



Inspire your customers

Platform Privacy Statement

Overview

Ve Global UK Limited (“Ve”) is committed to providing outstanding customer service for brand clients and publisher partners and takes brand safety very seriously. The measures we take to ensure brand safety is upheld are detailed within this Brand Safety Policy.

We have undergone an external audit conducted by an independent authority [ABC](#). As a result, we have been accredited with the [EDAA](#) trust seal for our adherence to their online behavioural advertising policies. We are a signatory to the [JICWEBS/DTSG UK Good Practice Principles](#) and we adhere to the Digital Trading Standards Group Good Practice Principles. We also work with Pipcu ([Police Intellectual Property Crime Unit](#)), which provides us with access to the Infringing Website List.

VeVerified

At Ve, we have developed our own verification process. All inventory we access goes through a three-stage process including both automated and manual checks, ensuring everything is ‘VeVerified’.

Firstly, we only buy advertising space through our demand-side platforms’ audited inventory, which undergoes a visual human check for brand safety when it is on-boarded.

Secondly, we have a dedicated analytics and publishing team who constantly review our delivery to ensure that brand safety is upheld. The team analyses all metrics to flag anything suspicious and, in the event that anything is flagged, action is taken to remove or monitor the inventory source.

Finally, we license third party brand safety companies including Integral Ad Science, DoubleVerify and Peer39 to further ensure brand safety at a pre and post bid level. This validates the work we do and ensures that our internal measures are up to date.

Whitelists and Blacklists

Blacklists are used at placement, website, publisher and seller level. Blacklists assist us to remove unsuitable websites from our inventory pool. We ensure that all of these blacklists are monitored and updated on a regular basis. The exchanges are constantly growing with the

addition of new inventory, so we ensure our blacklists are constantly evolving and reacting to such growth.

Additionally, you can provide us with your own blacklists to run across all our activity, or we can run a whitelist of approved sites to guarantee your brand safety.

Takedown Policy

In the very unlikely event that one of our ads is published on a website that is deemed inappropriate, we will make every reasonable effort to take it down as soon as possible, irrespective of whether it was bought directly or indirectly. All takedown requests received within UK business hours (Monday to Friday, 9am to 5.30pm GMT) will be actioned within 1 business day of confirmed receipt.

Ve Interactive deem inappropriate content to be any material that is illegal, offensive, abusive, indecent, defamatory, obscene or menacing or that will infringe copyright, trademark, confidence, privacy or any other right.

The contractual consequences of our failure to take reasonable steps to remove an ad from an unsuitable website upon written request are evaluated on a case-by-case basis.

To contact Ve with a takedown request, please [email](#), or telephone +44 (0)20 3675 8836.

Cookie Domain	Cookie Name	Cookie Description	Ve or other 3rd Party	Expiry
veinteractive.com	_ngid	This cookie contains an anonymous numerical identifier. It is used to link anonymous product codes in a product database to an anonymous user to suggest products that will be of interest. No personally identifiable information is collected.	Ve	1 year
veinteractive.com	_ssid	This cookie contains an anonymous numerical identifier. It is used to link and "synch" data relating to an anonymous user of Ve client sites to data relating to an anonymous user stored on the AppNexus online advertising platform (see below) to join Ve Service Offering behaviours with VeAds behaviours. No personally identifiable information is collected.	Ve	1 year
veinteractive.com	ae2f069-d272-4373-a18b-c2d803a98d7 Session ID	Fixes broken online sessions. No personally identifiable information is collected.	Ve	1 hour
veinteractive.com	_trid	This cookie contains an anonymous numerical identifier. It is used to track a post-click cookie	Ve	30 days

Cookie Domain	Cookie Name	Cookie Description	Ve or other 3rd Party	Expiry
		<p>window of up to 30 days. No personally identifiable information is collected.</p>		
Adnxs.com	anj	<p>The anj cookie is used by our 3rd party trading platform. It contains data denoting whether a cookie ID is synced with our partners. ID syncing enables our partners to use their data from outside our trading platform on the platform.</p>	Other 3 rd party – AppNexus	3 months
Adnxs.com	sess	<p>The sess cookie is used by our third party trading platform. It contains a single non-unique value: “1”. It is used by the platform to test whether a browser is configured to accept cookies.</p>	Other 3 rd party – AppNexus	1 day
Adnxs.com	Uuid2	<p>This cookie is used by our third party trading platform. It contains a unique randomly-generated value that enables the platform to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the platform. This information is used by Ve clients to select advertisements for delivery by the platform, and to</p>	Other 3 rd party – AppNexus	3 months

Cookie Domain	Cookie Name	Cookie Description	Ve or other 3rd Party	Expiry
		<p>measure the performance of, and attribute payment for, those advertisements. In addition, to enable Ve clients to use non-PII they collect outside the platform or acquire from other third parties, this cookie is sometimes matched to (or “synched” with) clients’ or other third parties’ cookies that contain such non-PII. It is also used for opting out of behavioural adverts where a user wishes to do that.</p>		
go.flx1.com	id	<p>This cookie is used by our third party data management platform. It contains a cookie ID used by the data management platform. ID syncing enables our data management platform to use their data from outside our platform on the platform.</p>	Other 3 rd party – FLX	2 years
go.flx1.com	Ans3, check,dbm1,r	<p>This cookie is used by our third party data management platform. It contains data denoting whether a cookie ID is synced with the data management platform. ID syncing enables our data management platform to use their data from outside our platform on the platform.</p>	Other 3 rd party – FLX	2 days

Cookie Domain	Cookie Name	Cookie Description	Ve or other 3rd Party	Expiry
go.flx1.com	data	This cookie is used by our third party dynamic creatives platform. It contains data about which products were shown last to this user.		
a.volvelle.tech	ouuid	This cookie contains an anonymous numerical identifier. It is used to to identify the user in our system. No personally identifiable information is collected.	Ve	1 year
a.volvelle.tech	ouuid_last_update	This cookie contains an numerical timestamp. It is used to store the last time the user has been updated in our system. No personally identifiable information is collected.	Ve	1 year
.adsvr.org	TDID	This cookie is used by our third party trading platform. It contains a unique randomly-generated value that enables the platform to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the platform. This information is used by Ve clients to select advertisements for delivery by the platform, and to	Other 3rd party – TheTradedesk	1 year

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		measure the performance of, and attribute payment for, those advertisements. In addition, to enable Ve clients to use non-PII they collect outside the platform or acquire from other third parties, this cookie is sometimes matched to (or “synched” with) clients’ or other third parties’ cookies that contain such non-PII. It is also used for opting out of behavioural adverts where a user wishes to do that.		
.adsrvr.org	TDCPM	The TDCPM cookie is used by our 3rd party trading platform. It contains data denoting whether a cookie ID is synced with our partners. ID syncing enables our partners to use their data from outside our trading platform on the platform.	Other 3rd party – TheTradedesk	1 year
.adsrvr.org	TTDOptOut	This cookie is used for opting out of behavioural adverts where a user wishes to do that.	Other 3rd party – TheTradedesk	5 years
adsby.bidtheatre.com	__kuid	Containing unique user identifier that unlocks user profile data in BT’s serverside datastore	Other 3rd party – Bidtheatre	1 year

Cookie Domain	Cookie Name	Cookie Description	Ve or other 3rd Party	Expiry
doubleclick.net	_gads, DSID, FLC, AID, TAID, exchange_uid	For up to date information on Google's cookie please refer to this link - https://www.google.com/policies/technologies/types/	Other 3rd party - DBM	2 years
chango.com	_vt	This cookie is used by our third party trading platform. It contains a unique randomly-generated value that enables the platform to distinguish browsers and devices. It is matched against information - such as advertising interest segments and histories of ads shown in the browser or device - provided by clients or other third parties and stored on the platform. This information is used by Ve clients to select advertisements for delivery by the platform, and to measure the performance of, and attribute payment for, those advertisements. In addition, to enable Ve clients to use non-PII they collect outside the platform or acquire from other third parties, this cookie is sometimes matched to (or "synched" with) clients' or other third parties' cookies that contain such non-PII. It is also used for opting out of behavioural adverts where a user wishes to do that.	Other 3rd party - Chango	1 year

Industry memberships and affiliations

Ve is a member of the European Digital Advertising Alliance (“EDAA”) and is in compliance with the [EDAA’s Self-Regulatory Principles](#).

Opting out of cookies and mobile identifiers

Users are always free to block, delete or disable cookies by activating the setting on their browser that allows them to refuse the setting of all or some cookies. However, if users use browser settings to block all cookies (including essential cookies) they may not be able to access all or parts of the websites and other online properties they want to visit. For more information about how users can block, delete or disable these technologies, we suggest users review their browser or device settings. Links to information for the main browsers are set out below:

- [Internet Explorer](#)
- [Firefox](#)
- [Chrome](#)
- [Safari](#)

Alternatively, to opt out of specific cookies the [EDAA opt out](#) is available. After opting-out of Ve cookies, we will place a cookie on the user’s browser that identifies them as having opted out. Because an opt-out is cookie-based, browsers must be set to accept third party cookies for us to be able to do this. Users who use multiple devices or browsers, will need to opt out on each of them.

For mobile users, Apple iOS and Google Play offer an opt-out choice communicated to companies providing in-app advertising through those platforms, and typically activated through your mobile device privacy settings.

Changes to our privacy statement

We regularly review this statement and any changes we may make in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy statement.

Contact

If you have any questions, comments or requests regarding this privacy statement, please contact our Data Protection Officer at: Ve Data Protection Officer, White Collar Factory | Old Street Yard | London | England | EC1Y 8AF | Email: privacy@ve.com.