

Privacy Policy for Jetcast web sites, the Jetcast® distribution software, and ReplaceAds™

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Overview

The Jetcast Privacy Policy describes how we treat personal information we obtain from you when you use Jetcast's products and services, including any broadcast, podcast or website of our partners that use our ReplaceAds advertising products and services. In addition, this Privacy Policy describes our privacy practices related to text, display, and audio and video advertising that appear on our own sites or broadcasts, and on the sites, broadcasts, and podcasts of our partners that use our ReplaceAds advertising and content monetization services.

Jetcast sometimes uses products and services from third parties who may also receive information from you. For instance, we utilize the advertising services of Google, Inc. and Google's company, DoubleClick. For more information about Google and DoubleClick's privacy policies please see their respective privacy policies posted on their websites. We also use web beacons from ComScore. For more information about ComScore's privacy policy, please see ComScore's privacy policy which is posted on their website.

When we serve a text, display, audio or video ad on a Jetcast site or broadcast, or on the sites or broadcasts of our ReplaceAds partners, those ads may be served based on a variety of factors, including: your recent search queries, the language we believe you prefer when viewing or listening to content, and standard log information, including cookie information, IP address, browser type, operating system and the date and time of your use.

When we serve text, display, audio or video ads on certain Jetcast services and ReplaceAds partner sites, broadcasts, and podcasts, those ads may be served based on a variety of factors including: the content, domain, and language of the page or broadcast where the ad is displayed or played; and the standard log information described above. To serve ads that are relevant and tailored to your interests, we may use information about your activity on ReplaceAds partner sites or broadcasts or Jetcast services that use a ReplaceAds or DoubleClick cookie. Some of these sites and services also may use non-personally identifying information, such as demographic data, to provide relevant advertising. Our ReplaceAds partners and Jetcast services may display or play ads from both Jetcast advertisers and other third-party ad serving companies, including other ad networks.

When you play a broadcast or piece of media using Jetcast or ReplaceAds, we may use web beacons to report to us, and/or a third party traffic measurement company, that a session has started and stopped. We currently use ComScore web beacons. In addition, when we serve an ad to you, we may place a cookie in your browser or media player. A cookie is a text file, consisting of a series of random numbers and letters that serves as a

pseudonymous identifier for your browser, but does not identify you. We use cookies, web beacons or other technologies to record information about what ads your browser is shown, as well as what ads you click and other actions you take on our, and our partners' sites and services. Cookies allow us to serve more relevant and useful ads to you. The following describes how our cookies work to support our advertising services and conversion tracking, and how you can opt out of receiving these cookies.

Advertising Cookies

The DoubleClick Cookie

Jetcast uses the DoubleClick cookie on content consumed from ReplaceAds partner sites and broadcasts, and on certain Jetcast services to help advertisers, and broadcasters and publishers, serve and manage ads across the web and their broadcasts and podcasts. When you visit a website, and/or listen to, or watch an Internet radio or television broadcast or podcast, and view, hear, or click on an ad served through these sites/broadcasts/podcasts, we may place the DoubleClick cookie on your browser or media player. The DoubleClick cookie identifier associated with your web browser or media player is the same identifier used when you visit websites that use DoubleClick advertising services. If you already have a DoubleClick cookie on your browser, no additional DoubleClick cookies should be placed on your browser or media player.

For more information about the use of the DoubleClick cookie in DoubleClick's advertising services, check out the [DoubleClick Privacy FAQ](#).

You may view and manage your advertising preferences or opt out of receiving the DoubleClick cookie at any time, as described below.

- **How we use the DoubleClick cookie information**

We use the advertising cookie information collected on ReplaceAds partner sites, broadcasts and podcasts and certain Jetcast sites to:

- Enable the following ad serving features:
 - **Frequency Capping:** Prevents users from seeing or hearing the same ad over and over again;
 - **Spam Filtration:** Uses cookies as one of many signals that allow us to identify invalid clicks (or ad queries) and to protect our advertisers from fraudulent behavior;
 - **View-Through Conversions:** Provides insight to advertisers on how many people who were exposed to an ad, didn't click, but subsequently visited the advertiser's website;
 - **Interest-Based Advertising:** Allows advertisers to serve ads to users on ReplaceAds partner sites and broadcasts and certain Jetcast services based on online activity and interests associated with the DoubleClick cookie and to serve subsequent ads to you after you leave that advertiser's website.

- Audit, research, and analyze the data in order to maintain, protect, and improve our services;
- Ensure that our ad-serving technologies function properly; and
- Develop new services.

The advertising cookie information described above is provided to advertisers, and to broadcasters and publishers, who use our advertising services. In addition, Jetcast or our advertising, and broadcasting and publishing, customers may use web beacons in conjunction with the DoubleClick cookie to collect information about your visit to a broadcast, podcast or website and exposure to a particular advertisement.

Jetcast (including ReplaceAds) will not combine DoubleClick cookie information from ReplaceAds partner broadcasts, podcasts, sites, or Jetcast services, that use the DoubleClick cookie with:

- your personally-identifying information without your opt-in consent; or
 - information collected by DoubleClick's advertising customers without their explicit permission. With such permission, Jetcast may use and combine that information only in accordance with the Jetcast Privacy Policy.
- **Managing your ads preferences**

Jetcast strives to provide you with relevant and useful advertising. Based on activity on our ReplaceAds partner broadcasts, podcasts and sites and Jetcast services that use the DoubleClick cookie, we may associate the cookie with relevant interest categories. Jetcast then uses these categories to show interest-based ads on these broadcasts, podcasts, and sites. Jetcast will not associate sensitive interest categories with the DoubleClick cookie (such as those based on race, religion, sexual orientation, or health) and will not use these categories when showing you interest-based ads.

You may view, edit and add to the categories used to provide you with interest-based advertising in the [Ads Preferences Manager](#). Your ads preferences will be respected across all ReplaceAds partner broadcasts, podcasts, and sites and Jetcast services that use the DoubleClick cookie to serve such ads.

Read more information about [interest-based advertising and the Ads Preferences Manager](#).

- **How to opt out of the DoubleClick cookie**

You may choose to [opt out of the DoubleClick cookie](#) at any time.

If you select the DoubleClick opt-out cookie, ads delivered to your browser by our ad-serving technology will not be served based on the DoubleClick cookie. Your DoubleClick opt-out cookie will not be uniquely identified. Other customization options on ReplaceAds partner broadcasts, podcasts, or sites and

Jetcast services that use the DoubleClick cookie may no longer be available; for example, we may no longer be able to prevent your browser or media player from being served with the same ad over and over.

As long as your browser and/or media player retains the DoubleClick opt-out cookie, Jetcast won't serve new DoubleClick cookies to your browser and/or media player.

- **Preserving your opt-out cookie**

When you get a new computer, install a new browser or media player, erase or otherwise alter your browser's or media player's cookie file (including upgrading certain browsers or media players) you may also clear the cookies in your browser, including the DoubleClick opt-out cookie. Jetcast offers a number of options to [preserve your opt-out cookie](#).

Conversion Tracking Cookie

Jetcast also uses a cookie to measure advertising performance for advertisers who have opted-in to conversion tracking on Jetcast and its ReplaceAds partners' broadcasts, podcasts and websites. The conversion tracking cookie is set when a user clicks on an ad delivered by ReplaceAds where the advertiser has opted-in to tracking. These cookies expire within 30 days and are not personally-identifiable. If this cookie has not yet expired when the user visits certain pages of the advertiser's website, Jetcast and the advertiser will be able to tell that the user clicked the ad and proceeded to that page. Each advertiser gets a different cookie, so no cookie can be tracked across advertiser websites.

- **How we use the conversion cookie information**

We use the information collected by the conversion cookie to provide aggregate conversion stats to advertisers who have opted-in to conversion tracking. Advertisers are able to see the total number of users who have clicked on their ad and proceeded to a page tagged with a conversion tracking tag, but they do not have access to personally identifying information.

Privacy policies of other advertisers and publishers

Jetcast requires customers that display or play Jetcast ads to comply with all applicable laws, including data protection laws that require posting a privacy policy. We encourage all users to review the privacy policies of the broadcasts, podcasts, and sites they visit for information about those sites' data practices.

Contact us

If you have any questions about this policy, please feel free to [contact us](#) online or write to us at

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