

Titan Ads Privacy Policy

TitanOS is an operating system that collaborates with various brands in the CTV sector through which the display of various content is enabled, whilst also offering various functionalities associated with the online advertisement sector (hereinafter, the 'Services'). In this regard, TitanAds covers the provision of the Services; in particular, the delivery of the advertisement to you as a CTV user of TitanOS or to another device, as well as the management of the relationship between TitanOS, advertisers and CTV users, and the usage of any personal data processed. For the provision of the Services, TitanOS offers the possibility for advertisers engaged in this sector to display advertisements, thus acting as partners of TitanOS. Tax Identification Number: B10741833.

1. Data Controller

In accordance with current applicable data protection regulations, the data subject is hereby informed that the personal data provided (hereinafter, the "**Personal Data**") by the use of the Services will be processed by L'illa & Co. Avinguda Diagonal, 571, 08029 Barcelona, 2nd Floor (hereinafter, "**TitanOS**" or "**Data Controller**") as the data controller of the Personal Data, whose contact details are as follows:

- Tax Identification Number: B10741833.
- Registered Office: TITAN OPERATING SYSTEM, SL.
- DPO/Data Protection email address: legal@titanos.tv.

2. Purpose and lawful bases for processing

The Services provided by TitanOS involving the processing of Personal Data aim at achieving the following purposes:

- To sustain, manage, and provide the Services consisting of enhancing advertising engagement in terms of using Personal Data to display targeted advertisements, as well as to study user patterns and behaviors. The legal basis for the processing is the express consent of the user.
- To send newsletters and/or other commercial communications regarding TitanOS products and/or services. The legal basis for the processing is the express

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to devices that may interest you. The legal

basis for the processing is the express consent of the user.

- To send newsletters and/or other commercial communications regarding TitanOS Services. The legal basis for the processing is the legitimate interest of TitanOS.
- To carry out internal data analysis, research, development, and service improvement of the Services. The legal basis for the processing is the legitimate interest of TitanOS.
- To offer customer services in terms of usage of the Services. The legal basis for the processing is the execution of your contractual relationship with TitanOS.
- To comply with potential legal obligations. The legal basis for the processing is the compliance of TitanOS with legal obligations.

Users may withdraw their consent at any time. However, if the data subject withdraws his or her consent or objects to the processing of his or her data, this shall not affect the lawfulness of any processing previously carried out.

3. Categories of Personal Data processed

TitanOS will process the personal data provided by users during the usage of the Services. In particular:

- Identification data provided by the user:, device ID, online identifiers (cookies and/or similar technologies).
- Geolocation data: live-location, via IP address.
- Audience data: user preferences, interaction with the Services and engagement with content.
- Other data: IP address, web browser, operating system, device information, time and date of downloads, IP logs of the server, metadata, or similar traffic data.

4. Data retention

TitanOS will retain Users' Personal Data only for the time necessary to carry out the purposes they were collected, as long as the consents granted are not revoked. Subsequently, if required, TitanOS will keep the information blocked until the legal liabilities that may have arisen as a result of the processing of users' Personal Data have expired.

5. Security and confidentiality duties

TitanOS has implemented the necessary technical and organizational measures to guarantee the security of the Personal Data and to prevent its alteration, loss, or unauthorized access or processing, taking into account the state of the art, the nature of the data, the risks to which the data are exposed, and the consequences of the possible leakage of the data. However, please note that measures on the Internet, and in particular on the Internet, are not impregnable.

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6. Data sources

For the provision of the Services, TitanOS needs to process certain Personal Data that either the user provides to us directly (such as your CTV device) or supplied by third parties that collaborate with TitanOS.

In particular, when the user is navigating through non-TitanOS devices, the manufacturer of such devices or a technological partner may provide us with Personal Data to process for the purposes stated above in this Privacy Policy.

7. Data recipients

Personal data of users may be shared with:

- Partners of the advertising sector which use TitanOS data for their own purposes, such as marketing purposes, ad targeting purposes, or analytical purposes, among others.
- Advertisers, Media Agencies, and related third parties.
- Service providers.
- Judges and Courts in the cases provided for by applicable law.

Likewise, the Personal Data may be accessed by service providers of TitanOS (i.e., data processors) if such access is necessary for the adequate fulfillment of legal obligations and/or for the purposes indicated above regulated by the relevant agreements. These providers will not process the Personal Data for their own purposes but to comply with TitanOS'. Such services may include hosting and cloud Services providers, IT Support Services, analytics, CRM, mailing, etc.

8. IAB Europe Transparency & Consent Framework

TitanOS is highly committed to protecting the personal data of its users. For this reason, TitanOS will only use your information for the purposes stated above, ensuring that management of the data is always in line with said purposes, which are the purposes Titan Ads is registered for as Global IAB Vendor and consist of the following:

- Use limited data to select advertising
- Create profiles for personalised advertising
- Use profiles to select personalised advertising
- Create profiles to personalise content
- Use profiles to select personalised content

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- Develop and improve services
- Use limited data to select content
- Ensure security, prevent and detect fraud, and fix errors
- Deliver and present advertising and content
- Match and combine data from other data sources
- Link different devices
- Identify devices based on information transmitted automatically
- Use precise geolocation data
- Actively scan device characteristics for identification

9. International data transfers

In order to fulfill the aforementioned purposes, TitanOS may use service providers located outside the European Economic Area or in countries that have not been declared to have an adequate level of protection. In any case, TitanOS ensures the security and lawfulness of the processing that is guaranteed by implementing appropriate safeguards.

In this sense, TitanOS ensures due mechanisms are established for international data protection transfers, such as Standard Contractual Clauses approved by the Commission on 4 June 2021 or by contracting with entities that are registered under the EU-U.S. Data Privacy Framework, among other safeguards.

10. User Responsibility

The user guarantees that he or she is over 14 years old and that the data provided belongs to him or her and that they are true, accurate, complete and up to date. To this effect, the user is responsible for the ownership and veracity of all the data provided and will keep the information provided duly updated.

The user accepts that he or she will be liable for any false or inaccurate information provided through the Website and for any damages, direct or indirect, that this may cause to TitanOS or third parties.

11. Data subjects' rights

The data subject may contact and exercise the following rights, at any time and free of charge, by contacting TitanOS registered office indicated above or to the following e-mail address: data@titanos.tv.

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- Request the erasure of the Personal Data when, among other reasons, the data is no longer necessary for the purposes for which they were collected.
- Obtain from TitanOS the limitation of data processing when any of the conditions set out in the data protection regulations are met.
- Request the portability of the Personal Data.
- Object to the processing of the Personal Data.
- File a complaint with the relevant data protection authority when the user considers that TitanOS has violated the rights recognised by the applicable data protection regulations.
- Where a processing operation is based on the consent of the user, the user may withdraw the given consent at any time. Likewise, where the processing is based on the legitimate interest of TitanOS, the user may execute the right to object at any time. However, the withdrawal of the consent and the objection of the user will not affect the lawfulness of the processing carried out prior to that moment.

Last update: June 2024.

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Operating System	Privacy policy	Partner portal	About	Get in
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Channels	policy	Security	Newsroom	Link
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	privacy policy			
	Legal notice			
	Cookie Policy			

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