

Information on this page is accurate as of June 17 2025

# Privacy Policies

## Quantcast Products and Services Privacy Policy

<https://legal.quantcast.com/#products-and-services-privacy-policy>

## Quantcast Buyer Terms

<https://legal.quantcast.com/#quantcast-buyer-terms>

## Additional Terms

<https://legal.quantcast.com/#additional-terms-ad-buyer>

## Privacy Implementation for Quantcast Advertiser Partners

<https://legal.quantcast.com/#privacy-implementation-for-quantcast-advertiser-partners>

## US Data Privacy Addendum

<https://legal.quantcast.com/#us-data-privacy-addendum>

## International Data Privacy Addendum

<https://legal.quantcast.com/#international-data-privacy-addendum>

## Campaign Policy

<https://legal.quantcast.com/#campaign-policy>

## Quantcast Measure and Publisher Terms of Service

<https://legal.quantcast.com/#measure-publisher-terms-of-service>

## Privacy Implementation for Quantcast Publisher Partners

<https://legal.quantcast.com/#privacy-implementation-for-quantcast-publisher-partners>

## Data Subject Rights (opt-out, deletion, access requests)

<https://www.quantcast.com/privacy-choices/>

# Data Collection and Use

## From what sources does Quantcast receive personal information?

- Advertise client digital properties (e.g., website, mobile app, or CTV device, etc.)
- Advertise client ads
- Advertise client data onboarding providers
- Advertising exchanges, Sell-Side Platforms (SSPs), other inventory providers
- 3rd party data providers
- Measurement, analytics and, attribution vendors
- Measure client digital properties (e.g., website, mobile app, or CTV device)

## What technologies are used to receive data?

- Tags, pixels, SDKs or other code installed in Advertise or Measure client digital properties (websites, apps, etc.)
- Tags, pixels or other code implemented in ads
- APIs (e.g., Quantcast's conversion API)
- Server-to-Server (S2S) connections
- SSP and exchange integrations (e.g., bidstreams)
- S3 buckets and other means

## What are tags, pixels, SDKs, and APIs?

Tags, pixels and SDKs are types of code that can be implemented on digital ads, digital properties and mobile devices, which collect data.

- Tags are Java script code installed in a website code, which install cookies in the browser and collect data from the browser.
- Pixels are code installed in either a) a website code, which install cookies in the browser and collect data from the browser, or b) installed in impression code which collect data from the browser.
- SDKs are code installed in a mobile app, which collect data from the device.

## What data is collected by cookies/tags/pixels/SDKs?

- Pseudonymous identifiers such as cookies, IP address, hashed email addresses, device identifiers, and 3rd party identifiers
- Event data - data related to a data subject's online behavior

- Device configuration and information
- Imprecise geo location

What cookies does Quantcast set in the browser (assuming that cookies are enabled and there is proper legal basis)?

1. "mc"  
type: third party advertising/analytics  
expiration time: 13 months
2. "\_\_qca"  
type: first party advertising/analytics  
expiration time: 13 months
3. "\_dlt"  
type first party advertising/analytics  
expiration time: 0 days
4. "d"  
type: cookie advertising/syncing  
expiration time: 13 weeks
5. "sp"  
type: cookie advertising/syncing  
expiration time: =13 weeks
6. "qoo"  
type: advertising/opt-out  
expiration time: 5 years
7. "qor"  
type: advertising/opt-out  
expiration time: 5 years"

Does Quantcast use Flash cookies?

No

What domains does Quantcast used?

- quantserve.com - main domain used to provide Quantcast services
- quantcount.com - secondary domain used to provide frequency counts only

Does Quantcast collect, process, or use direct identifiers or personally identifying information?

Quantcast does not intentionally collect PII (or personally identifiable information) about consumers in its platform, products, or services. For more information about our privacy practices, please visit our Privacy Policy at:

<https://legal.quantcast.com/#products-and-services-privacy-policy>.

## Who has access to the data at Quantcast?

Quantcast has a controlled-access policy to limit potential access to personal data to engineers who have a legitimate need to access it.

## How long does Quantcast store or retain personal data?

Quantcast retains personal data for as long as necessary to provide our Services and for the purposes described in our Products and Services Privacy Policy. In no case do we retain such personal data for longer than 13 months, unless it is necessary to respond to legal requests or complying with relevant laws and regulations.

## Who does Quantcast share personal information with?

- Quantcast-affiliated companies
- Our Advertise clients
- Our service providers/data processors
- Other third parties at Advertise client's direction
- Relevant third parties as part of a corporate transaction
- Competent governmental and public authorities
- Other third parties as necessary or appropriate or where otherwise permitted by law to enforce our agreements, protect our operations, protect our rights, privacy, safety, property, and/or those of other persons, and allow us to pursue available remedies or limit damages that we may sustain
- Other recipients at the consumer's direction or with the consumer's consent

## Who does Quantcast share Advertise client data with?

As part of providing the Services, Quantcast shares client data with:

- Quantcast-affiliated companies
- Our service providers/data processors
- Other third parties, such as measurement partners, at client direction

In certain circumstances, Quantcast may also share client data with:

- Relevant third parties as part of a corporate transaction.
- Competent governmental and public authorities.
- Other third parties as necessary or appropriate or where otherwise permitted by law to enforce our agreements, protect our operations, protect our rights, privacy, safety, property, and/or those of other persons, and allow us to pursue available remedies or limit damages that we may sustain.

## Does Quantcast share Advertise client data with other clients, or use it on behalf

of other clients' campaigns?

Quantcast will not share Advertise client data with, or use Advertise client data for, any other Quantcast client.

## Consent and Legal Basis

How does Quantcast give consumers disclosure, notice, and transparency into its data practices?

Quantcast provides all necessary notice, disclosures, and transparency in its Products and Services Privacy Policy at:

<https://legal.quantcast.com/#products-and-services-privacy-policy>.

Because Quantcast does not have a direct relationship with the data subjects, we have contractual agreements with our clients provide proper notice and, where required, consent prior to the acquisition and processing of their personal data.

Is Quantcast compliant with U.S. state privacy laws?

Yes

Does Quantcast honor opt-out signals for collecting and processing personal data in the United States

Yes, Quantcast honors cookieless and cookieless opt-out signals and the Global Privacy Consent (GPC) signal as required under applicable U.S. state laws.

Does Quantcast honor the GPC?

Yes, Quantcast honors the GPC as required under applicable U.S. state laws.

Does Quantcast rely on the IAB GPP for data subjects in the United States?

Yes, Quantcast relies on the GPP as required under applicable U.S. state laws.

Is Quantcast compliant with GDPR?

Yes

## Under what legal basis is Quantcast collecting and processing personal data in the EU/EEA, UK, and Switzerland?

Quantcast relies on consent and legitimate interest to collect and process personal data of consumers, as applicable under the EU/EEA/UK/Swiss GDPR.

## How does Quantcast receive consent for collecting and processing personal data in the EU/EEA, UK, and Switzerland?

Quantcast uses the IAB Transparency and Consent Framework (TCF) to facilitate receiving consent signals in EU/EEA, UK, and Switzerland.

## Does Quantcast rely on the IAB TCF for data subjects in the EU/EEA, UK, and Switzerland?

Quantcast uses the IAB Transparency and Consent Framework (TCF) to facilitate receiving consent signals in EU/EEA, UK, and Switzerland.

## For what purposes does Quantcast collect, process, and/or use personal information?

- Store and/or access information on a device (TCF Purpose 1)
- Use limited data to select advertising (TCF Purpose 2)
- Create profiles for personalised advertising (TCF Purpose 3)
- Use profiles to select personalised advertising (TCF Purpose 4)
- Measure advertising performance (TCF Purpose 7)
- Measure content performance (TCF Purpose 8)
- Understand audiences through statistics or combinations of data from different sources (TCF Purpose 9)
- Develop and improve services (TCF Purpose 10)
- Ensure security, prevent and detect fraud, and fix errors (TCF Special Purpose 1):
- Deliver and present advertising and content (TCF Special Purpose 2)
- Save and communicate privacy choices (TCF Special Purpose 3)
- Match and combine data from other data sources (TCF Feature 1)
- Link different devices (TCF Feature 2)
- Identify devices based on information transmitted automatically (TCF Feature 3)
- Recording consent choices made by users
- Establishing, bringing, or defending against complaints, legal claims (including threatened or anticipated legal claims), and regulatory inquiries

- Responding to legal requests
- Complying with relevant laws and regulations
- Conducting research
- Hosting of Personal Information for above-listed purposes

## Data Subject Rights

How can consumers submit their opt-out, deletion, and access requests?

Quantcast provides consumers with their rights to opt-out, deletion, and access requests in the Quantcast Privacy Choices page at:

<https://www.quantcast.com/privacy-choices/>.

How can consumers contact Quantcast with privacy questions?

Data subjects can contact Quantcast at [privacy@quantcast.com](mailto:privacy@quantcast.com).

## Sensitive Category Data

Does Quantcast provide targeting or reporting based on precise geolocation?

No

Does Quantcast collect or process personal data from children?

Quantcast does not knowingly or intentionally collect or process data from children under the age of 18, and contractually prohibits our clients from sending us data from children.

Does Quantcast collect or process sensitive data under the EU/EEA/UK/Swiss GDPR?

Quantcast does not knowingly or intentionally collect or process sensitive data under the EU/EEA/UK/Swiss GDPR, and contractually prohibits our clients from sending us sensitive data under the EU/EEA/UK/Swiss GDPR.

## Is Quantcast COPPA compliant?

Quantcast honors the COPPA privacy signal.

## International Data Transfers

### Where does Quantcast store and process personal data?

Quantcast stores and processes in data centers in the US, Germany, and Singapore.

### Does Quantcast transfer personal data from the EU/EEA/UK/Switzerland? If so, what transfer mechanism does it use?

Personal data collected in the EU/EEA/UK/Switzerland is collected by Quantcast International Ltd (QIL), headquartered in Dublin, IE. The personal data is transferred from QIL to Quantcast Corp. (QC Corp), headquartered in San Francisco CA, US, using intra-company Standard Contractual Clauses. In addition, Quantcast has a robust Transfer Impact Assessment and uses technical supplemental measures.

### Can a client choose the locations of servers where their data is processed?

No

### Once transferred to the U.S, is there a data retention policy?

Quantcast retains personal data for as long as necessary to provide our Services and for the purposes described in our Products and Services Privacy Policy: in no case do we retain personal data for longer than 13 months, unless it is necessary to respond to legal requests or complying with relevant laws and regulations.

## Industry Organizations

### What industry privacy certifications does Quantcast hold?

- Quantcast is a member in good standing of the Network Advertising Initiative (NAI)
- Quantcast participates in the Digital Advertising Alliance (DAA) and adheres to the DAA Self-Regulatory Principles.



- Quantcast participates in the European Interactive Digital Advertising Alliance (EDAA) and is certified under the EDAA Principles.
- Quantcast participates in, and complies with, the policies and technical specifications of the IAB Transparency and Consent Framework (TCF), as a vendor. Quantcast's IAB Europe-assigned identification number is Vendor ID #11.
- Quantcast is IAB UK gold Standard certified.

## Commercial

Do Quantcast contracts with third parties prohibit them from selling customer data (including data derived or inferred from customer data)?

Quantcast's agreements with its service providers/processors/sub-processors do not permit them to sell advertiser and agency clients' personal data.

Do you have written contracts in place with sub-contractors who process our company's personal data? If yes are these contracts compliant with EU, UK, Switzerland, and U.S. state laws?

Yes and yes

Is Quantcast registered as a "data broker" under any applicable laws or regulations?

No