

Privacy Policy

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1 big thing: This Privacy Policy explains how Axios Media Inc. and its affiliates (“Axios”) handle the personal information and data we collect from or about our users.

- This Privacy Policy applies to all Axios Services, including our website (www.axios.com), app, events, and newsletters. It also applies to any other Services we offer now or in the future that link to or reference this Privacy Policy. This Privacy Policy is incorporated by reference into our [Terms of Use](#) Agreement.

Why it matters: Understanding our readers helps us build an indispensable news platform that helps people to get smarter, faster. It also helps us sell advertising sponsorships, which allows us to keep most of our Services paywall-free.

Yes, but: This doesn't serve as a decree to collect or use your data without limits. We strive to be respectful with what personal information we collect and how we use it, and we are constantly pushing ourselves to a higher standard concerning privacy.

Be smart: This Privacy Policy describes how we collect information about you, how we use it, who we share it with, and how you can exercise your rights and choices regarding the use and sharing of your information.

Situational awareness: If we update this Privacy Policy, we'll revise the "Last updated" date at the top of the page. Changes become effective when posted. Your continued use of the Services indicates your acceptance of the revised Privacy Policy.

The bottom line: Your online privacy matters. You should read this Privacy Policy carefully and take whatever steps you feel are appropriate to protect your online privacy. If you have questions, you can reach us at privacy@axios.com.

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What sort of personal information does Axios collect?

Axios collects the following categories of information:

- Contact Information
- Identifiers that relate to you and your device
- Commercial information and information about the transactions you conduct through our Services
- Payment information (if you pay for Services like [Axios Pro](#) or a [Membership Program](#))
- Internet network information, including [cookie](#) data
- Non-precise geolocation data (at the city level)
- Professional information (like your job title)
- Inferences about you based on the above information

We may also collect other categories of information not covered by the above if you voluntarily provide it in an email to our newsroom or in a survey response. This might include characteristics of protected classes or categories of information that are considered “sensitive” under state privacy laws *if* you choose to share them (for example, details about your race or ethnicity, sexuality, immigration status, political or religious views).

Otherwise, we don’t knowingly collect personal information about our users that is typically categorized as “sensitive.”

How do we get your personal information?

We get information directly from you through your interactions with us and our website. For example:

- **When you register for newsletters or the app**, we collect your email address and the topics you're interested in.
- **When you request information about Axios Services, submit a [tip](#), complete a survey, or otherwise contact us**, we collect the information you provide, such as your contact information, company name, and the content of the communication.
- **When you register for a Service or complete a payment**, we collect your account information, such as your email address and password, and any information needed to complete the transaction, including your name and payment card number.
- **When you complete a survey, enter a sweepstakes or contest, or sign up for an event**, we collect your contact information and any other information you provide, like demographic or professional information.
- **When you visit our website, open a newsletter, or use our mobile app**, we use cookies, pixel tags, and other online [trackers](#) to understand how you interact with our Services. This includes information like what type of device you're using, which links you clicked, and what ads you view and engage with.
- **When you use our mobile app**, we may collect non-precise geolocation information (like your city), depending on your device's

permission settings. We do not collect precise geolocation data like street address or latitude and longitude.

- **When you refer our Services** to a friend or colleague through any referral program or feature we may offer now or in the future, we may collect the email address of the person you are referring to in order to follow up with them about Axios' Services.
- **We may also collect information** about you in ways that we explain at the point of collection. You can choose not to provide us with certain types of information, but doing so may affect your ability to use certain Services.

We sometimes get information about you from third-party sources, too.

For example:

- **We may get publicly available information**, such as from records published on government websites like a legislative directory.
- **We may get information from event sponsors** you already engage with and who want to ensure you are invited to an Axios event they sponsor.
- **We may get information from advertisers** who want to use Axios to reach their target audiences. For example, an advertiser might provide us with a list of people they hope to reach. If they do, we will tell them what percentage of that list matches Axios subscribers without identifying you or any other subscribers. We may then tag matching subscribers as part of a "cohort" group based on interest, industry, or another category to better understand the cohort's engagement with our Services. During this process, we do not share

Axios subscriber's emails or other personal information with advertisers.

- **We may get information from data providers.** For example, if you register with Axios, we may ask a data provider to tell us more about you based on the information they've collected from other sources. Data providers may give us information like the names, email addresses, phone numbers, addresses, and professional information of people who use, or may be interested in using, Axios' Services. You can visit the California Attorney General's [Data Broker Registry](#) for a list of registered data providers and instructions on how to request that they delete your data.

How do we use your personal information?

Here are some of the key things Axios does with your information:

- **We use it to provide Axios Services**, like sending you newsletters, processing requested transactions, and responding to your inquiries.
- **We monitor the security of our Services**, sometimes with the help of service providers, to help keep the Services and our users safe.
- **We try to understand** how users engage with our Services. For example, we may remove your name and email address from your

information and combine it with other users' information to create statistical data about who uses our Services and how. This data helps us answer questions like: “Which articles are users visiting most?” “How do they get to those articles?” “Do users that come directly to our homepage return the next day?” or “What email subject lines get the most opens?” We may engage service providers to help us gather and analyze this data.

- **We personalize your experience on our Services** based on a combination of the information you provide to us, the information we collect via [cookies and similar technologies](#), and information about you we may get from data providers.
- **We display ads** for our Services and those of our advertising partners. These ads may appear both in the Axios Services and on other websites and platforms through a process known as “targeted advertising,” “behavioral advertising,” or “cross-context advertising.” The delivery and measurement of ads may involve the use of cookies, pixel tags, and other online [tracker technologies](#) on our Services.
- **We measure the impact of ads** we display by working with advertising technology companies to track ad placement, views, delivery frequency and efficacy. This helps us answer questions like: “How many users viewed an ad?” “How many times did a user see an ad?” “Did they click on it?” “What do we know about the kinds of users who engaged with the ad?” or “Did our users’ engagement with the ad vary based on where the ad was shown on the site?”
- **We may email you promotional materials** or special offers when you sign up for one of our newsletters. These emails may promote

Axios Services, or we may send them on behalf of an advertising partner (we do not share your name or email with the advertising partner when we do this). You can opt out of these messages at any time through the email's unsubscribe link.

- **We market Axios Services** to you via third-party platforms, including social media platforms. For example: we may use Facebook or LinkedIn advertising tools to help us identify Axios readers who also use those social media services. We could then ask the social media platform to advertise a new newsletter to those readers, or to their other users who might be interested in reading it. Sometimes we do this by uploading a list of subscribers to the third-party platform. Other times, they collect this information directly through our Services using a third-party [tracker](#). You can learn about how to opt-out of this kind of targeted advertising below.
- **We use marketing surveys** to understand our audience and what matters to them. This helps us decide what new areas to report on and what new products or Services to launch. It also helps our advertisers understand who they are reaching when they support us through ad buys or sponsored events. These surveys are voluntary, and you can choose not to participate.
- **If you log in to Axios with a third-party platform** (like Google or Facebook), we may share your information with the platform according to your platform settings.
- **If you register for an event**, Axios uses your registration information to create its guest list and better plan for the event. We may also share this information with the event's sponsor(s).

- **If you interact with our newsroom** over email or by responding to a survey, we may use the information you volunteer to write articles or otherwise inform our reporting. This information is stored separately from other types of user information, and it is not associated with your account for profiling purposes. Your interactions with our newsroom are entirely voluntary.

How do we share your personal information?

We may share your information with third parties in the ways described above. This includes sharing with:

- **Service providers** who use it to help us run our business, like the vendors who help us send our newsletters, manage our event registrations, or keep our website secure;
- **Analytics technology providers** who use it to help us understand how people are using our Services so that we can improve them;
- **Third-party platforms** like Facebook, LinkedIn and X, who use it to help us market our Services to you and others like you;
- **Advertising technology providers** who help us deliver third-party ads that support our Services financially; and
- **Event sponsors**, who use it to stay in touch with you about their products and services if you registered for their sponsored event.

We may also share your information:

- **With a payment processor** to complete a transaction you initiate, like if you subscribe to Axios Pro, become a Local Member, place a job posting on our job board, or otherwise purchase Services.
- **As part of a corporate transaction**, like a merger or acquisition, or during a bankruptcy.
- **When required by law**, such as in response to a court order, regulatory request, or subpoena.
- **When we deem it is necessary to protect** our employees, our readers, our Services, or our rights under the law or the [Terms of Use](#) agreement.
- **When you specifically allow us to do so** by agreeing to the terms we share with you at the point of collection.

You may have the right under applicable law to limit or opt-out of certain types of sharing of your information. You can learn more about that in the [Your Privacy Rights](#) section below.

What else should you know?

Axios retains your information for the period of time necessary to carry out the business purposes described in this policy unless otherwise required by law. This means we might retain your information even after you unsubscribe from our Services. After we no longer need your data for

a specific purpose disclosed above, we will either delete it or de-identify it by removing the information that connects it to you. We may keep de-identified data and use it for statistical purposes.

Axios protects your information using industry-standard organizational, technological and physical safeguards appropriate to our size and the data we process. Unfortunately, nothing on the internet is 100% secure. If you think that your Axios account or any related information may have been compromised, please let us know immediately at privacy@axios.com or support@axios.com.

Axios does not:

- **Direct its Services at children** under 13 years of age.
- **Knowingly collect** the personal information of minors under the age of 16.
- **Have actual knowledge** that we have sold or shared the personal information of anyone under the age of 16.
- **Make decisions about you** that would produce a legal or similarly significant effect based on profiling.
- **Collect “sensitive” personal information** such as biometric data, financial account information like bank accounts and passwords, or government-issued identifiers like social security numbers (except for Axios employees).
- **Use “sensitive personal information” for profiling or marketing purposes.** If you voluntarily share potentially sensitive information with our newsroom, such as your race, ethnicity, immigration status,

sexuality, health conditions, or religious and political beliefs, we will only use that information for journalistic purposes or as required by law (unless you give us express permission for other uses).

For our readers outside the US: Axios is a U.S.-based news organization. While we do not geofence access to our Services, we do not target our Services to international audiences. We apply U.S. law to our privacy practices, and this Privacy Policy will apply to the information you provide to us or we collect about you while using our Services, wherever in the world you may reside.

Your privacy rights.

Many states have privacy laws that create additional data privacy rights for their citizens. This includes states like California, Virginia, Colorado, Connecticut, Utah, Oregon, Texas, and others. We call all the states that have privacy laws in effect “Covered Jurisdictions.”

These rights may include the right to:

- **Notice** of our data collection and use practices, including the categories of personal information collected, how the information is

used, and to whom it is disclosed. That's what this Privacy Policy is for. Our [data processing table](#) gives a more detailed breakdown of the categories of data we collect, how it's used, and with whom it's shared.

- **Access** to a copy of the personal information we have collected about you in the past 12 months and information about our use, disclosure, or sale of that personal information.
- **Correction** of any inaccurate information we may have about you.
- **Deletion** of any personal information that we maintain about you (subject to certain legal exceptions).
- **Opt Out** of the sale of your personal information and the sharing of your personal information for targeted advertising.

State privacy laws may also provide you the right not to receive discriminatory treatment from Axios if you exercise any of your other privacy rights.

Axios will honor your privacy rights if you live in a Covered Jurisdiction. You can learn more about how to make a privacy rights request below.

However, some of the above rights are not absolute. For example:

- We may retain your information after you make a deletion request if an exception applies under applicable law.

- We may be legally prohibited from providing you with certain sensitive information (like credit card numbers) even if you have a data access right under state law.
- We may retain de-identified data derived from your personal information even after a deletion request, so long as it has been modified so that it cannot reasonably be reconnected back to you.

California users have additional rights under California’s “Shine the Light” law, which allows them to opt out of the sharing of their information with third parties (and sometimes affiliates) for their direct marketing purposes. To do so, email us at privacy@axios.com with the subject line “Shine the Light Opt Out.” We may need to collect additional information to complete your request.

Submit an access, correction, or deletion request.

Axios’ [Privacy Center](#) allows consumers who reside in Covered Jurisdictions to submit a request to access or delete their personal information, and to manage their consent preferences for sharing their data with third parties.

We will honor requests received from residents of a Covered Jurisdiction.

You will need to provide your email in order for us to take action on your request. Please use the email associated with your Axios Subscriber

Account. If you have multiple Subscriber Accounts, you may need to submit multiple requests.

We will use our best efforts to fulfill a deletion or access request within 45 days of receipt. We will notify you if we need more time to complete your request.

You will be required to verify your identity before we can fulfill a deletion or access request. We will do this over email. Your request will be denied if you do not respond to our verification email.

We'll let you know if we deny your request for any reason. We will not penalize you for making a request.

- If we deny your request, you can appeal this denial by emailing privacy@axios.com with the subject line: "Appeal for Privacy Rights Request."
- If your appeal is denied and you believe this denial is in error, you may be able to file a complaint with your state's Attorney General.

Click [HERE](#) to view the metrics for consumer privacy rights requests processed by Axios during the 12 month period from the "last updated" date above.

Opting out of targeted advertising and cross-site marketing.

Axios does not sell your personal information to third parties like data brokers or marketing companies.

However, we do use digital advertising to help support our business and keep most of our Services paywall-free. We also work with analytics companies to help us understand how you engage with our Services.

In some jurisdictions, the use of online [trackers](#) for advertising and analytics can be considered a “sale” or “sharing” of personal information, and you may have the right to opt out of that sale or sharing if you live in a Covered Jurisdiction.

You can opt out of the use of your personal data used for targeted advertising and marketing in the following ways:

- **The “Your Privacy Choices” link.** The “Your Privacy Choices” link in our website footer allows you to toggle off “data sales and sharing.” This will set a “flag” in your browser profile to block advertising [trackers](#) from activating or “firing” while you are on our site. Be aware that the opt-out flag is itself a [first-party cookie](#) within your browser profile. This means you will need to opt-out again if you visit our Services using a different browser or if you clear your browser cookies.
- **The GLOBAL PRIVACY CONTROL Setting.** We also accept the [Global Privacy Control](#) ("GPC") signal. To use the GPC, you can

download a browser with built-in GPC (like Firefox or Brave) or install a browser plugin (like [Privacy Badger](#)). If we detect the GPC signal from your browser, we will automatically block targeted advertising [trackers](#) from firing in your browser. But, be aware that certain browser plugins may accidentally block certain [functional cookies](#) and cause the Services to not work correctly.

- **The Privacy Center.** Axios sometimes discloses subscriber information to third parties, like Facebook or LinkedIn, to help us market our services. If you don't want us to use your personal information in this way, visit the [Privacy Center](#) and choose the "Manage Consent Preferences" tile. You will be asked to verify your email address so we can flag your account as opted-out for this kind of data sharing. You should opt-out using every email address associated with an Axios Subscriber Account. **Be aware:** You will still need to opt-out of targeted advertising at the browser level (using the Your Privacy Choices link or GPC) if you don't want targeted advertising [trackers](#) to fire on your browser.

You will still see ads on our Services even after opting out of data sales, sharing and targeted advertising. They just won't be personalized to you. We do not offer an ad-free experience at this time.

Remember, you have choices.

- **You can opt out of any Axios newsletter** by clicking “Unsubscribe” at the bottom of the email. Be aware that we can still send you transactional emails (like purchase confirmations or help ticket replies) even after you unsubscribe.
- **You can use the Your Privacy Choices link** to block targeted advertising Cookies from firing in your current browser profile (until you clear your cookies).
- **You can use the Global Privacy Control (GPC)** to automatically opt out of interest-based advertising across all websites that acknowledge the GPC signal, even after you clear your cookies.
- **You can use the [Privacy Center](#)** to flag your Subscriber Account as opted-out of third-party data sharing for marketing purposes.
- **You can change your browser settings** or use a browser plugin to reject cookies and other [tracker](#) technologies. However, if you do, the Axios Services may not function properly.
- **You can change your mobile device settings** to stop sharing location and other device information with our mobile app.
- **You can use industry opt-out tools** to limit use of your information in interest-based advertising by visiting the [Digital Advertising Alliance](#) or [Network Advertising Initiative](#) websites.

The bottom line.

Axios uses your personal information:

- To deliver, improve, monitor, and market Axios' Services;
- To provide advertising services to the sponsors who support our journalism; and
- In other ways that we make clear to you at the point of collection.

You have choices about how we use your information in some contexts.

You can:

- Manage your newsletter subscriptions in your Axios Subscriber Account.
- Unsubscribe to a newsletter using the unsubscribe link in the email the footer.
- Block advertising cookies on our site via the Your Privacy Choices link at the footer of our website.
- Download the [GPC](#) to block advertising trackers across all the sites you visit.

- Use the [Privacy Center](#) to manage your consent preference, or request access or deletion of your information.

If you have any questions about this Privacy Policy or about how Axios uses your information, you can email us at privacy@axios.com, and we will do our best to help you. You can also reach us by mail at: Axios Media Inc., PO Box 101060, Arlington, VA 22201.