Our legitimate interests and how we balance them

Version 1.1, effective 12 November 2026

This page explains the processing TapMind Technologies Private Limited carries out on the basis of legitimate interests (or the equivalent basis in your country's law), why we consider those interests legitimate, how we have weighed them against your rights, and how you can object. It supplements our Privacy Policy at tapmind.com/privacy.

What we do on this basis

- **Using limited data to select advertising** (IAB TCF Purpose 2): using the app, website or channel, the ad slot, your device's characteristics, your country and, where permitted, region, and in apps a random installation identifier, to decide which advertising partner is likely to fill the slot and how often an ad has already been shown in that app. This does not use your advertising identifier or any profile of you.
- **Measuring advertising performance** (Purpose 7): counting whether ads were requested, shown or clicked, how long they took, and the revenue reported, so that publishers are paid correctly and partners are evaluated.
- **Understanding audiences through statistics** (Purpose 9): producing aggregated statistics by app, device type and country. Individual-level data is not used in these reports.
- **Developing and improving our services** (Purpose 10): improving how we select ad sources and keeping our software working, using aggregated or pseudonymised data. A per-device history is used for this only where you have consented to profiling.
- **Security, fraud prevention, technical delivery and saving your choices** (Special Purposes 1, 2 and 3): detecting invalid traffic and errors, delivering ads technically, and recording your privacy choices so they can be honoured. The IAB framework does not allow an objection to these special purposes, because they are needed for the service to work safely and for your choices to be respected.

Storing or reading information on your device, building a profile for personalised advertising, and using that profile are never done on this basis: they require your consent. If the consent dialog you see asks for consent to the purposes above instead, we follow that choice. Where your country's law does not provide a legitimate-interest basis (for example, India), we rely on consent obtained through the notice of the website, app or channel you are using.

Why we consider these interests legitimate

Publishers offer websites, apps and streaming services free of charge because advertising pays for them, and TapMind's service exists to make that advertising work. Selecting an ad source, measuring whether an ad was shown, improving the service and preventing fraud are necessary for that service to function and are expected by users of ad-supported apps.

How we balanced them against your rights

- We use the least identifying data that works: in apps, a random installation identifier that changes if you reinstall the app and is never linked on your device to any other identifier; on websites, no identifier at all; on connected TVs and audio devices, only the advertising identifier your device settings allow.
- We never collect precise location, hardware identifiers, contact details, information you have given the publisher about yourself, or the contents of your device, and we do not create device fingerprints.
- We keep data for limited periods (Privacy Policy, section 7), pseudonymise our serving logs, and restrict access.
- Reports to publishers are aggregated.
- We honour every privacy signal you set, including "limit ad tracking" and App Tracking Transparency, on the next ad request.

We concluded that these interests are not overridden by your interests or fundamental rights, given the limited data involved and the safeguards above.

How to object

You may object at any time: in the consent dialog of the website or app you are using, where it offers an objection to legitimate interests; through your device's advertising settings; at tapmind.com/privacy/choices; or by emailing privacy@tapmind.com. On objection we stop the processing concerned for your device unless we have compelling legitimate grounds that override your interests, which we do not expect for advertising; in practice, an objection results in contextual-only ads for your device.

Changes in Version 1.1

No change in substance from Version 1.0 of 5 November 2026, which remains available in our archive. This page is now also published as a PDF.