

YuMe

Description

We use the YuMe Platform to help advertisers serve video and rich media advertisements to visitors ("Users") to the Digital Media Properties. When we refer to the "YuMe Platform" we are referring to our hosted technology platform that we use to serve advertisements through the Digital Media Properties. In this Cookie Policy, we use the term "Analytics Information" to mean any information regarding, or collected during, the delivery of an advertisement to a User's device and subsequent User engagement with that advertisement. In some cases, it may refer to additional information collected during a User's interaction with a web page, mobile application or other service.

We collect, use, deploy and share Analytics Information, using various tracking technologies, including cookies.

Privacy Policy

YuMe is committed to privacy practices that inform and give choice to consumers.

You can read YuMe's privacy policy for its corporate website [here](#).

If you would like to read YuMe's privacy policy for the operation of our premium video advertising network, [click here](#). If you would like to read YuMe's cookie policy for the operation of our premium video advertising network and learn how you can opt out of receiving YuMe cookies, [click here](#).

You can read YuMe's UK Brand Safety Policy [here](#).

YuMe Opt-Out

<http://www.yume.com/cookie-policy-opt-out>