

EEA/UK/CH Products and Services Privacy Policy

This Policy takes effect on October 16 2026..

Policy update notice: We have updated this Privacy Policy to create a dedicated version for individuals in the European Economic Area, United Kingdom and Switzerland, and to make the information clearer and easier to follow. These updates do not reflect any change to how Quantcast processes personal information.

This Products and Services Privacy Policy (the “Privacy Policy”) applies if you are based in the European Economic Area, United Kingdom or Switzerland. For all other users, please see our [Products and Services Privacy Policy](#).

To exercise your Data Subject Rights (described in the [Your choices and legal rights](#) below), please visit the [Quantcast Privacy Choices](#) page.

Who We Are And What We Do

Quantcast (“we”, “our”, or “us”) is a global digital advertising technology group of companies. Quantcast offers solutions that help digital advertisers and publishers (collectively, “Clients”) understand and grow their client base. Through Quantcast Advertise Solutions, our advertiser Clients can plan, activate, and measure the performance of their advertising campaigns seamlessly in a single audience platform, which helps them to place their ads to maximise results. Through Quantcast Measure Solutions, our digital publisher Clients leverage insights to better understand the makeup of their audiences, how audiences spend their time across their digital properties, and what audiences care about, all of which help these digital businesses better connect their content and audiences with the right advertising. We will refer to all of these services as “Solutions”.

To provide the Solutions, Quantcast collects and uses personal information for various purposes, such as measuring and understanding audiences, targeting and delivering ads, measuring ad performance, and similar related purposes.

As described in the Information Collection section below, we may join or match personal information about you, which may include your data relating to your visits across different digital properties, like websites, mobile apps, or streaming media devices (such as connected TVs), that have implemented Quantcast pixels, tags or SDKs (which is sometimes called “tracking” in the industry) or data relating to your real-world purchases and/or activities . This allows us, for example, to enrich our existing data sets and provide meaningful reports for our Clients regarding the effectiveness of their ads or content. We may also combine personal information that we collect in order to probabilistically link media consumption to a single user, which is sometimes called cross-media matching/linking. To the extent that we combine personal information that we collect from and about you in connection with our performance of the Solutions, we will use such combined information only as described in this Privacy Policy.

This Privacy Policy describes in more detail how we collect, use, disclose, and protect personal information in connection with the delivery of the Solutions, and the controls we provide you to manage such information and exercise your choices and legal rights if you are based in the European Economic Area, United Kingdom or Switzerland.

The Solutions are provided by Quantcast International Limited, located at Beaux Lane House, Lower Mercer Street, Dublin 2, Ireland. In so far as Quantcast acts as a “controller” (as defined under applicable law), Quantcast International Limited is the controller of your personal information.

In processing personal information in the context of providing the Solutions to our Clients, Quantcast International Limited is a joint controller along with its Client when we jointly determine the purposes for which your personal information will be processed. For example, we are joint controllers with Clients for personal information that is collected as Quantcast Cookies, or using pixels, tags and SDKs deployed by our Clients on their digital properties, and for the processing of other personal information introduced into the Solutions directly by the Client. This is because both Quantcast and the Client have influence over whether and how we collect and process the personal information. In limited situations, Quantcast is the sole data controller of personal information when we are processing it for our own independent purposes, for instance when we use a Quantcast Pseudonymous Identifier or we derive aggregated analytics for modeling, developing our algorithms, or improving the Solutions.

Scope of this Privacy Policy

This Privacy Policy covers Quantcast's use of personal information as a data controller for the Solutions in the European Economic Area, United Kingdom and Switzerland only. For example, this Privacy Policy does not cover:

Personal information collected from our website, www.quantcast.com, except to the extent that we use our own Solutions on our website. It also does not cover the collection and use of personal information in connection with our corporate functions, such as marketing, recruiting, people management, business-to-business communications, and so forth. For our privacy policy relating to our website and our corporate functions, see our [Website and Corporate Privacy Policy](#).

Quantcast's collection and handling of personal information as a processor/service provider for its Clients.

Personal information processed outside of the European Economic Area, United Kingdom or Switzerland. Please see our [Products and Services Privacy Policy](#) instead.

Self-regulatory standards

Quantcast supports and participates in several digital advertising self-regulatory organisations, as further described below.

- We are members of the [Network Advertising Initiative \(NAI\)](#).
- We participate in the Digital Advertising Alliance (DAA) and adhere to the [DAA Self-Regulatory Principles](#).
- We participate in the European Interactive Digital Advertising Alliance (EDAA) and are certified under the [EDAA Principles](#).
- We participate in the [IAB Transparency and Consent Framework \(TCF\)](#) as a vendor. Quantcast's IAB Europe-assigned identification number is Vendor ID #11.

Please see the Your Choices and Legal Rights section of this Privacy Policy for more information about the opt-out tools offered by the NAI, DAA, and EDAA.

You can also visit the [Quantcast Privacy Choices](#) page for your opt-out options.

Information collection

We collect or receive personal information about or relating to you in various ways, including from digital properties, like websites, mobile apps, or streaming media devices (such as connected TVs), and other sources of digital content. We set out the details about

the categories of personal information we collect and receive and the source or manner in which we obtain each category of personal information below:

Pseudonymous Identifiers: unique values that distinguish your browser profile(s) or device(s). Examples include a Cookie ID, device IP Address, hashed email addresses, 3rd party identifiers, or other device identifiers or device configuration/ information (e.g., device type and version, screen size and resolution, operating system and other information about the device).

Source:

May be generated when pixels, tags, or SDKs are loaded by a Client on its digital property (i.e., website, mobile app, or device) and sends information to us. Different kinds of pixels, tags, or SDKs are used for different purposes, but the types of information generated are the same.

May be received through a server- to- server connection, such as when receiving a Bid Request (see below).

May be received from third party data providers or Clients.

Imprecise/Approximate Location Information: The time zone and approximate geolocation (e.g., postal code or city) of your device.

Source: Inferred or derived by Quantcast from your device's IP address or included in Bid Requests (see below).

Event Data: Information relating to your visits across different digital properties, like websites, mobile apps, or streaming media devices , which may include pseudonymous identifiers, imprecise/approximate location information, HTTP request header information (e.g., IP address, Cookie, user agent, data, referral URL, TLS session ID and content language), device information, and browsing data (information relating to your online activity and behaviour).

Source: Generated when pixels, tags or SDKs, installed by a Client on its digital property, loads and sends information to us.

Different kinds of pixels, tags or SDKs are used for different purposes, but the types of information generated are the same.

Bid Request Data: A bid request is an offer from a digital inventory provider (e.g., a publisher or exchange), to show an ad on a digital property ("Bid Request"). Bid Request Data includes information about your visit to the digital property, which helps us understand where an ad will be displayed, device information, and who might see it. Bid Request Data also commonly includes a Pseudonymous Identifier (if available), the content that the ad would serve into, the type of device the ad would be served on, the imprecise / approximate location Information of the device, the size of the ad, and consent information. Because Bid Requests include information about the content you are visiting, over time, accumulated Bid Request Data may show your browsing behavior.

Source: Received from a digital inventory provider.

Imported Data: Pseudonymised information, which may include information relating to your visits across different digital properties, like websites, mobile apps, or streaming media devices, and/or information relating to your real-world purchases or activity that may be apportioned by browsing aata, attributes (known, observed or inferred characteristics), segments (groups of users that share (or are inferred to share) certain characteristics in common), label data (descriptors that can be used to index all Pseudonymous Identifiers associated with that label) and interests (known, observed, or inferred non-demographic characteristics, e.g. "cooking" or "outdoor activities").

Source: Uploaded to the Quantcast platform or provided to us via an API by data management platforms or third parties.

Inferences/Inferred Data: Information drawn from the above-listed categories of information (i.e., Event Data, Bid Request Data and Imported Data). We may, for example, use information that we have collected to infer your interests, age, gender, marital status, or income range. These inferences may include interests and attributes (see above).

Source: Derived by Quantcast from previously collected data.

Information you provide: This may include your contact details, (e.g., name, email address, or phone number) and any commentary or other information you provide when you contact Quantcast.

Source: Provided by you when you contact Quantcast.

Sensitive information

We generally do not seek or permit 'sensitive' personal information (e.g., information revealing an individual's racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership; genetic or biometric data that is processed for the purpose of uniquely identifying an individual; information concerning an individual's health, sex life, or sexual orientation; and information relating to criminal convictions and offenses) to be used in connection with the Solutions.

Contractual commitments from our Clients and data providers

We contractually require other companies that provide or make available to us personal information to take steps to ensure that we can lawfully process such information, which include: (i) posting complete and accurate privacy policies that comply with applicable laws and rules and describe their personal information collection, use, and sharing practices; (ii) obtaining all legally-required consents and necessary permissions; and (iii) providing individuals with appropriate choices and the ability to opt out of the processing of their personal information, where necessary or appropriate.

Information use and legal basis

We process personal information for the purposes for which it was collected or provided to us. The table below describes the specific purposes for which we process the personal information we collect or otherwise obtain about you. This table includes:

The purposes for which Quantcast processes personal information and a description of each processing activity, and

The legal basis that we rely on to perform each of our processing activities.

Please note that where we indicate that "legitimate interests" in accordance with the EU or UK GDPR is the legal basis for processing, we carry out the processing in reliance on our legitimate interests or those of a third party (e.g., our Clients), provided that such interests are not outweighed by your interests or fundamental rights and freedoms.

Processing purpose and description of the processing activity	Legal Basis for Processing for EEA/UK/Switzerland
Select and deliver personalised advertising and content If you have consented to profiles for personalised ads via a cookie banner, Quantcast will build a profile about you and your interests to show you personalised ads that are relevant to you. To create or edit a profile for use in personalised advertising, Quantcast will: • Collect information about you, including your activity, visits to websites or mobile apps or streaming media, or Imprecise/Approximate Location Information • Aggregate attributes and interests and Panel-based demographic information	Consent or legitimate interests, depending on the choice of the Client that is using the TCF. We will only create and use profiles for personalised ads if you have provided your consent for this. Where we rely on legitimate interests, we carry out the processing to help our advertiser Clients meet their objectives of finding new customers and growing their brands through the delivery of relevant ads.

- Combine information with other information previously collected, including from across websites or mobile apps or streaming media

If you have selected “use limited data to select advertising” in a cookie banner, Quantcast will:

- Use real-time information about the context in which the ad will be shown, including information about the content and your device, such as: device type and capabilities, User Agent, URL, and IP Address
- Use your device’s Imprecise/Approximate Location Information
- Control the frequency of ads shown to you
- Sequence the order in which ads are shown to you
- Prevent an ad from serving in an unsuitable editorial (brand-unsafe) context

Technical delivery of ads and content: Your device can receive and send information that allows you to see and interact with ads and content.

- To deliver information and respond to technical requests, Quantcast will:
- Use your device’s IP Address to deliver an ad or content over the internet
- Respond to your interactions with an ad or content by sending you to a landing page
- Use information about your device type and capabilities for delivering ads or content (e.g., to deliver the right size ad creative or video file in a format supported by your device)

Measuring advertising and content performance

- Quantcast will measure the performance and effectiveness of ads and content that you see or interact with.
- Quantcast will:
- Measure and report to Clients on how ads and content were delivered and interacted with, including their effectiveness and performance
- Provide reporting to Clients about your interactions with ads and content using data observed during your interaction with the ad and content
- Combine this information with other information previously collected, including from across websites or mobile apps or streaming media

In the provision of the Solutions to some Clients, Quantcast may correlate information between entries within its own datasets that have the same

Consent or legitimate interests, depending on the choice of the Client that is using the TCF.

Where we rely on legitimate interests, we carry out the processing to help our advertiser Clients meet their objective of ascertaining, measuring, and improving the effectiveness of their ad campaigns and content strategies.

Pseudonymous Identifier or with information obtained from ad serving, ad verification, or data management platforms/data providers. We do this to provide aggregated reporting to Clients about the number of visitors to their digital properties. Quantcast does not apply panel or similarly derived audience insights data to ad measurement data without a separate legal basis to apply market research to generate audience insights.	
Understanding audiences Market research can be used to learn more about the audiences who visit websites, mobile apps, or streaming media, and view ads. To generate audience insights, Quantcast will: • Provide aggregate reporting to advertisers or their representatives (such as advertising agencies) about the audiences reached by their ads, through panel-based and similarly derived insights • Provide aggregate reporting to Clients about the audiences that were served or interacted with content and/or ads on their properties by applying panel-based and similarly derived insights • Associate real-world purchases or activities with you for the purposes of market research to generate audience insights (if we have declared that we will match and combine such sources) • Combine this information with other information previously collected, including from visits to websites or mobile apps or streaming media	Consent or legitimate interests, depending on the choice of the Client that is using the TCF. Where we rely on legitimate interests, we carry out the processing to help our Clients meet their objectives of finding new customers and growing their brands through the delivery of relevant ads and/or executing their digital content strategies more effectively.
Developing and improving services Your information can be used to improve Quantcast's existing systems and software and to develop new products. To develop and improve its products, Quantcast will: • Use information to improve its existing products with new features and to develop new products • Create new models and algorithms through machine learning • Quantcast primarily uses data received from data providers that is matched with pseudonymised identifiers to train its algorithms how to infer individuals' attributes and interests in the context of the Solutions.	Consent or legitimate interest, depending on the choice of the Client that is using the TCF. Where we rely on legitimate interests, we carry out the processing to meet our organisational objective of continuously improving the Solutions for our Clients.
Ensuring security, preventing and detecting fraud, and fixing errors Your information can be used to monitor for and prevent fraudulent activity and ensure our systems and processes work properly and securely.	Legitimate Interests We conduct the processing to meet organisational objectives such as to

To ensure security, prevent fraud, and debug, Quantcast will: • Ensure information is securely transmitted • Detect and prevent malicious, fraudulent, invalid, or illegal activity • Ensure correct and efficient operation of systems and processes, including monitoring and enhancing the performance of systems and processes engaged in permitted purposes	maintain our IT systems; to ensure the electronic security of our business; and to detect and prevent against malicious, fraudulent, invalid, and illegal activity.
Save and communicate privacy choices The consent choices you make on a digital property regarding the use of your information and profiles for the purposes listed above are saved and made available to Quantcast. This is necessary to allow Quantcast to respect your choices.	Legitimate interests We carry out the processing to meet our requirements to respect your consent choices.
Establishing, bringing, or defending against complaints, legal claims (including threatened or anticipated legal claims), and regulatory inquiries We process personal information when we seek legal advice or seek to protect ourselves in the context of litigation and other disputes.	Legitimate interests We carry out the processing to meet our objective of protecting ourselves and others, including in connection with investigations, litigation, and regulatory inquiries.
Complying with relevant laws and regulations We process personal information to comply with our legal obligations under applicable law.	

We use the [Transparency and Consent Framework \(“TCF”\)](#) standard as a way to facilitate compliance and manage users’ preferences for online personalised advertising and related activities. The TCF is designed to allow a digital business to present information and choices to users on its website relating to the processing of their personal information via a cookie banner that is presented when you first load a website.

Information sharing

We disclose personal information to the following categories of recipients for the purposes specified above:

- Quantcast-affiliated companies to provide the Solutions.
- Our Clients and their designees for the purposes determined by our Clients.
- Our service providers/data processors to assist us with providing the Solutions, on our behalf. For example, these companies assist with information hosting, information processing, database management, and administrative tasks.

- Relevant entities as part of a corporate transaction (e.g., acquiring entities, potential investors or purchaser and their advisors) in the event of a reorganisation, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with a bankruptcy or similar proceeding).
- Competent governmental and public authorities to comply with legal or regulatory obligations or requests.
- Other entities at your direction or with your consent or 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 or allow us to pursue available remedies or limit damages that we may sustain .

Information retention

We retain your personal information for as long as necessary for the purposes for which it was collected, as described in the table below, other than in exceptional circumstances where we need to retain the information for a longer period of time, for example to establish, bring, or defend against complaints, legal claims (including threatened or anticipated legal claims), and regulatory inquiries or to comply with a legal obligation. Once personal information has reached its retention period, as applicable, we may either anonymise it , or permanently delete it.

Category of personal information	Maximum retention period for all purposes as a Controller
Pseudonymous identifiers	Up to 13 months
Imprecise/Approximate Location Information	Up to 13 months
Event Data	Up to 13 months
Bid Request Data	Up to 13 months
Imported Data	Up to 90 days
Inferences/Inferred Data	Up to 13 months
Information you provide	Up to 18 months

International transfers

Quantcast operates a global service, and we engage vendors located around the world to help us deliver the Solutions. Accordingly, your personal information may be transferred outside of the country or region in which you reside, including to the United States and other countries where either our data centers, affiliates, or other partners are located. Where we transfer your personal information internationally, we do so in accordance with applicable law.

We may need to transfer your Personal Information to countries that have not been recognised by the [European Commission](#) and/or the [UK government](#) as providing an adequate level of protection for personal information. We generally use EU Standard Contractual Clauses (to facilitate both controller-to-controller and controller-to-processor transfers) or other government-approved contracts that

provide appropriate safeguards for personal information that is transferred to countries that have not been recognised as providing an adequate level of protection. You can contact us at privacy@quantcast.com to request a copy of our Standard Contractual Clauses.

In certain limited circumstances, we rely on other lawful mechanisms for international transfers of personal information or rely on derogations, such as the contractual necessity derogation.

Your choices and legal rights

Under applicable law, you may have certain rights in relation to your personal information. Additional details about the rights that you may have and how to exercise such rights can be found below.

Right of access: The right to request access to your personal information and receive certain information, including the categories of your personal information we collect and disclose. To exercise this right, see our [Data Subject Request Form](#).

Right of rectification/correction: The right to request that we rectify (or correct) inaccurate personal information about you. To exercise this right, see our [Data Subject Request Form](#).

Right of erasure/deletion: The right, in certain cases, to request that we delete your personal information. To exercise this right, see our [Data Subject Request Form](#).

Right to data portability: The right, in certain cases, to receive a copy of your personal information in a structured, commonly used, and machine-readable format and transmit such information to another controller. To exercise this right, see our [Data Subject Request Form](#).

Right to object: The right to object to the processing of your personal information for direct marketing purposes. To exercise this right, see our [Privacy Choices Page](#).

Right to object (legitimate interests): The right to object to the processing of your personal information where we process it on the basis of our legitimate interests, as described in the [Information Use and Legal Bases](#) section above. Unless we have compelling legitimate grounds, we will cease processing your personal information when you object. To exercise this right, see our [Privacy Choices Page](#).

Right to restrict Processing: The right, in certain cases, to temporarily restrict our processing of your personal information, provided there are valid grounds for doing so. To exercise this right, see our [Privacy Choices Page](#).

Right to withdraw your consent: The right to withdraw the consent you have provided at any time, where we process your personal information on the basis of your consent. Please note that the lawfulness of any processing undertaken prior to your withdrawal of consent shall not be affected by the withdrawal. To exercise this right, see our [Privacy Choices Page](#).

Right to lodge a complaint: The right to complain to the relevant authority regarding the processing of your personal information by us or on our behalf. In the EU, the lead supervisory authority is the [Irish Data Protection Commissioner](#). In Switzerland, you can make a complaint to the [Federal Data Protection and Information Commissioner](#). In the United Kingdom, you have the right to complain to us if you consider there has been a breach of your data protection rights. To do so please see the section Contact Us below. If you are not satisfied with how we handle your complaint, you can complain to the [Information Commissioner's Office](#).

Please note that the rights listed above may not be exercised in certain circumstances, such as when the processing of your personal information is necessary to comply with a legal obligation to which we are subject or for the exercise or defense of legal claims. Additionally, in order to protect your privacy, we may require proof of your identity before we can act on your request but only where it is necessary and proportionate to request this information.

If you have issues or questions about the above-listed rights, you may contact our European Data Protection Officer via [hello \[at\] hellodpo \[dot\] com](mailto:hello@hellodpo.com).

Contact us

If you have any questions about this Privacy Policy or our information handling practices, please feel free to contact us at:

Quantcast International Limited
Beaux Lane House
Lower Mercer Street
Dublin 2, Ireland
Email: [privacy.qil \[at\] quantcast \[dot\] com](mailto:privacy.qil@quantcast.com)

The Data Protection Officer (DPO) for Quantcast International Limited can be contacted at:

HelloDPO Law Limited
23 Cottingham Way
Thrapston, Northamptonshire
NN14 4PL
Email: [phello \[at\] hellodpo \[dot\] com](mailto:phello@hellodpo.com)

Changes to this Privacy Policy

We may revise this Privacy Policy from time to time to reflect changes in our practices with respect to the collection, use, and/or disclosure of personal information or changes in applicable law. The “Last Updated” date at the top of this page indicates when this Privacy Policy was last updated. Any changes will become effective when we post a revised version of this Privacy Policy unless otherwise specified.

We encourage you to review this Privacy Policy periodically to remain informed about our information handling and privacy practices.