

PRIVACY POLICY

Last Updated: April 2026

1. Introduction

Cignal.io Ltd. (“Cignal”) processes data in connection with its services and website.

2. Roles

- Controller → website data
- Processor / infrastructure provider → RTB data

Cignal does not maintain direct relationships with end users.

3. Data Processed

Website Data

- name, email
- business contact data

Technical Data

- IP
- device/browser

RTB Data (Bidstream)

- device identifiers (MAIDs / CTV IDs)
- device characteristics
- IP (coarse geo + fraud)
- bidstream data
- non-precise location

Cignal does NOT:

- build user profiles

- infer demographics
 - perform cross-device tracking
 - enrich data
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4. Use of Data

Website

- communication
- operations

Programmatic Advertising

- RTB transactions
- ad delivery (limited signals)
- performance measurement
- fraud detection
- system optimization

ADDITION

Cignal may also participate in programmatic transactions as a buyer or seller of advertising inventory. In such cases, data processing remains limited to bidstream-level signals used in real-time auctions and does not involve building or maintaining user profiles.

5. Legal Basis

- Legitimate interest → infrastructure, fraud, optimization
- Consent → via CMP / TCF

Cignal participates in the IAB Europe.

6. Data Sharing

Shared with:

- SSPs
- DSPs
- exchanges

Signal does not sell, rent, or trade personal data.

7. Transfers

SCCs and safeguards applied.

8. Retention

- 30 days → delivery
 - 60 days → measurement
 - 90 days → optimization
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9. Security

Encryption, access control, monitoring.

10. Device Storage

No cookies or local storage by Signal.

11. Rights

Handled via publishers / CMP / contact.

12. DPA

Processing governed by DPAs.

13. Updates

May change.

14. Contact

privacypolicy@signal.io