

These companies provide a platform that facilitates the buying and selling of online ad impressions through real-time auctions. Quantcast participates as a buyer on these platforms in order to deliver an ad to an end user on a webpage or app. We share online identifiers (e.g., cookie ID) with them in order to sync identifiers to effectively integrate with their services.

Partner	Privacy Policy	Opt-Out Link or Contact
Bidswitch GmbH	Privacy Policy	Opt Out Link
Google LLC (fka DoubleClick Ad Exchange, a division of Google Inc.)	Privacy Policy	Opt Out Link
EMX Digital, LLC	Privacy Policy	US Opt Out Link EU Opt Out Link
Index Exchange Inc.	Privacy Policy	Opt Out Link
Lijit Networks, Inc. (Sovrn)	Privacy Policy	Opt Out Link
LKQD, a division of Nexstar Digital LLC	Privacy Policy	US Opt Out Link EU Opt Out Link
Magnite, Inc. (fka SpotX, Telaria, Inc. and The Rubicon Project, Inc.)	Privacy Policy Privacy Policy	Opt Out Link Opt Out Link
OpenX Technologies, Inc.	Privacy Policy	US Opt Out Link EU Opt Out Link
Outbrain Inc.	Privacy Policy	privacy@outbrain.com
Publisher First, Inc. (dba Freestar)	Privacy Policy	privacy@freestar.com
PubMatic, Inc.	Privacy Policy	Opt Out Link
Sharethrough, Inc.	Privacy Policy	US Opt Out Link EU Opt Out Link
Smart AdServer	Privacy Policy	privacy@smartadserver.com
SpotX, Inc.	Privacy Policy	Opt Out Link
Taboola, Inc.	Privacy Policy	Opt Out Link
Teads France SAS	Privacy Policy	Opt Out Link
Triple Lift, Inc.	Privacy Policy	Opt Out Link
Unruly Group, Limited	Privacy Policy	Opt Out Link
Verizon Media Group (fka Oath Americas, Inc. and YahooAdTech LLC)	Privacy Policy	Opt Out Link
Xandr Inc. (fka AppNexus, Inc.)	Privacy Policy	Opt Out Link

Corporate Partners

In addition to the products and services partners listed above, Quantcast also shares information with the partners listed below in the course of its general corporate activities, such as sales, marketing, and general administration, as governed by our [Website and Corporate Privacy Policy](#).

Infrastructure

These are companies who provide cloud-based hosting, storage and processing infrastructure and services to enable Quantcast to provide its services to clients. Quantcast may store any of the data that it collects on its own servers or through these infrastructure partners.

Partner	Privacy Policy	Opt-Out Link or Contact
Amazon Web Services	Privacy Policy	Opt Out Link

Marketing and Customer Research

Quantcast works with companies to collect and analyze online behavior about Quantcast products for market research, customer satisfaction, website feedback and concept testing. To do so, Quantcast includes the tag of these companies on its webpages or other digital applications. By virtue of their tag on the Quantcast site or code in a Quantcast SDK, these vendors collect online identifiers (e.g., cookie identifiers, IP address and device identifiers). Please see their privacy policies for more information about the data they collect via their tags or SDKs.

Partner	Privacy Policy	Opt-Out Link or Contact
Drift.com, Inc.	Privacy Policy	Opt Out Link
Episerver Inc. (t/a Optimizely)	Privacy Policy	Opt Out Link
Facebook, Inc. (social plugins)	Privacy Policy	US Opt Out Link EU Opt Out Link
Flashtalking, Inc.	Privacy Policy	Opt Out Link
FullStory, Inc.	Privacy Policy	Opt Out Link
Google LLC (Google Analytics and Google Adwords)	Privacy Policy	Opt Out Link
Heap, Inc.	Privacy Policy	legal@Heap.io
Hotjar Ltd.	Privacy Policy	Opt Out Link
Marketo, Inc.	Privacy Policy	privacyofficer@marketo.com
Microsoft Corporation (Bing Advertise)	Privacy Policy	Opt Out Link
OneClipboard Inc. (dba Splashthat)	Privacy Policy	US Opt Out Link EU Opt Out Link
Qualtrics, LLC	Privacy Policy	privacy@qualtrics.com
Zendesk, Inc.	Privacy Policy	privacy@zendesk.com
Zoominfo, inc.	Privacy Policy	Opt Out Link