

Privacy Policy

Last updated: March 2026

1. Introduction

Madopi OÜ (“Madopi”, “we”, “us”, or “our”) operates a programmatic advertising platform that enables the buying and selling of digital advertising inventory through real-time bidding (“RTB”).

We are committed to protecting personal data and ensuring transparency in accordance with the **General Data Protection Regulation (GDPR)** and the **IAB Europe Transparency & Consent Framework (TCF)**.

We process personal data **only where valid user consent has been obtained**.

2. Scope

This Privacy Policy applies to:

- our website
 - our advertising platform and services
 - integrations with publishers, advertisers, and partners
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3. Role in Data Processing

Depending on the context, Madopi may act as:

- **Data Controller** – when determining purposes and means of processing
 - **Data Processor** – when processing data on behalf of partners
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4. Categories of Data Processed

4.1 Device and Identifier Data

- cookie identifiers
- mobile advertising identifiers (IDFA, GAID)
- device type, browser, operating system

4.2 Network and Location Data

- IP address (processed in truncated or pseudonymized form)
- approximate geolocation

4.3 Advertising Data

- ad impressions
- clicks and interactions
- bid request and auction data

4.4 Technical Data

- timestamps
- referring URLs
- diagnostic and log data

Madopi does **not intentionally collect directly identifiable data** such as names or email addresses within its advertising platform.

5. How Data is Collected

We collect data through:

- publisher integrations (tags, SDKs)
 - RTB bid requests
 - cookies and similar technologies
 - server-to-server integrations
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6. Purposes of Processing (TCF Alignment)

Madopi processes personal data for the following purposes in accordance with the **IAB Europe TCF**:

- storing and/or accessing information on a device
- selecting and delivering advertisements
- measuring ad performance
- generating aggregated reporting and analytics
- ensuring platform functionality

We do not process personal data without user consent.

7. Legal Basis

Madopi relies exclusively on:

👉 User consent (Article 6(1)(a) GDPR)

Consent is collected by publishers through a **Consent Management Platform (CMP)** and communicated to Madopi via the **Transparency & Consent String (TC string)**.

Madopi processes personal data **only where the applicable purposes have been consented to**.

8. Use of Device Storage Technologies

Madopi stores and accesses information on user devices using:

- cookies
- local storage
- mobile advertising identifiers

These technologies are used only where consent has been obtained.

👉 For detailed information, please see:

Device Storage Disclosure:

<https://madopi.com/device-storage.json>

9. Data Sharing

Madopi may share data with participants in the programmatic advertising ecosystem, including:

- demand-side platforms (DSPs)
- supply-side platforms (SSPs)
- advertisers
- measurement providers
- fraud detection partners

All partners are required to process data in accordance with applicable laws and consent signals.

10. International Data Transfers

Where personal data is transferred outside the European Economic Area (EEA), Madopi ensures appropriate safeguards, including:

- Standard Contractual Clauses (SCCs)
 - other legally recognized transfer mechanisms
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11. Data Retention

Madopi retains data only as long as necessary:

- cookie identifiers: up to 13 months
 - log data: typically 30–90 days
 - aggregated data may be retained longer
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12. User Rights

Users have the following rights under GDPR:

- access their data
- request correction or deletion
- restrict processing
- withdraw consent at any time

Users can exercise these rights via:

- the consent interface on publisher websites
 - contacting us at: privacy@madopi.media
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13. TCF Participation

Madopi participates in the **IAB Europe Transparency & Consent Framework (TCF)**.

We:

- receive and interpret **TC strings**
 - process data strictly according to user consent
 - do not override user choices
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14. Security Measures

We implement appropriate technical and organizational measures, including:

- pseudonymization
 - access controls
 - encryption where appropriate
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15. Changes to this Policy

We may update this Privacy Policy from time to time. Updates will be published on this page with a revised date.

16. Contact Information

Madopi OÜ
Email: privacy@madopi.media
Website: <https://madopi.com>

17. Additional Information

For further transparency:

- Device Storage Disclosure: <https://madopi.com/device-storage.json>