

Anvara Privacy Policy

Updated December 23, 2024

Anvara's Privacy Policy describes how Anvara collects, uses, and shares your personal data.

[Download a copy of this Privacy Policy \(PDF\)](#)

What Is Personal Data at Anvara?

At Anvara, we believe strongly in fundamental privacy rights. Personal data refers to any information related to an identified or identifiable individual that is linked or linkable to them by Anvara. This may include direct identifiers like your name and indirect identifiers that can reasonably be used to identify you.

Your Privacy Rights at Anvara

At Anvara, we respect your ability to know, access, correct, transfer, restrict the processing of, and delete your personal data. We have provided these rights to our global customer base and if you choose to exercise these privacy rights, you have the right not to be treated in a discriminatory way nor to receive a lesser degree of service from Anvara. Where you are requested to consent to the processing of your personal data by Anvara, you have the right to withdraw your consent at any time.

To exercise your privacy rights and choices, reach out to support@anvara.com with "Personal Data" included in the subject line. To help protect the security of your personal data, you must sign in to your account and your identity will be verified. If you want to obtain a copy of personal data, you can make a request by emailing support@anvara.com. You also have the right to lodge a complaint with the applicable regulator.

There may be situations where we cannot grant your request — for example, if you ask us to delete your transaction data and Anvara is legally obligated to keep a record of that transaction to comply with law. We may also decline to grant a request where doing so would undermine our legitimate use of data for anti-fraud and security purposes, such as when you request deletion of an account that is being investigated for security concerns. Other reasons your privacy request may be denied are if it jeopardizes the privacy of others, is frivolous or vexatious, or would be extremely impractical or unreasonable.

Personal Data Anvara Collects from You

At Anvara, we believe that you can have great products and great privacy. This means that we strive to collect only the personal data that we need. The personal data Anvara collects depends on how you interact with Anvara.

When you visit our website, we may collect a variety of information, including:

- **Personal Information.** Your name and LinkedIn user info in some cases, if applicable
- **Contact Information.** Data you input in forms such as name, email address, physical address, phone number, or other contact information
- **Site Usage Data.** How long you spend on our site, what buttons you click, and other usage information.

When you create an Anvata Account, we may collect a variety of information, including:

- **Account Information.** Your Anvara Account and related account details, including email address and other information about your company that you provide
- **Contact Information.** Data such as name, email address, physical address, phone number, or other contact information
- **Payment Information.** Data about you or your company's billing address and method of payment, such as bank details, credit, debit, or other payment card information
- **Transaction Information.** Data about purchases of Anvara products and services or transactions facilitated by Anvara, including purchases of advertising made on the Anvara platform.
- **Usage Data.** Data about your activity on and use of our offerings, including browsing history; search history; product interaction; crash data, performance and other diagnostic data; and other usage data
- **Location Information.** Precise location only to support services such as Find My or where you agree for region-specific services, and coarse location
- **Government ID Data.** In certain jurisdictions, we may ask for a government-issued ID in limited circumstances, including identify verification needs or as required by law
- **Other Information You Provide to Us.** Details such as the content of your communications with **Anvara**, including interactions with customer support and contacts through social media channels

You are not required to provide the personal data that we have requested. However, if you choose not to do so, in many cases we will not be able to provide you with our products or services or respond to requests you may have.

Personal Data Anvara Receives from Other Sources

Anvara may receive personal data about you from other individuals, from businesses or third parties acting at your direction, from our partners who work with us to provide our products and services and assist us in security and fraud prevention, and from other lawful sources.

- **Individuals.** Anvara may collect data about you from other individuals.
- **At Your Direction.** You may direct other individuals or third parties to share data with Anvara. For example, you may have other individuals from your company or other context share your advertising needs, past campaigns, or other information with us.
- **Anvara Partners.** We may also validate the information you provide — for example, when creating an Anvara Account, with a third party for security, and for fraud-prevention purposes. We also may request data or plug into other of our data partners on your behalf to ingest and learn from your past data for the purpose of improving our ability to provide you ads that match your circumstance.

Anvara's Use of Personal Data

Anvara uses personal data to power our services, to process your transactions, to communicate with you, for security and fraud prevention, and to comply with law. We may also use personal data for other purposes with your consent.

Anvara uses your personal data only when we have a valid legal basis to do so. Depending on the circumstance, Anvara may rely on your consent or the fact that the processing is necessary to fulfill a contract with you, protect your vital interests or those of other persons, or to comply with law. We may also process your personal data where we believe it is in our or others' legitimate interests, taking into consideration your interests, rights, and expectations. More information is available in the product-specific information embedded in our products and features as described above. If you have questions about the legal basis, you can contact us at support@anvara.com.

- **Power Our Services.** Anvara collects personal data necessary to power our services, which may include personal data collected to improve our offerings, for internal purposes such as auditing or data analysis, or for troubleshooting. For example, if you want to book advertising space through Anvara, we collect data on your choices and preferences to provide you with the best possible options and for transactional purposes.

- **Process Your Transactions.** To process transactions, Anvara must collect data such as your name, purchase, and payment information.
- **Communicate with You.** To respond to communications, reach out to you about your transactions or account, market our products and services, provide other relevant information, or request information or feedback. From time to time, we may use your personal data to send important notices, such as communications about bookings and changes to our terms, conditions, and policies. Because this information is important to your interaction with Anvara, you may not opt out of receiving these important notices.
- **Security and Fraud Prevention.** To protect individuals, employees, and Anvara and for loss prevention and to prevent fraud, including to protect individuals, employees, and Anvara for the benefit of all our users, and prescreening or scanning uploaded content for potentially illegal content.
- **Personal Data Used for Personalization.** If you choose to personalize your services or communications where such options are available, Anvara will use information that we collect so that we can offer you those personalized services or communications. You can learn more about how relevant services use information to personalize your experience by reviewing the privacy information presented when you first use a service that asks to use your personal data.
- **Comply with Law.** To comply with applicable law — for example, to satisfy tax or reporting obligations, or to comply with a lawful governmental request.

Anvara does not use algorithms or profiling to make any decision that would significantly affect you without the opportunity for human review. Anvara also does not use or disclose sensitive personal data for any purposes that would require a user to exercise a right to limit processing according to law.

Anvara retains personal data only for so long as necessary to fulfill the purposes for which it was collected, including as described in this Privacy Policy or in our service-specific privacy notices, or as required by law. We will retain your personal data for the period necessary to fulfill the purposes outlined in this Privacy Policy and our service-specific privacy notices. When assessing retention periods, we first carefully examine whether it is necessary to retain the personal data collected and, if retention is required, work to retain the personal data for the shortest possible period permissible under law.

Anvara’s Sharing of Personal Data

Anvara may share personal data with Anvara-affiliated companies, service providers who act on our behalf, our partners, or others at your direction. Further, Anvara does not share personal data with third parties for their own marketing purposes.

- **Service Providers.** Anvara may engage third parties to act as our service providers and perform certain tasks on our behalf, such as processing or storing data, including personal data, in connection with your use of our services and facilitating transactions. Anvara service providers are obligated to handle personal data consistent with this Privacy Policy and according to our instructions. They cannot use the personal data we share for their own purposes and must delete or return the personal data once they've fulfilled our request.
- **Partners.** At times, Anvara may partner with third parties to provide services or other offerings. For example, Anvara might collaborate with other firms to offer integrated advertising solutions. Anvara requires its partners to protect your personal data.
- **Developers and Publishers from Whom You Purchase Advertising.** If you purchase advertising space through Anvara, we create a unique ID that is unique to you and the media owner or publisher. This ID may be used to provide reports to the media owner or publisher, which include information about the advertising space you purchased and your country of residence. This information is provided to media owners or publishers so that they can understand the performance of their advertising offerings. They will also have direct contact with you throughout the dealmaking process.
- **Others.** Anvara may share personal data with others at your direction or with your consent, such as when we share information to facilitate a contract or agreement. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate. We may also disclose information about you where there is a lawful basis for doing so, if we determine that disclosure is reasonably necessary to enforce our terms and conditions or to protect our operations or users, or in the event of a reorganization, merger, or sale.

Anvara does not sell your personal data as "sale" is defined in jurisdictions like Nevada and California. Anvara also does not "share" your personal data as that term is defined in California.

Protection of Personal Data at Anvara

At Anvara, we believe that great privacy rests on great security. We use administrative, technical, and physical safeguards to protect your personal data, taking into account the nature of the personal data and the processing, and the threats posed. We are constantly working to improve on these safeguards to help keep your personal data secure. For more information, contact us at support@anvara.com.

Cookies and Other Technologies

Anvara's websites, online services, interactive applications, and advertisements may use "cookies" and other technologies such as web beacons. These technologies help us to better

understand user behavior, including for security and fraud prevention purposes, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches.

- **Communications Cookies.** These cookies are used to enable network traffic to and from Anvara's systems, including by helping us detect any errors.
- **Strictly Necessary Cookies.** These cookies are set as required to provide a specific feature or service that you have accessed or requested. For example, they allow us to display our websites in the proper format and language, to authenticate and verify your transactions, and to preserve the contents of your selections when booking advertising space online at anvara.com.
- **Other Cookies.** These cookies are used to understand how visitors interact with our websites and online services, including by helping us to assess the effectiveness of advertisements and web searches. Anvara also uses these cookies to remember choices you make while browsing, so we can provide you with a customized experience.

If you prefer that Anvara not use cookies, we provide you with the means to disable their use. Check with your browser to find out how to disable cookies. Certain features of the Anvara website may not be available if all cookies are disabled.

In addition to cookies, Anvara uses other technologies that help us achieve similar objectives.

In some email messages Anvara sends to you, we provide a "click-through URL" that links you to content on the Anvara website. When you click one of these URLs, they pass through a separate server before arriving at the destination page on our website. We track this click-through to help us determine interest in particular topics and measure whether we are communicating with you effectively. If you prefer not to be tracked in this way, you should not click graphic or text links in email messages.

Anvara generally treats data we collect using these cookies and similar technologies as non-personal data. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal data by local law, we also treat these identifiers as personal data in those regions. In addition, Anvara sometimes combines non-personal data collected from these technologies with other personal data Anvara holds. When we combine data in this way, we treat the combined data as personal data for purposes of this Privacy Policy.

Ads that are delivered by Anvara's advertising platform may appear on our website or during your browsing sessions depending on your location. Anvara's advertising platform does not track you, meaning that it does not link user or device data collected from our apps with user or device data collected from third parties for targeted advertising or advertising measurement purposes, and does not share user or device data with data brokers.

For more information about Anvara's use of cookies, contact us at support@anvara.com.

Our Companywide Commitment to Your Privacy

To make sure your personal data is secure, we communicate our privacy and security guidelines to Anvara employees and strictly enforce privacy safeguards within the company.

Privacy Questions

If you have questions about Anvara's Privacy Policy or privacy practices including where a third-party service provider is acting on our behalf, you can contact us at support@anvara.com. You can also ask us questions about how to submit a privacy complaint and we will endeavor to help.

Anvara takes your privacy questions seriously. A dedicated team reviews your inquiry to determine how best to respond to your question or concern, including those inquiries received in response to an access or download request. In most cases, all substantive contacts receive a response within seven days. In other cases, we may require additional information or let you know that we need more time to respond.

Where your complaint indicates an improvement could be made in our handling of privacy issues, we will take steps to make such an update at the next reasonable opportunity. In the event that a privacy issue has resulted in a negative impact on you or another person, we will take steps to address that with you or that other person.

You may at any time — including if you are not satisfied with Anvara's response — refer your complaint to the applicable regulator. If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.

When there is a material change to this Privacy Policy, we'll post a notice on this website at least a week in advance of doing so and contact you directly about the change if we have your data on file.