TapMind Privacy Policy

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In short. TapMind provides advertising technology to publishers of websites, mobile apps, connected-TV and streaming apps, pre-installed apps, audio apps and digital screens. When you use one of these properties and it requests an ad through TapMind, we process limited information about your browser or device and how ads perform there, so that ads can be shown, measured and paid for. Where the law requires your consent, for example to store information on your device, to use your device's advertising identifier, or to build a profile for personalised ads, we or the property's publisher will ask for it, and you can withdraw it at any time. We never collect your name, contact details, precise location, or any hardware identifier that cannot be reset. You can ask us what we hold about your device and ask us to delete it at privacy@tapmind.com or at tapmind.com/privacy/choices.

1. Who we are and what this policy covers

"TapMind", "we" and "us" means **TapMind Technologies Private Limited**, a company incorporated in India (CIN U72200KA2015PTC083215) with its registered office at Zed Pentagon, 4th Floor, NGR Layout, Roopena Agrahara, Bommanahalli, Bengaluru, Karnataka 560068, India. TapMind Technologies Private Limited is the controller of your personal data under this policy (the "data fiduciary" or "organisation" in the language of some laws). It develops and operates TapMind's advertising technology: our software development kit (the "TapMind SDK") and its mediation adapters, advertising tags, ad server, video player and platform (together, the "Services").

Our affiliate **TapMind Asia Pacific Pte. Ltd.** (UEN 202642669W, 68 Circular Road, #02-01, Singapore 049422) enters into agreements with publishers and partners outside India on behalf of TapMind Technologies Private Limited. It does not decide how your data is used and does not operate the Services; TapMind Technologies Private Limited remains the controller whichever TapMind company a publisher has contracted with.

This policy applies when you use a **Digital Property** whose publisher uses our Services to show ads: a website, a mobile app, a connected-TV or streaming (OTT) app, an app pre-installed on a device by its manufacturer, a streaming-audio or podcast app, or a digital out-of-home screen. It does not cover the publisher's own collection of your data, or our own website, which has its own cookie notice at tapmind.com/legal/cookies.

2. What we collect

When a Digital Property requests an ad through our Services, we receive some or all of the following, depending on the type of property and on what its publisher's systems send us:

- **Property and ad-placement information**: the identifier of the website, app or channel, the ad slot, ad format and size, the page or content context, which advertising partners the publisher uses, and the version of our software.
- **Identifiers that recognise your browser or device**, described by property type below. We never receive your name, email address, phone number or account details, and we do not accept information about you that a publisher may hold, such as your age, gender or interests.

- **Device and browser characteristics**: device make and model, device type, operating system and version, browser type, screen size and density, language, connection type, mobile carrier name and network code, and time-zone offset. The exact fields our SDK collects, and which are on by default, are listed at tapmind.com/developers/privacy/data-collection.
- **Network information**: your IP address, which we use to determine your country and, where permitted, your region or city. We do not keep your full IP address beyond short-lived security logs.
- **Approximate location**: in mobile apps, from the release of our SDK that introduces it (expected December 2026), and only where the publisher has enabled it, your device already lets the app know your location, and you have given consent where consent is required, a coarse location rounded on your device to an area of roughly a few kilometres before it is sent. We never collect precise (GPS-level) location.
- **Consent and privacy signals**: the choices you have made in the property's consent dialog or in your device or browser settings (for example, IAB TCF or GPP strings, "limit ad tracking", App Tracking Transparency status), and any age-related flags the publisher or its ad platform sets. Our SDK reads these signals on every request.
- **Ad outcomes**: whether an ad was requested, loaded, shown or clicked, how long it took, any error, and the revenue reported for it.
- **Diagnostics**: crash and responsiveness counters and error codes from our SDK, used only to keep the SDK working and to detect invalid traffic; never to select ads or build a profile.

How we recognise your browser or device on each type of property

- **Mobile apps that include the TapMind SDK**: a random session identifier held in memory while you use the app; a random install identifier created by our SDK on your device, stored in a location that is not backed up, which changes if you reinstall the app and is never derived from, or linked on your device to, any other identifier; and, only where the publisher has enabled the feature, the law of your country permits it, you have not limited ad tracking or opted out, and you have given consent where consent is required, your device's advertising identifier (Google Advertising ID on Android; IDFA on iOS). We read the advertising identifier each time it is needed and do not store it on your device. From the release of our platform that introduces it (expected January 2027), and only with your consent where consent is required, we may link your advertising identifier to the install identifiers our SDK has created in different apps on the same device, so that we can limit how often you see an ad across apps and, where you have consented, personalise ads; the link is removed when you withdraw consent, reset your advertising identifier, or opt out. We never use the advertising identifier in apps directed at children, and we do not serve such apps.
- **Websites**: our advertising tag and video player set no cookies and create no identifier for you. They store a few small items in your browser's local storage and session storage, such as counters that limit how often you see the same ad, a short-lived configuration cache, and a flag that records an opt-out you have made; the items, their purposes and how long they last are listed in our Platform Cookie and Similar Technologies Policy at tapmind.com/legal/platform-cookies. Ads on websites are not personalised by TapMind.
- **Connected-TV, streaming, pre-installed and audio apps**: the publisher's ad server sends us, where it is configured to do so, the device's resettable advertising identifier (for example a Roku, Fire TV, Samsung, LG, Android TV or Apple TV advertising ID) and its type, together with the app, channel or content context. We receive only what the publisher's systems transmit through our tags, and we do not process device serial numbers, MAC addresses or other hardware identifiers on any device.
- **Digital out-of-home screens**: we receive no information about individuals from screens. Where a screen owner supplies audience estimates, they are aggregate and do not relate to you.

We never collect: your name, email, phone number or contacts; precise (GPS) location; hardware identifiers such as IMEI, serial number or MAC address; a list of apps on your device; the contents of your device; or information about you supplied by a publisher, such as your age, gender or interests. We do not create "fingerprints" from device or browser characteristics to identify you.

3. Why we use it

Purpose	What it means	Data used
Serving ads and choosing between ad sources	Deciding which advertising partner is likely to fill an ad slot and at what value	Property, placement, install identifier, device characteristics, approximate location, ad outcomes
Reporting to publishers and reconciliation	Telling publishers how their ads performed and settling payments	Aggregated property, device-type and outcome data; never individual-level reports
Limiting how often you see an ad on a property	Frequency capping within one Digital Property, counted on our servers	Install identifier, ad outcomes
Sending ad requests to advertising partners	Asking partners for a bid on an ad slot	Property, placement, device characteristics, consent signals, country and (where permitted) region, city or approximate location, and the advertising identifier where permitted
Recognising your device across apps	Limiting how often you see an ad across apps, and measuring reach (from the release that introduces it)	Advertising identifier linked to install identifiers, only with consent where required
Personalised advertising	Building audience segments and showing ads that are more relevant to you (from the release that introduces it)	Advertising identifier and ad-interaction history, only with consent where required
Attribution	Telling an advertiser that an install or action came from an ad	Advertising identifier and click or impression records, sent to the advertiser's measurement partner, only with consent where required
Improving our services	Training and testing the models that decide which ad sources to ask and at what price	Property, placement, device characteristics and ad outcomes; per-device history only with consent where required
Our own advertising campaigns	Running campaigns for TapMind or its direct advertisers under the same rules	As above, per purpose
Security, fraud prevention and legal compliance	Detecting invalid traffic, keeping the SDK working, keeping records the law requires, responding to requests	Any of the above, as needed; never to select ads or build a profile

4. Legal bases

Where your law requires a legal basis, we rely on:

- **Your consent** for storing information on your device or in your browser and reading it back where that requires consent (for example, in the EEA and UK), for the advertising identifier, for recognising your device across apps, for building and using a profile for personalised advertising, for approximate device location, and for attribution using the advertising identifier. Where a Digital Property does not pass us a consent signal, we treat that as no consent for these purposes and serve non-personalised ads; in the EEA and UK we also store nothing on your device without consent. You can withdraw consent at any time (section 8).
- **Our legitimate interests**, or the equivalent basis in your law, in operating, securing and improving our advertising service: selecting ads using limited data, measuring ad performance, understanding audiences through statistics, developing and improving our services, frequency capping within a property, and preventing fraud, where those interests are not overridden by your rights. A summary of these interests, how we balance them against your rights, and how to object is at tapmind.com/privacy/legitimate-interests. Where your law does not provide such a basis for these activities (for example, India), we rely on consent obtained through the notice of the Digital Property you are using.
- **Legal obligation**, for records we must keep and requests we must answer.

In markets with an opt-out model (United States), we process as described unless you opt out of the sale or sharing of your information or of targeted advertising (section 13).

5. Who we share it with

- **Advertising partners** that bid on ad slots. They receive the request information in section 3 ("Sending ad requests") and act as independent controllers under their own privacy policies. We forward the consent and privacy signals we receive with each request, unchanged, and partners may only use your data where those signals permit. Where a partner cannot honour your choices, or is not registered under the industry framework that applies in your region, we do not send it your request. The partners we work with, and the frameworks they are registered under, are listed at tapmind.com/developers/privacy/partners.
- **Attribution and measurement partners** designated by advertisers, for attribution (with consent where required).
- **Google**, where the Digital Property uses Google's ad platforms; Google's own policies apply to its processing.
- **Infrastructure providers**: cloud, hosting, content-delivery, database, security and messaging providers that host and operate our systems, listed with their locations at tapmind.com/legal/subprocessors.
- **Publishers** receive aggregated reports about their own Digital Properties, never individual-level data.
- **Authorities**, where the law requires.

We do not sell personal information for money. In some US states, sending information to advertising partners is treated as a "sale" or "sharing"; you can opt out (section 13).

6. Where we process it

Our systems are hosted primarily in India. We may also use infrastructure operated by us or our infrastructure providers in other countries where that helps us serve ads closer to you or meet our customers' needs; the current

providers and locations are listed at tapmind.com/legal/subprocessors and changes are notified there. Wherever your data is processed, we apply the safeguards your law recognises: the European Commission's Standard Contractual Clauses with a transfer impact assessment (EEA), the UK Addendum (UK), the Swiss addendum (Switzerland), the Standard Contractual Clauses approved by the Saudi Data and AI Authority (Saudi Arabia), and contractual protections meeting the standard of Singapore's Transfer Limitation Obligation and comparable laws elsewhere. In countries whose law requires personal data to stay in the country, we do not store any identifier linked to your device (section 16).

7. How long we keep it

We keep personal data only as long as needed for the purposes above, and no longer than the periods below, unless the law requires us to keep it longer.

Data	Kept for
Advertising identifier, and any link between it and install identifiers	Up to 12 months from the last time we saw it, or until you withdraw consent, reset it, opt out, or ask us to delete it, whichever is first
Install identifier and the history linked to it	Up to 12 months from the last activity, or until deletion
Data used only to select ads without a profile	Up to 3 months
Ad-performance records (pseudonymised)	Up to 13 months
Data used to understand audiences through statistics	Up to 3 months in its raw form; statistics do not identify you and are kept indefinitely
Data used to improve our services	Up to 6 months in its raw form
Security, diagnostics and fraud-prevention logs, including IP addresses	Up to 3 months; the IP address is masked after 7 days
Records of your consent choices and opt-outs	Up to 5 years after withdrawal or deletion, as evidence; an opt-out is kept for as long as it is needed to honour it
Items stored in your browser by our tag or player	Up to 7 days for counters; the length of your browser tab session for session items; until you clear them for your opt-out flag; see tapmind.com/legal/platform-cookies
Aggregated reporting	Indefinitely; it does not identify you

8. Your choices

- **Mobile apps**: in your device settings, delete or reset your advertising ID (Android) or decline App Tracking Transparency (iOS); we honour these on the next ad request. Change your choices in the app's consent dialog, which passes them to us on your next ad request. Where an app lets its users control location, turning location off for the app stops the approximate location described in section 2.

- **Websites**: use the consent dialog on the website you are visiting; opt out of TapMind processing at tapmind.com/privacy/choices, which stores a flag in your browser; or clear your browser's site data, which removes anything we have stored. Choices are stored per browser, so repeat them on each browser you use.
- **Connected TVs, streaming devices and audio apps**: use your device's advertising settings to limit ad tracking or reset the advertising identifier, for example the Advertising section under Privacy on Roku, or the Ads section under Privacy on Fire TV, Google TV and Apple TV. You can also submit your device's advertising identifier at tapmind.com/privacy/choices.
- **Our privacy-choices page** at tapmind.com/privacy/choices: opt out of personalised advertising and of the sale or sharing of your information, or ask us to delete or show the data we hold for your device, using your advertising identifier or the install identifier shown in the app's privacy settings.
- **Write to us** (section 12) to withdraw consent, object, or opt out.

Because different devices and browsers use different identifiers, opt-outs apply to the device or browser on which you make them. Withdrawing consent stops the related processing going forward; it does not affect processing before withdrawal.

9. Your rights

Depending on your law, you may have the right to access the information we hold about your device, to correct it, to delete it, to restrict or object to processing, to portability, to withdraw consent, to opt out of sale, sharing or targeted advertising, not to be discriminated against for exercising rights, and to complain to a supervisory authority. To exercise a right, contact us (section 12) or use tapmind.com/privacy/choices. Because we hold no name or contact details, we identify your data by the install identifier (shown in the app's privacy settings or obtainable from the publisher) or your device's advertising identifier (shown in your device settings). We respond promptly, and in any case within the time your law requires.

10. Children

We do not knowingly process the personal data of anyone under 18 for targeted advertising, and we do not sell or share such data. We do not provide our Services to mobile apps that are directed at children, that include children in their declared audience, or that are enrolled in Google Play's Families program or Apple's Kids category. Where a publisher or its ad platform flags a request as relating to a child, we use no advertising identifier and show only contextual ads, and we treat known users under the age of majority in their country the same way. If you believe we have collected data from a child, contact us and we will delete it.

11. Security

We use encryption in transit and at rest, field-level encryption for advertising identifiers, strict access controls with no routine human access to identifiers, pseudonymisation of serving logs, and audit logging of privileged actions. No system is perfectly secure; if a breach affecting you occurs, we will notify you and the relevant authority as your law requires.

12. Contact

Privacy requests: privacy@tapmind.com, or the form at tapmind.com/privacy/choices. Grievance Officer (India) and Data Protection Officer: Naveen Chennala, Director, privacy@tapmind.com, Zed Pentagon, 4th Floor, NGR Layout, Roopena Agrahara, Bommanahalli, Bengaluru, Karnataka 560068, India. Representatives in the European Union and the United Kingdom are being appointed and will be named here when appointed; until then, EU and UK residents may contact us at the address above.

13. Additional information for United States residents

Categories collected in the last 12 months: identifiers (install and advertising identifiers), internet or network activity (ad interactions), device information, coarse geolocation, and inferences (audience segments where personalisation is enabled and you have not opted out). Sources: the website, app or channel you use, and its publisher's systems. Business purposes: section 3. Categories disclosed to advertising partners for advertising purposes ("sale", "sharing" or "targeted advertising"): identifiers, device information, coarse geolocation, ad interactions. We do not use or disclose sensitive personal information, and we do not knowingly sell or share information of consumers under 18.

You may opt out of sale, sharing and targeted advertising through the app's privacy choices, by using the Global Privacy Control where the property you are using supports it, or by submitting your device's advertising identifier on the "Do Not Sell or Share My Personal Information" form at tapmind.com/privacy/choices, which places it on a list that our systems check before any advertising partner receives a request from your device. To submit a request to know, delete or correct your information, use the same page or email privacy@tapmind.com. We honour opt-out preference signals as required by your state's law. You will not be discriminated against for exercising your rights. Authorised agents may act on your behalf with written permission.

TapMind Technologies Private Limited is a signatory to the IAB Multi-State Privacy Agreement as a downstream participant under its national approach, or has applied to become one. When you have opted out, we and the partners we send your request to limit our use of your information to frequency capping, measurement, fraud prevention and viewability, and we do not combine it with information from other sources.

14. Additional information for India

This notice is given under the Digital Personal Data Protection Act, 2023. The data fiduciary is TapMind Technologies Private Limited. We process your personal data for the purposes in section 3 on the basis of your consent, given through the notice of the website, app or channel you are using, which you may withdraw as easily as you gave it (section 8), and for legitimate uses permitted by the Act. Without a consent signal we show only contextual ads. We do not track, behaviourally monitor, or direct targeted advertising at children. You may access, correct, update or erase your personal data, nominate a person to exercise your rights, and raise grievances with our Grievance Officer (section 12), who will respond within the time prescribed. If your grievance is not resolved, you may approach the Data Protection Board of India.

15. Additional information for the EEA, United Kingdom and Switzerland

TapMind has applied to join the IAB Europe Transparency and Consent Framework. Until registration is complete, TapMind serves only contextual advertising in the EEA, UK and Switzerland, stores nothing on your device there,

and does not process advertising identifiers there. Once registered, our vendor ID will be shown here and our entry in the Global Vendor List will declare the purposes we process for and their legal bases: storing and accessing information on your device (consent); using limited data to select advertising, measuring advertising performance, understanding audiences through statistics, and developing and improving our services (legitimate interest, with your right to object, or consent where your consent dialog asks for it); creating profiles for personalised advertising and using them to select personalised advertising (consent only). We do not declare any special features, such as precise geolocation or scanning device characteristics for identification, and we never use them. The items we store on devices and in browsers are listed in a machine-readable disclosure at tapmind.com/legal/storage-disclosure.json. Our legitimate interests and how to object are described at tapmind.com/privacy/legitimate-interests. Our representatives in the EU and UK will be named in section 12 when appointed. You may lodge a complaint with your national data protection authority, the ICO or the FDPIC.

16. Additional information for other countries

Canada: at present we serve only contextual advertising in Canada and do not process advertising identifiers or build profiles for Canadian users. If that changes, we will rely on your meaningful consent obtained through the website or app you are using, and in Quebec on your express consent, with technologies that identify, locate or profile you off by default; you may complain to the Office of the Privacy Commissioner or the Commission d'accès à l'information. **Singapore**: our Data Protection Officer is listed in section 12; we rely on consent, deemed consent by notification, or the legitimate interests exception, as described in section 4. **Saudi Arabia**: transfers outside the Kingdom use SDAIA's standard clauses. **Indonesia**: we rely on consent and legitimate interest as permitted by Law No. 27 of 2022. **Countries requiring data to remain in-country**: we do not store any identifier linked to your device.

17. Publishers, partners and business contacts

If you are a contact at a publisher, advertising partner or supplier, we, and where it has contracted with you our affiliate TapMind Asia Pacific Pte. Ltd., process your business contact details to manage our relationship, under contract or legitimate interest, and keep them for the life of the relationship plus the period required by law.

18. Changes to this policy

We version this policy. The current version and all previous versions are available at tapmind.com/privacy. Material changes are announced on that page at least 30 days before they take effect, and publishers are notified so they can inform you. A change that describes a new capability of our software takes effect no earlier than the release that introduces it.