

Quantcast Advertise Privacy FAQs

This page contains answers to commonly asked privacy questions related to the Quantcast Advertise product. Please see the [Products and Services Privacy Policy](#) for complete privacy information related to the Quantcast Advertise and Measure products.

Information on this page is accurate as of June 5 2026

DATA COLLECTION AND USE

<p>What categories of personal data are collected, processed, or used by Quantcast?</p>	<p>Pseudonymous identifiers such as cookies, IP address, hashed email addresses, device identifiers, and 3rd party identifiers</p> <p>Event data - data related to a data subject's online or offline behavior</p> <p>Device configuration and information</p> <p>Imprecise geo location</p>
<p>For what purposes does Quantcast collect, process, and/or use personal information?</p>	<p>Select and deliver personalized advertising and content</p> <p>Technical delivery of ads and content</p> <p>Measuring advertising and content performance</p> <p>Understanding audiences</p> <p>Save and communicate privacy choices</p> <p>Developing and improving services</p> <p>Establishing, bringing, or defending against complaints, legal claims (including threatened or anticipated legal claims), and regulatory inquiries</p> <p>Complying with relevant laws and regulations</p>
<p>From what sources does Quantcast receive personal information?</p>	<p>Advertise client digital properties (e.g., website, mobile app, or CTV device, etc.)</p> <p>Advertise client advertisement</p> <p>Advertise clients and client data onboarding providers</p> <p>Advertising exchanges, Sell-Side Platforms (SSPs), other inventory providers</p>

	<p>3rd party data providers</p> <p>Measurement, analytics, and attribution vendors</p>
<p>From what data subjects does Quantcast collect, process, or use receive personal data?</p>	<p>Consumers who have visited Quantcast Advertise clients' digital properties (e.g., website, mobile app, or CTV device, etc.) where clients have implemented Quantcast's tags or other Quantcast tracking technologies.</p> <p>Consumers who have been shown Quantcast Advertise client advertisements where clients have implemented Quantcast's tags or other Quantcast tracking technologies.</p> <p>Consumers included in audiences provided by Quantcast Advertise clients.</p> <p>Consumers who are visiting digital properties who may receive a Quantcast Advertise client advertisement.</p> <p>Consumers whose data is provided by a 3rd party data provider.</p> <p>Consumers whose data is provided by a measurement, analytics, or attribution vendor.</p>
<p>What technologies are used by Quantcast to receive personal data?</p>	<p>Tags, pixels, SDKs, or other code installed in Advertise client digital properties (websites, apps, etc.)</p> <p>Tags, pixels or other code implemented in ads</p> <p>APIs (e.g., Quantcast's conversion API)</p> <p>Server-to-Server (S2S) connections</p> <p>SSP and exchange integrations (e.g., bidstreams)</p> <p>S3 buckets</p>
<p>What cookies does Quantcast set in the browser?</p>	<p>Assuming that cookies are enabled and there is proper legal basis (where applicable):</p> <p>"mc" expiration time: 13 months type: third party analytics</p> <p>"__qca" expiration time: 13 months type: first party analytics</p> <p>"_dlt" expiration time: 0 days type first party analytics</p> <p>"sp" expiration time: 13 weeks type: cookie syncing</p> <p>"qoo" expiration time: 5 years type: opt-out</p> <p>"qor" type: opt-out expiration time: 5 years"</p>
<p>Does Quantcast use Flash cookies?</p>	<p>No</p>

<p>Does Quantcast collect, process, or use direct identifiers or personally identifying information, such as names or email addresses?</p>	<p>No, Quantcast does not knowingly or intentionally collect, process, or use direct identifiers or personally identifying information about consumers in its platform, products, or services.</p>
<p>What domains does Quantcast use in connection with personal data?</p>	<p>quantserve.com main domain used to provide Quantcast services</p> <p>quantcount.com secondary domain used to provide frequency counts only</p>
<p>Who has access to personal data at Quantcast?</p>	<p>Quantcast has a controlled-access policy to limit potential access to personal data to engineers who have a legitimate need to access it.</p>
<p>How long does Quantcast store or retain personal data?</p>	<p>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.</p>
<p>Who does Quantcast share Advertise personal data with?</p>	<p>As part of providing the Services, Quantcast shares Advertise personal data with:</p> <ul style="list-style-type: none"> Quantcast-affiliated companies Our service providers/data processors Other third parties, such as measurement partners, at client direction <p>In certain circumstances, Quantcast may also share Advertise personal data with:</p> <ul style="list-style-type: none"> 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.
<p>Who are Quantcast's processors/subprocessors?</p>	<p>See Quantcast Processors/Subprocessors</p>
<p>Does Quantcast share Advertise client data with other clients, or use it on behalf of other Advertise clients' campaigns?</p>	<p>No</p>

<p>Does Quantcast have written contracts in place with subprocessors who process Advertise client personal data? If yes are these contracts compliant with EU, UK, Switzerland, and U.S. state laws?</p>	<p>Yes and yes</p>
<p>Is Quantcast registered as a "data broker" under any applicable laws or regulations?</p>	<p>No</p>

CONSENT AND LEGAL BASIS

<p>US Privacy Laws</p>	
<p>How does Quantcast give consumers disclosure, notice, and transparency into its data practices?</p>	<p>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.</p> <p>Because Quantcast does not have a direct relationship with the data subjects, we have contractual agreements with our clients to provide proper notice and, where required, consent prior to the acquisition and processing of their personal data.</p>
<p>Is Quantcast compliant with U.S. state privacy laws?</p>	<p>Yes</p>
<p>Does Quantcast honor opt-out signals for collecting and processing personal data in the United States</p>	<p>Yes, Quantcast honors cookieless and cookieless opt-out signals. Quantcast honors the Global Privacy Consent (GPC) signal as required under applicable U.S. state laws.</p>
<p>Does Quantcast honor the GPC?</p>	<p>Yes, Quantcast honors the GPC as required under applicable U.S. state laws.</p>
<p>Does Quantcast rely on the IAB GPP for data subjects in the United States?</p>	<p>Yes, Quantcast relies on consent signals provided via the GPP, as required under applicable U.S. state laws.</p>
<p>GDPR</p>	

Is Quantcast compliant with GDPR?	Yes
Under GDPR, for what purposes does Quantcast require consent?	Store and/or access information on a device (TCF Purpose 1) Select and deliver personalized advertising and content (TCF Purposes 2, 3, and 4)
How does Quantcast receive consent for collecting and processing personal data under GDPR?	Quantcast uses the IAB Transparency and Consent Framework (TCF) to facilitate receiving consent signals under GDPR.
Why is Quantcast a joint controller?	Based on Quantcast’s evaluation of legal precedent and other factors, Quantcast elected to follow the heightened requirements of a “Joint Controller.” This does not mean Quantcast has unfettered rights to use your data; rather, Quantcast’s use of your data is restricted by contractual limitations.
As a “Joint Controller” does Quantcast have any ownership interest in the data collected via the Quantcast pixel?	No, Quantcast’s status as a “Joint Controller” is a legal designation regarding compliance responsibility, not ownership over your data. Quantcast has the legal right to process your data for specific, agreed-upon purposes; you own your data.

SENSITIVE CATEGORY DATA

Does Quantcast collect, process, or use precise geolocation data, or provide targeting or reporting based on precise geolocation?	No and no
Does Quantcast collect or process personal data from children?	No, 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 ?	No, Quantcast does not knowingly or intentionally collect or process sensitive data, and contractually prohibits our clients from sending us sensitive data.
Is Quantcast COPPA compliant?	Yes, Quantcast honors the COPPA privacy signal.

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 <code>privacy [at] quantcast [dot] com</code> .
<h2>INTERNATIONAL DATA TRANSFERS</h2>		
	Where does Quantcast collect, store, and process personal data?	Quantcast collects, stores, and processes data 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?	Yes, 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. All data transferred between data centers, including from Europe to the United States, is encrypted while in transit. 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?	Yes, 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.
<h2>INDUSTRY ORGANIZATIONS</h2>		

<p>What industry privacy certifications does Quantcast hold?</p>	<p>Quantcast is a member in good standing of the Network Advertising Initiative (NAI).</p> <p>Quantcast participates in the Digital Advertising Alliance (DAA) and adheres to the DAA Self-Regulatory Principles.</p> <p>Quantcast participates in the European Interactive Digital Advertising Alliance (EDAA) and is certified under the EDAA Principles.</p> <p>Quantcast participates in the IAB Transparency and Consent Framework (TCF) as a vendor. Quantcast's IAB Europe-assigned identification number is Vendor ID #11.</p> <p>Quantcast is IAB UK Gold Standard certified.</p>
<p>PRIVACY DOCUMENTS</p>	
<p>Quantcast Products and Services Privacy Policy</p> <p>Quantcast Buyer Terms</p> <p>Additional Terms</p> <p>Privacy Implementation for Quantcast Advertiser Partners</p> <p>US Data Privacy Addendum</p> <p>International Data Privacy Addendum</p> <p>Campaign Policy</p> <p>Quantcast Privacy Choices (opt-out, deletion, access, etc, requests)</p>	<p>https://legal.quantcast.com/#products-and-services-privacy-policy</p> <p>https://legal.quantcast.com/#quantcast-buyer-terms</p> <p>https://legal.quantcast.com/#additional-terms-ad-buyer</p> <p>https://legal.quantcast.com/#privacy-implementation-for-quantcast-advertiser-partners</p> <p>https://legal.quantcast.com/#us-data-privacy-addendum</p> <p>https://legal.quantcast.com/#international-data-privacy-addendum</p> <p>https://legal.quantcast.com/#campaign-policy</p> <p>https://www.quantcast.com/privacy-choices/</p>