



Yahoo Pixel and Custom Audience Policy

This Yahoo ("Yahoo," "we," "us," or "our") Pixel and Custom Audience policy applies to:

- A. an advertiser's use of a Yahoo pixel or other code (collectively, "**Yahoo Code**") on the advertiser's own websites or mobile apps to enable analytical, optimization, retargeting, and other tools available in its Yahoo advertising account; and
- B. an advertiser's provision of data (e.g., mobile advertising IDs, hashed email addresses) to create custom audiences, for campaign optimization, for use with the Yahoo Audience Insights tool, or for any other purpose in connection with its advertising campaigns ("**Audience Data**").

1. **USE.** If an advertiser uses Yahoo Code or provides us Audience Data, it must:
 - A. Maintain and adhere to a privacy policy on its websites and apps which must, at a minimum: (i) be available as a clear and conspicuous link from the main page of its websites and apps and any other website page or app where the Yahoo Code may be deployed, and (ii) clearly and prominently display the applicable notice and opt-out link referenced below;
 - B. Obtain all necessary rights and permissions to use Audience Data, and all data, including hashed email addresses and hashed phone numbers, collected by the Yahoo Code ("**Code Data**"), if applicable;
 - C. Comply with all applicable laws, statutes, directives, ordinances, treaties, contracts, regulations, guidelines, and Yahoo policies relating to its use of Yahoo Code and its collection and use of Audience Data (as applicable);
 - D. Not conduct interest-based advertising involving categories prohibited by local authorities (e.g., health conditions and sexual orientation) or applicable self-regulatory codes of conduct, including by creating or using custom audiences based on such sensitive information, without the necessary consents;
 - E. Comply with applicable requirements contained in the developer terms for the underlying mobile operating system (e.g., the iOS Developer Program License



- F. Not transmit, directly or indirectly, to Yahoo or an Yahoo affiliate any personally identifiable information relating to visitors to its websites or apps (for clarity, this does not prevent advertisers from onboarding their first party data via functionality provided by Yahoo that hashes such data on ingestion).
- G. Solely in connection with Audience Data, advertiser will not include data from any user who has opted out of having his/her data used by advertiser; and, to the extent a user opts out after advertiser includes his/her data as part of Audience Data, advertiser will promptly remove such user's data from advertiser's custom audience segments.

2. NOTICE AND ABILITY TO OPT-OUT.

- A. **USA/OUTSIDE OF EUROPEAN ECONOMIC AREA AND/OR UNITED KINGDOM.** If an advertiser uses Yahoo Code and/or Audience Data in the United States of America or anywhere else in the world outside of the European Economic Area and/or the United Kingdom, it must:
 - i. Ensure that its use of Yahoo Code and/or Audience Data complies with the Network Advertising Initiative's guidelines and codes of conduct (which may be amended from time to time by the NAI) if the Yahoo Code / Audience Data is used within the United States of America, or the principles and guidelines of the equivalent self-regulatory body for territories outside the United States, which are comparable to those issued by the NAI, such as those established by the Digital Advertising Alliance of Canada, the Australian Digital Advertising Alliance, and Interactive Advertising Bureau of New Zealand, or such other standards we may subsequently designate from time to time; and
 - ii. Prominently display within the privacy policy of its websites and apps a notice that includes each of the following disclosures in close proximity: (a) for Yahoo Code, statements that (1) third-party web beacons, cookies, or similar technologies are used on its websites or apps to provide advertisements about goods and services of interest to visitors, and (2) describe its use of Code Data (it is strongly recommended that the advertiser name Yahoo and Yahoo involvement when describing such use); (b) for Audience Data, a statement that describes its use of Audience Data; and (c) for Yahoo Code and/or Audience Data, a statement that describes how visitors may learn more about the choices offered in connection with the use of Yahoo Code and/or Audience Data (as applicable).



the appropriate link for the country available on www.legal.yahoo.com/xw/en/yahoo/privacy/optout/index.html, if advertiser uses Yahoo Code and/or Audience Data outside the United States). If the country in which the Yahoo Code and/or Audience Data will be used is not referenced in the aforementioned list, then the advertiser should include an active link to www.legal.yahoo.com/us/en/yahoo/privacy/controls/index.html.

B. EUROPEAN ECONOMIC AREA AND/OR UNITED KINGDOM. If an advertiser desires to use Yahoo Code and/or Audience Data in the European Economic Area (EEA) and/or the United Kingdom, or if its websites and apps are intended for European Economic Area (EEA) and/or United Kingdom users, it must:

- i. Prior to deployment of the Yahoo Code, enter into an agreement with Yahoo EMEA Limited related to its use of Yahoo Code;
- ii. Ensure that its use of Yahoo Code and/or Audience Data complies with the European Digital Advertising Alliance's European Principles (which may be amended from time to time by the EDAA), or such other standards we may subsequently designate;
- iii. Prominently display within the privacy policy of its websites and apps a notice that includes each of the following disclosures in close proximity: (a) for Yahoo Code, a statement that third-party web beacons and cookies are used on its website or app to provide advertisements about goods and services of interest to visitors on that and other websites and apps; (b) a statement that describes its use of Code Data (the advertiser must mention Yahoo by name and Yahoo involvement when describing such use) to obtain all necessary rights to use Code Data as required by section 1.B. and/or Audience Data; and (c) a statement that describes how visitors may learn more about the choices offered in connection with its use of Code Data and/or Audience Data, including an active link to <http://www.youronlinechoices.eu/>; and
- iv. Obtain all necessary rights, waivers, consents and permissions from users of its websites, mobile apps or other services related to its proposed use of Code Data and Audience Data.

3. RESTRICTIONS.

A. AUDIENCE DATA. We will not use Audience Data or an advertiser's custom audience segments except at the direction of said advertiser. We will not share Audience



B. CODE DATA. We will not share un-aggregated Code Data with any other advertisers nor use it for the benefit of any other specific advertiser without advertiser's consent. Yahoo may use Code Data in an aggregated, pseudonymous, or anonymous manner for (i) internal operational purposes (such as abuse detection and prevention, reporting), (ii) to build or improve services and offerings, and (iii) to personalize content (including ads) we deliver. Advertisers may control what Code Data is collected via optional Online Enhanced Matching by configuring the Yahoo Code.

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