Privacy Policy for Digital Analytix Users

1. Introduction
If you measure websites or other objects (hereinafter "websites") with Digital Analytix, comScore processes data of the users of those websites, subject to this privacy policy.

The processing of other data you provided to comScore and the measuring of your use of comScore websites is subject to the comScore privacy policy, which is published on the comScore website.

In this privacy policy "data" means the data processed in Digital Analytix on your instructions, "personal data" means data relating to an identifiable natural person, and "visitor" means a user of your websites.

2. Standard data
By default, IP-addresses and, if available, cookies and anonymous subscriber numbers, are processed in Digital Analytix to recognise returning visitors. These can, with additional information, sometimes be used to identify a natural person. However, comScore does not do this.

Generally, cookies may contain personal data. comScore cookies, however, do not. comScore cookies contain only a unique number and, in case of multi variate testing, a number indicating which version of the website has been presented and when that occurred. comScore cookies have a validity of 5 years.

3. Additional data
You may add personal data to Digital Analytix yourself, like through labels, data import or data hosting. This applies too if you have services from a comScore partner and integrate those services in Digital Analytix. For example: if a comScore partner carries out your email-campaigns and comScore measures such campaigns, the partner will provide comScore with an email-ID, which may be personal data.

4. Prevention of processing
You may prevent processing of personal data by:
- having comScore anonymize IP-addresses;
- not using cookies and/or multi variate testing;
- having comScore further anonymize anonymous subscriber numbers;
- not adding personal data to Digital Analytix.

Such prevention may limit certain functionality of Digital Analytix or of integrations with services of comScore partners. comScore can inform you more specifically on a case by case basis.

5. Data processing
If comScore does process personal data for you, the following applies.

comScore does not use data to track visitor behavior on other websites than your own. comScore processes data only on your instructions and therefore does not use the data for its own purposes, unless after it has been anonymized (so it is no longer personal data) and aggregated (so it cannot be traced to you).

However, comScore does use the IP-addresses to update an IP-database Digital Analytix requires. The database contains per IP-address:
- the domain name that comes with the IP-address and the registered owner thereof;
- his type of organization (government, IT, education, etc);
- his geographic location (city or larger geographic unity);
- his type of connection to the internet (cable, ADSL, etc).

6. Security
You control access to the data you themselves, through usernames and passwords.

The technical and organizational measures comScore has taken to protect the data against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access, meet at least the ISO 27001 standards.

7. Legislation
In the European Union, the processing of personal data is governed by directive No 95/46/EC of 24 October 1995. The directive is available at http://europa.eu.int/. Said directive underlies the legislation of the countries of the European Union. For Great Britain that is the Data Protection Act 1998. For the text of this Act, see http://www.legislation.hmso.gov.uk/.

Said legislation gives you obligations towards visitors. E.g., you must inform them, for example in a privacy policy, that cookies are placed on their computers and that IP-addresses and anonymous subscriber numbers are collected. You must also provide information about the data collected through cookies and IP-addresses and the purposes for which the data will be used. In addition you must inform them how they can view or rectify their personal data and object to the processing thereof. Furthermore, you must inform them how the placing of cookies can be avoided.

In case comScore processes personal data for you, it is advisable to clarify your relationship with comScore to visitors. Your privacy policy could include text such as the following example. This is based on use of only the above standard data. comScore accepts no liability in connection with this example.

"On this website we use Digital Analytix, a service of comScore, to measure and analyse information with respect to visits to our website. We use this information to increase the efficiency of our website. To that effect we use your IP-address (and possibly other comparable numbers which are exchanged between computers during regular internet use) to collect, among others, traffic data and data regarding your browser type and computer.

In addition cookies are used. Cookie contains merely a unique number. The cookies can only be used to recognise you on our websites, so not on websites of third parties, including comScore. It is possible to configure your web browser to refuse cookies, to be informed if a cookie is set or to remove cookies afterward. We refer to the manual of your web browser."

8. Contact
If you have questions concerning this privacy policy, please send an e-mail to privacy@comscore.com.

9. Modifications
comScore reserves the right to alter the contents of this privacy policy. You will be informed of any alterations in advance.