



Overview: AdStack Technology and Privacy

AdStack takes the privacy requirements of its clients very seriously. We recognize that privacy policies and philosophies require that third party vendors can operate in a way which is consistent with the promises that have been made to end users. AdStack's technology was designed with privacy in mind and we are open about what we store and when we store it in order to ensure that our clients can fulfill the promises they have made to their users.

Cookies

- AdStack's technology is designed to be able to operate in a **cookie-less mode** in which it does not write any cookies back to the web and email clients of mailing list recipients.

Data Storage

- User Data: AdStack does not store any personally identifiable information or non-aggregate user data about the recipients of AdStack-powered emails.
- Aggregate Data: As AdStack-powered emails are opened, high level aggregate data about image deliveries and clicks is summed and stored in order to power the AdStack analytics dashboard. This dashboard does not include any information about individual users.

Targeting

- In order to decide which piece of targeted content (image or landing page redirection) to deliver to a user, AdStack's servers look at the "User Agent" of the mail or web client being used to read the email and then compares that to the configuration of the campaign that was set up by the client.
- Using 'User Agents' in this way is a common pattern that is used by many websites in order to direct inbound web traffic to the version of the site that is most appropriate to the device that is being used to load it.
- Examples of websites that use user-agents to personalize user experience include:
 - www.google.com
 - www.github.com
 - addons.mozilla.org

Content Optimization

- When in cookie-less mode, AdStack's "Content Optimization" feature temporarily caches a one-way hash (SHA-1) created from a pairing of "User Agent" and IP address in the memory of the servers that are being used to deliver the content.
 - For security and privacy reasons, AdStack's temporary identifier cannot be converted back into the original values. Temporary identifiers are only used to attribute "success events" (clicks) back to images so that they can be counted up as they occur for use in aggregate form. AdStack does not persist these one-way hash values.