



PRIVACY POLICY – Verben Solutions LLC

Introduction

This Privacy Policy explains how Verben Solutions LLC (“Verben”) collects, uses, processes, and shares information in connection with its digital advertising technology services and related activities.

Scope of Services

Verben operates as an advertising technology provider facilitating ad serving, measurement, reporting, and programmatic advertising transactions, including real-time bidding (RTB). Verben acts as a technology intermediary and does not own or control advertiser or publisher data.

Information Collected

Verben may collect technical and usage data such as IP addresses, device identifiers, mobile advertising identifiers, cookies, pixels, browser information, operating system data, and interaction data related to advertisements.

Use of Information

Information is used for ad delivery, frequency capping, reporting, analytics, fraud prevention, quality control, billing reconciliation, and system security.

Programmatic Advertising & RTB

Verben participates in programmatic advertising ecosystems where advertising inventory is bought and sold via automated auctions. Data may be shared with demand-side platforms (DSPs), supply-side platforms (SSPs), ad exchanges, and measurement vendors to facilitate these transactions.

Cookies and Identifiers

Verben uses cookies, SDKs, mobile advertising identifiers, and similar technologies to enable ad delivery, measurement, and attribution. Users may manage preferences through device or browser settings.

Data Sharing

Data may be shared with advertising partners, service providers, analytics vendors, fraud detection providers, and legal or regulatory authorities when required.





Legal Bases for Processing

Processing is conducted based on legitimate interests, contractual necessity, user consent, or compliance with legal obligations, as applicable under GDPR, CCPA, and similar laws.

User Rights

Depending on jurisdiction, users may have rights to access, delete, correct, restrict, or opt out of certain data processing activities. Requests may be submitted via privacy@verben.com.

Data Retention

Verben retains data only for the period necessary to fulfill business, operational, legal, and compliance purposes.

International Transfers

Data may be transferred to and processed in jurisdictions outside the user's country of residence, including the United States.

Contact

Questions regarding this Privacy Policy may be directed to privacy@verben.com.

