

Personalized Ads

We have free versions of our mobile products, such as mobile antivirus, that serve relevant third-party advertisements.

These advertisements are delivered to you by our advertising partners, who process your personal data in order to deliver personalized advertising. With respect to all other partners, the only information we get in this particular scenario is the minimum necessary to manage our relationship with the advertising partners. This information is relevant to a specific advertising partner and the report does not list the specific ad that was clicked on.

When our product serves third-party ads, we will inform you and ask you for consent during the installation process. Your personal data is used by our advertising partners to serve the third-party ads. Using your data helps our partners better deliver ads to you, which may be what you're looking for or interested in. This limits the oversupply of advertising.

We want to be transparent about our advertising partners. Therefore, we indicate below for the sake of your information the data categories processed by these third parties, as disclosed in their privacy policies.

Please note that data categories and granularity may differ due to recent updates. Therefore, make sure you always consult the source privacy policy which is decisive and available under the indicated link for the relevant advertising partner.

We use third-party ads to support Avast application for Android and its white-label versions with the help of the following advertising partners. Please refer to the appropriate link to learn about the particular processing of each partner:

Advertising Partner	Provider	Data Categories Processed by Advertising Partner according to its Privacy Policy
AdMob	Google	<p>Google declares to process an advertising ID from the device on which ads are serving to generate interests and demographics. Interests, demographics, and other data may be used to serve better targeted ads to the user via the Google Mobile Ads SDK.</p> <ul style="list-style-type: none"> • https://policies.google.com/privacy • https://support.google.com/admob/answer/9012903?hl=en-GB • https://support.google.com/admob/answer/2753860#Interest_based
Pangle	Bytedance Pte. Ltd.	<p>Pangle declares to process personal data only for the purposes described in this Privacy Policy below or for purposes that are explained to you at the time your personal data is collected. However, Pangle may also use your personal data for other purposes that are not incompatible with the purposes Pangle have disclosed to you if and where this is permitted by applicable data protection laws.</p> <ul style="list-style-type: none"> • https://www.pangleglobal.com/privacy

		<ul style="list-style-type: none"> • https://www.pangleglobal.com/knowledge/pangleg-supply-policy
Facebook Audience Network	Meta	<p>Facebook declares to process information about your activities off Facebook, including information about your device, the ads you see, and how you use our mobile application, whether or not you have a Facebook account or are logged into Facebook.</p> <ul style="list-style-type: none"> • https://www.facebook.com/privacy/explanation • https://developers.facebook.com/docs/audience-network/policy/
InMobi	InMobi	<p>InMobi declares to process (i) Information about your device to improve their services - device type, operating system, network provider, mobile browser used, platform, SDK version, timestamp, API key, application version, iOS Identifier for Advertising, iOS Identifier for Vendors, model, manufacture of device, OS version of device, session start/stop time, locale (specific location where a given language is spoken), time zone, network status such as Wi-Fi, geo-location of your device (using GPS or other geo-location data) and the Identifier for Advertising (IDFA) or the Google Advertising ID (AAID) etc. In some countries, InMobi also collects information such as international mobile equipment identity (IMEI),</p>

		<p>Internet (IP) addresses or geo-location data; (ii) Information about ads presented on your device - content type of the ad, ad type, where the ad is being served, certain information about post-click activity in relation to the ad including user interaction with such ad.</p> <ul style="list-style-type: none"> • https://www.inmobi.com/privacy-policy-for-eea/
AdColony	AdColony	<p>AdColony declare that definitions of personal data vary depending on the laws where you are located. For example, in the European Economic Area (EEA), the United Kingdom (UK) and Brazil, data is defined broadly, and would include PII and Pseudonymous Identifiers (defined below). California's privacy law defines personal information broadly, and would include PII and Pseudonymous Identifiers. AdColony will explain the different types of personal data below, and will try to be clear when we're describing Adcolony's use of each throughout this Policy.</p> <ul style="list-style-type: none"> • https://www.adcolony.com/privacy-policy/

AppLovin	AppLovin	<p>AppLovin declares to process through AppLovin SDK (i) Device make, model and operating system; (ii) Device properties related to screen size & orientation, audio volume and battery, device memory usage; (iii) Carrier; (iv) Operating system; (v) Name and properties of mobile application through which a consumer interacts with the Services; (vi) Country, time zone and locale settings (country and preferred language); (vii) Network connection type and speed; (viii) IP Address; (ix) Internet browser user-agent used to access the Services; and (x) Identifier for advertisers (IDFA).</p> <ul style="list-style-type: none"> • https://www.applovin.com/privacy/
Mintegral	Mintegral	<p>Mintegral declares to collect the information through Mintegral's SDK may include the following types: (i) Location Information (ii) Device ID/ Advertising ID. (iii) Device Information (iv) Application Information (v) Interactive Information (vi) Others: timestamp, device event information such as crashes, system activity, the date and time of your request and referral URL, user-agent. Detail in Privacy Policy below:</p> <ul style="list-style-type: none"> • https://www.mintegral.com/en/privacy
Liftoff	Liftoff	<p>Liftoff obtains and processes information about end users who are targeted with Liftoff customers' ads (insofar as the information is required for such ad targeting), customer and supplier personnel (for the purposes of liaising and contracting with customers and suppliers and for business development purposes) and users of Liftoff website (to provide the website and answer queries and requests). For the most part, Liftoff</p>

		<p>process this data on the basis of Liftoff's legitimate interests. The Purpose and Legal Basis detail of information collection depends on location.</p> <ul style="list-style-type: none"> • https://liftoff.io/privacy-policy/
IronSource	IronSource	<p>IronSource declares to process through its SDK your (i) identifiers - Advertising ID, an additional unique identifier of available solely from within the app of the app developer which cannot be used to identify you on other apps, IP address, information about your browser settings. The term Advertising ID refers to the Google Advertising ID on Android devices, and ID For Advertising ("IDFA") or ID For Vendor ("IDFV") on iOS devices; (ii) general technical information about your device - the ironSource Mobile SDK version, your time zone, the amount of free memory on your device, the name and version of the app to which the ad is served, battery status, limit ad tracking status, operating system name and version, timestamp, the name of the manufacturer of the device, the language of the operating system, the name of the mobile carrier, internet connection type (e.g. WiFi); and (iii) interaction with our ads - an indication if you viewed or clicked on an ad.</p>

		<ul style="list-style-type: none">• https://developers.ironsrc.com/ironsource-mobile/air/ironsource-mobile-privacy-policy/
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