

## **ANNEX - 2 Interest-Based Ads Notice**

Interest-based ads are sometimes referred to as customized or targeted ads. We show interest-based ads in order to view the features, products and services that may spark your interest.

### **What sort of information do we use to show interest-based ads?**

To serve you interest-based ads, we use information such as your interaction with Unifree's websites, content and services. We do not use personally identifiable information, such as names or email addresses, to serve interest-based ads. We retain the information collected while offering you interest-based ads only in accordance with our Privacy Notice and applicable laws, and as long as necessary to provide our advertising services.

As is common in the advertising industry, we use cookies, pixels and other technologies (collectively referred to as "cookies"), which enable us to understand the effectiveness of the interest-based ads that we show you by measuring which ads are clicked or viewed, and can thereby offer you more useful and relevant ads. For example, if we know which ads are shown on your browser, we can ensure that the same ads are not shown over and over again.

For more information on the types of information we collect, see **GDPR-UNF ANNEX 1 Examples of Collected Personal Data Table**.

### **How do we work with third parties to show you interest-based ads?**

We work with third parties, such as advertisers, publishers, social media networks, search engines, ad serving companies, and advertising companies working on their behalf, to improve the relevance of the ads we serve. In providing you with interest-based ads, we do not associate your interactions on unaffiliated sites with personally identifiable information, such as name or email address, and do not provide any personally identifiable information to advertisers or third-party sites that display our interest-based ads. Advertisers and other third parties may assume that users who interact with or click on an interest-based ad or content are part of the group that the ad or content is directed towards (for example, users in a particular geographical area or those who have purchased or browsed for classical music). Some third parties may provide us with non-personally identifiable information about you (such as demographic information or sites where you have been shown ads) from offline and online sources that we may use to provide you with more relevant and useful ads.

Third party advertisers or advertising companies working on their behalf sometimes use cookies in the process of delivering content, including ads, directly to your browser or device, and they may automatically receive an IP address when this occurs. They may also use cookies to measure the

effectiveness of their ads, show you more relevant ad content, and perform services on behalf of Unifree. For information on how to control and delete cookies (including third party cookies), please see **GDPR-UNF ANNEX 3 Cookie Notice**.