SAS® 360 Match

Privacy Statement

Updated March 12, 2020

Contents

What is SAS® 360 Match?

SAS® 360 Match enables content owners and brands to facilitate the flow of advertising, based on settings configured by the software's end users.

This document explains how SAS® 360 Match protects the privacy of three audiences:

- publishers and broadcasters who use SAS® 360 Match to serve ads in their content. For more information, see SAS® 360 Match for Publishers and Broadcasters.

- brands that use SAS® 360 Match to select and optimize the offers and products that they serve to their customers. For more information, see SAS® 360 Match for Brands.

- end users who use the SAS® 360 Match interface to configure how, when, and which ads are served. For more information, see SAS® 360 Match for End Users.

If you have additional questions after reading this document, please contact SAS Technical Support at support@sas.com.

SAS® 360 Match for Publishers and Broadcasters

SAS® 360 Match for publishers and broadcasters connects online content providers who sell ad space on their digital properties to advertisers who are interested in their website's visitors. SAS® 360 Match enables content owners to deliver advertisements that are more relevant to their users.

How do web content owners determine what is relevant to their site visitors?

Publishers can use SAS® 360 Match to define the best criteria to provide a positive, relevant experience for their site users. They determine their own configurations, which can vary considerably from site to site. For example, publishers can configure SAS® 360 Match to limit the exposure of a user to the same or similar messages from an advertiser. The ability to configure SAS® 360 Match depends on the information that the publishers collect and use to activate and define their sales packages.

How does the SAS® 360 Match use cookies or mobile IDs?

Publishers can use SAS® 360 Match to define the best criteria to provide a positive, relevant experience for their site users. They determine their own configurations, which can vary considerably from site to site. For example, publishers can configure SAS® 360 Match to limit the exposure of a user to the same or similar messages from an advertiser. The ability to configure SAS® 360 Match depends on the information that the publishers collect and use to activate and define their sales packages.

How does the SAS® 360 Match use cookies or mobile IDs?

Typically, the website publisher uses SAS® 360 Match to set cookies in the browsers of users who visit the publisher's web page. Each cookie consists of a unique and random ID number. The ID numbers can be associated with any information that the publisher chooses to collect

about site visitors. The collected information, along with the unique IDs, enables the publisher to show relevant advertisements to visitors without the need to specifically identify them.

In mobile implementations, a similar process occurs, but IDs are generated by the publisher's mobile application.

Is the same randomized ID for a site visitor used for every site that user visits that uses SAS® 360 Match?

No. Each randomized ID is unique to a specific website of a SAS® 360 Match customer. If a person visits two different websites that use SAS® 360 Match, that individual will have a different ID on each site. In addition, the information each site collects for each ID is separate and is not shared between each instance of SAS® 360 Match.

Does SAS® 360 Match share my ID with other vendors?

Because website user IDs are unique to each publisher, any information collected about a visitor on one site cannot easily be associated with information collected about that same individual at a different site.

Cookie matching, also known as cookie syncing, is a process that tries to combine information about one individual from multiple independent websites, even though the same person has a different identifier on each website. With more information available about a single visitor, advertisers might be able to target their messaging more precisely.

Demand-side platforms (DSPs) that enable advertisers to buy ad space or supply-side platforms (SSPs) that enable publishers to sell their ad space use cookie matching on their own cookies and visitor ID numbers. They attempt to connect each of their IDs to multiple unique IDs that exist for a user across targetable content.

Publishers can configure SAS® 360 Match to connect to these providers. However, the decision to use cookie matching is up to each publisher, as is how to implement cookie matching to comply with the organization's privacy policies and applicable laws.

How are advertisements selected for website visitors?

SAS® 360 Match allows publishers to sell media through direct sales of their inventory or by programmatic means.

Directly sold inventory enables advertisers to select targeting options offered by content owners based on the data that content owners have collected from their users. For example, a content owner might decide to collect information about which of its site visitors most frequently visit sports-related content and enable advertisers to target this population as "sports enthusiasts."

Programmatic advertisers compete for the opportunity to show their advertisements to audiences that are likely to be receptive to their messages and offers. Based on their own experience and research, they can identify the attributes of people who are likely to be interested in their product. Programmatic advertisers look for good matches between those attributes and the information gathered by website publishers about their visitors. Based on that information, advertisers make a bid to the publisher to show their ad based on the strength of that match. Typically, the highest-bidding advertiser's ad is the one that is displayed.

Programmatic buying enables advertisers to target website visitors by combining their own data with data that is provided by the content owner. The content owner can selectively expose data to the programmatic buyer that is interested in their audience for their content. For example, this buyer could target an ad for a new product based on demographic data that the publisher provides and combine that with their own layer of past purchase behavior.

For example, an advertiser determines those with the strongest interest in a new video game are likely to have these characteristics:

1. They are interested in fantasy-style games.

2. They are between 22 and 32.

3. They have purchased a gaming console within the last year.

The advertiser might choose to make aggressive bids to display their ads to individuals when these criteria are met, less aggressive bids when only some of the criteria are met, and not at all if none of them are met. This does not require the advertiser to be able to identify any specific user.

The advertisers determine what criteria they want to target, and the website publishers determine what information they gather about their site's users and how many variables to match. SAS® 360 Match creates a mechanism that facilitates their ability to connect.

What security is applied to protect SAS® 360 Match data?

All SAS® 360 Match data is transmitted over secure protocols and is encrypted when it is stored in secure Amazon data centers.

Do users of SAS® 360 Match have to disclose personal information that they collect about their site visitors to SAS?

No. Publishers who use SAS® 360 Match are responsible for deciding what personal information that they collect about their site visitors, what is done with that information, and to whom it can be disclosed in accordance with their own privacy policies and applicable laws.

In some technical support situations, SAS might see records that the publisher/customer has collected as part of the troubleshooting process. The data activated in SAS® 360 Match typically consists of segment IDs and unidentifiable key value pairs. This is done only at the customer's request. SAS does not make any other use of site visitor information that our customers collect using SAS® 360 Match.

SAS® 360 Match for Brands

Brands such as banks, retailers, or direct marketers use SAS® 360 Match to personalize their websites or mobile applications with customized spots. Customization enables one customer to see a featured item that might not be of interest to another. Brands can also sell these spots to third parties by allowing products or services of other organizations to purchase the right to promote their goods or services on the brand's websites or applications.

How do brands use SAS® 360 Match to select relevant ads?

Brands can use SAS® 360 Match to define the best criteria to provide a positive, relevant advertising experience for their customers. These criteria or combinations of criteria can be rolled into a segment that is sent to a media-buying tool, such as a DSP.

Brands using SAS® 360 Match as a reference server typically design segments that represent users that they would like to reach with paid media and use a media-buying tool to reach these users. Brands can also purchase impressions from a content provider that would handle the bulk of the targeting through an advertiser agreement that uses its own or first- or third-party data.

A brand can use SAS® 360 Match to refine which creative – a combination of images, text, and other material that are used in a marketing task – to show when its ads are served and to select targeting data that best meets its goals.

How does the SAS® 360 Match service know who it is serving to?

SAS® 360 Match does not track users across clients. Each brand has its own identity space. SAS® 360 Match sets a randomized ID cookie for each user that visits a brand's site. If a brand wants to reach a user outside its own sites and applications, it can match that ID with that of its media-buying tool and selectively retarget those users on other content owners' digital media. The SAS® 360 Match ID does not allow the user to be identified, and the ID is unique to the user/brand combination.

How does SAS® 360 Match work with media-buying tools?

Brands can use SAS® 360 Match to serve ads directly or through programmatic channels, and to target known or unknown audiences.

When targeting known users, the media-buying tool matches or syncs cookies with the brand or with the brand's data provider to export a list of users to target for the brand's campaigns.

SAS provides the option for brands to use cookie matching with media-buying tools, giving our customers the option to track users from one system to the other and to manage a single conversation with each user with a cookie.

The brand or buying platform or brand site is typically where the end consumers' privacy policies and options are controlled and managed.

What security is applied to protect SAS® 360 Match data?

All SAS® 360 Match data is transmitted over secure protocols and is encrypted when it is stored in secure Amazon data centers. All segments are scrubbed of identifying data before they are exported through secure connections.

In some technical support situations, SAS might see records that the brand has collected as part of the troubleshooting process. This is done only at our customer's request. SAS does not make any other use of site visitor information that our customers collect using SAS® 360 Match.

Do users of SAS® 360 Match have to disclose personal information that they collect about their site visitors to SAS?

No. Brands who use SAS® 360 Match are responsible for deciding what personal information that they collect about their site visitors, what is done with that information, and to whom it may be disclosed in accordance with their own privacy policies and applicable laws.

In some technical support situations, SAS may see records that the brand has collected as part of the troubleshooting process. This is done only at our customer's request. SAS does not make any other use of site visitor information that our customers collect using SAS® 360 Match.

SAS® 360 Match for End Users

End users of the SAS® 360 Match system log on using a name and password combination or single sign on (SSO) controlled by their employer. As a best practice, SAS® 360 Match asks end users for valid email addresses so that they receive updates and notifications, such as alerts or task failures, related to their events. Passwords and contact information are encrypted and transmitted over secure protocols.