Privacy Policy

Last Updated: April 2026

1. Introduction

Cignal.io Ltd. ("Cignal", "we", "us", or "our") is committed to protecting and respecting your privacy.

This Privacy Policy explains how we process personal data when:

- you visit our website (cignal.io)
- you interact with our services
- your data is processed within programmatic advertising environments

Company Information:

- Address: Shoken 13, Tel Aviv, Israel
- Registration Number: 515445013
- Contact: privacypolicy@cignal.io

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2. Scope and Roles

Cignal operates primarily as an infrastructure provider within the programmatic advertising ecosystem.

Roles

- **Data Controller**
  For data collected directly from website visitors and business contacts
- **Data Processor / Service Provider**
  For data processed within advertising transactions on behalf of customers and partners

Cignal does not act as a direct consumer-facing service and does not maintain direct relationships with end users.

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3. Data We Process

3.1 Data Provided Directly

When interacting with our website or services, we may collect:

- Name, email address, company name
- Business contact details
- Communications and support inquiries

3.2 Automatically Collected Data

When visiting our website:

- IP address
- Device and browser information
- Basic usage data (pages visited, interactions)

3.3 Programmatic Advertising Data (Bidstream Data)

As part of real-time bidding (RTB) transactions, Cignal processes limited pseudonymous technical data, including:

- Advertising identifiers (e.g., mobile advertising IDs, CTV device identifiers where available)
- Device characteristics (device type, OS, browser)
- IP address (used for coarse geolocation and fraud prevention)
- Ad request and interaction data (e.g., bid requests, impressions, responses)
- Non-precise location data

Cignal does **not**:

- collect directly identifiable personal data (such as names or emails in RTB flows)
- create persistent user profiles
- perform cross-device tracking
- use probabilistic identity resolution
- enrich data with third-party identity sources

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4. How We Use Data

4.1 Website and Business Operations

We use data to:

- provide and maintain our services
- respond to inquiries and support requests
- manage business relationships
- comply with legal obligations

4.2 Programmatic Advertising (RTB)

Within advertising environments, data is processed strictly for:

- facilitating real-time bidding transactions
- selecting advertising using limited contextual and technical signals
- measuring performance and auction outcomes
- detecting fraud and invalid traffic
- improving system performance and optimization models

Cignal does not independently determine broader purposes beyond these infrastructure functions.

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5. Legal Basis for Processing

Cignal processes personal data based on:

Legitimate Interest

Where permitted, for:

- operating advertising infrastructure
- performance measurement
- fraud prevention and security
- service improvement

Consent

Where required, consent is obtained and signaled by publishers or partners through consent management platforms (CMPs), including the IAB Europe.

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6. Data Sharing

Cignal operates within a network of advertising partners.

Data may be shared with:

- supply-side platforms (SSPs)
- demand-side platforms (DSPs)
- advertising exchanges
- infrastructure and hosting providers

In RTB transactions, data is transmitted as part of bid requests and responses.

Cignal does not sell personal data.

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7. International Data Transfers

Data may be processed outside your country of residence.

Where applicable, we implement safeguards such as:

- standard contractual clauses
- contractual protections with partners
- security and access controls

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8. Data Retention

Cignal applies strict retention limits:

- Ad selection data: up to 30 days
- Measurement and analytics data: up to 60 days
- System optimization data: up to 90 days

Website and business data:

- retained as long as necessary for business or legal purposes

After retention periods expire, data is deleted or aggregated.

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9. Data Security

We implement appropriate technical and organizational measures, including:

- encryption in transit
- access controls
- monitoring and logging
- internal security policies

No system is completely secure, but we take reasonable steps to protect data.

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10. Cookies and Device Storage

Cignal does not set or access cookies or similar storage technologies on end-user devices for advertising purposes.

Any such technologies are implemented by publishers or third-party partners.

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11. User Rights

Depending on applicable law, individuals may have rights including:

- access to their data
- correction of inaccurate data
- deletion of data
- restriction or objection to processing
- data portability

Requests should be directed to:
privacypolicy@cignal.io

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12. Third-Party Services

Our services interact with third-party platforms and partners.

These parties operate under their own privacy policies.

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13. Children's Data

Cignal does not knowingly process data from children.

14. Changes to This Policy

We may update this Privacy Policy from time to time.

Updates will be posted on our website with a revised date.

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15. Contact

For any privacy-related inquiries:

Email: privacypolicy@cignal.io
Address: Shoken 13, Tel Aviv, Israel