

# Privacy Notice

## Introduction

Seenthis AB, Reg. No. 556920-5452, Fredriksdalsgatan 22, SE 120 32 Stockholm, Sweden (“**Seenthis**”, “**we**” or “**us**”) is an ad technology company. Web publishers use our technology to stream HD video onto regular display ad spaces of different formats.

This Privacy Notice describes if and how we collect, process and share any personal data belonging to you through our technology when you visit websites where advertisements belonging to our customers are displayed.

## What data do we collect and process?

We do currently not collect any personal data belonging to you when you visit websites containing display ads that use our technology. This means, for example, that we do not log your IP-address and we do not use any cookies to track your interactions or browsing behaviour.

We only collect and process aggregated and anonymised statistical data about the performance of the display ads that use our technology. Such statistical data include information on the number of clicks and viability of display ads, as well as information on the browsers and devices used when visiting webpages containing display ads using our technology. We are not able to relate the statistical data that we collect to you or any other natural person. In summary, we do not process any personal data.

## What if we would start to collect and process personal data?

Seenthis respects your privacy. If we would start to collect and process your personal data, we will provide you with information about such processing activities in accordance with Articles 13 and 14 of the EU General Data Protection Regulation (GDPR) by updating this Privacy Notice. Any processing of personal data by Seenthis is made in accordance with the GDPR.

## How to get in touch with us

You are most welcome to contact us at [contact@seenthis.se](mailto:contact@seenthis.se) or by regular mail to the address above if you have any questions about our data processing activities.