

## Internet-Based Advertising

### Section A. Overview

The following is our policy concerning interest-based advertising for this website currently engaged in interest-based advertising or that may engage in interest-based advertising in the future. For more information about our information collection practices, refer to our [Privacy Policy](#).

Interest-based ads are sometimes referred to as personalized or targeted ads. We show interest-based ads to display features, products, and services that might be of interest to you. In providing interest-based ads, we follow the Self-Regulatory Principles for Online Behavioral Advertising developed by the Digital Advertising Alliance (a coalition of marketing, online advertising, and consumer advocacy organizations). More information about these principles can be found [here](#).

This site has third party ad tracking, including Google and other search engines, that use cookies to serve ads based on someone's past visits to our website. Information about how our visitors can opt out of Google's use of cookies can be found by visiting [Google's Ads Settings](#).

### Section B. Information Used to Show Interest-Based Advertisements

To serve you interest-based ads, we use information such as your interactions with WSAC sites, content, or services. We do not use information which on its own identifies you, such as name or e-mail address, to serve interest-based ads.

As is common in the advertising industry, we use cookies, pixels, and other technologies (collectively, "cookies"), which enable us to understand the effectiveness of the interest-based ads we show you by measuring what ads are clicked or viewed, and to provide you with more useful and relevant ads. For example, if we know what ads are shown to your browser we can be careful not to show the same ads repeatedly.

### Section C. How Interest-Based Advertisements are Served

We work with third parties, such as advertisers, publishers, social media networks, search engines, ad serving companies, and advertising companies working on their behalf, to improve the relevance of ads we serve. In providing you interest-based ads we do not associate your interactions on unaffiliated sites with information which on its own identifies you, such as name or email address, and we do not provide any such information to advertisers or to third-party sites that display our interest-based ads.

Third party advertisers or advertising companies working on their behalf sometimes use cookies in the process of delivering content, including ads, directly to your browser or device, and they may automatically receive an IP address when this happens. They may also use cookies to measure the effectiveness of their ads, show you more relevant advertising content, and perform services on behalf of WSAC.

With the help of third-party advertisers or ad networks, at times we display ads on the websites of unaffiliated third parties. When you view ads that we serve elsewhere online, you may see different kinds of ads, such as text ads next to search results or video ads on web pages. Sometimes, these ads are based on the content of the pages on which they appear (i.e., contextual advertising). Other times, these ads are generated by matching the particular ad to your interests as inferred from your online activities that have been collected over time. With interest-based advertising, the goal is to show you ads that are most relevant to you.

#### **Section D. Data Collection and Use**

Personal data is collected for the following purposes and using the following services:

- **Access to third party services' accounts**
  1. Facebook account access  
Permissions: Email
  2. Twitter account access  
Personal Data: Various types of data as specified in the privacy policy of the service
  
- **Advertising**
  1. Microsoft Advertising  
Personal Data: Cookies; Usage Data
  2. Outbrain  
Personal Data: Cookies; various types of Data as specified in the privacy policy of the service
  
- **Analytics**
  1. Matomo, Google Ads conversion tracking, Google Analytics with anonymized IP, Heap Analytics, Twitter Ads conversion tracking, Facebook Ads conversion tracking (Facebook pixel) and LinkedIn conversion tracking  
Personal Data: Cookies; Usage Data
  2. User ID extension for Google Analytics  
Personal Data: Cookies
  3. Google Analytics Advertising Reporting Features  
Personal Data: Cookies; unique device identifiers for advertising (Google Advertiser ID or IDFA)

#### **Section E. Advertising Preferences**

If you do not want us to show you interest-based ads or if you want more information about the third parties whom we allow to collect information about your interaction with this website, you can choose to opt-out. You may still see ads provided by us on other third-party websites; they just will not be based on your particular interests.

You can generally opt out of receiving personalized ads from third party advertisers and ad networks who are members of the [Network Advertising Initiative \(NAI\)](#) or who follow the [Digital Advertising Alliance's Self-Regulatory Principles for Online Behavioral Advertising](#) by visiting the opt out pages on the NAI website and DAA website.