

## Wall of ... Sites Pixel Policy

Welcome to the Wall of ... Sites Platform. This is one in a series of wall sites herein collectively referred to as “Wall of ... sites Platform” or “Wall of ... sites”.

***The mission of the Wall of... sites Platform is to provide a location for individuals to share meaningful true stories.*** Each site has a specific theme and a main wall which displays a grid of pictures. Clicking on any of the pictures will take you to that individual’s story. The sharing of the story is meant to provide entertainment, comfort, laughter, etc. It is our desire to make users of the Wall of ... sites Platform feel safe in order to provide a positive experience for everyone.

Date of last revision: January 10, 2018

Publishers and other users of the advertising services (the “**Ad Services**”) on the Wall of ... sites Platform may embed Wall of ... sites’ advertising pixels (“**Pixels**”) on their website and pages. The Pixels allow us to collect browsing information across sites and helps us to make the ads and content we display on the Wall of ... sites Platform more relevant.

### **What Do Our Pixels Collect?**

Our Pixels collect IP address and location, date and time stamp, user agent, cookie IDs (if applicable), URL, time zone, and other browser-level data or cookie data. In addition, as explained in our Privacy Policy, users of our Ad Services may be able to choose to submit other information to us for targeting purposes – such as customer demographics and customer list information.

We may also use Pixels (and cookies and other features) to help us display ads and personalized content on the Wall of ... sites Platform, and for a number of other purposes, such as to stop you from seeing the same ad over and over again, to show ads that are likely to be more relevant (such as ads based on websites you have visited), to maintain records of the ads we display, and to track conversion rates (e.g., when a user of the Wall of ... sites Platform clicks on an ad and is transferred to the advertisers website).

### **What About Children and Other Sensitive Information?**

Users of our Pixels are prohibited from using our Pixels on child-directed sites and services or to otherwise use Pixels to collect or transmit information about children under 13, financial information, health information, other sensitive data or sensitive information, or any information that is prohibited from being collected.

### **How Do I Know When Third Party Sites are Sharing Information?**

Users of our Pixels are required to provide prominent notice of, and obtain any required consent to, the following:

- that information will be collected by third-party pixels, cookies, web beacons, and other storage technologies on their website, app or online services, as well as a description of such information;
- that such information may be combined with similar information collected across third-party sites, services and mobile apps; and
- that such information may be used for interest-based advertising purposes.

### **What Do You Share With Third Parties?**

We may share aggregate statistics, metrics and other reports about the performance of their ads or content in the Wall of ... sites Platform, such as the number of unique user views, demographics about

the users who saw their ads or content, conversion rates, and date and time information. We may also allow advertisers to use Pixels on the Wall of ... sites Platform in order to collect information about the performance of their ads.

### **What Are My Choices?**

In addition, users of our Pixels are required to provide information on how users can opt-out of the collection and use of their information across third party sites and online services for ad targeting purposes, and to provide links to <http://www.aboutads.info/choices>, and other relevant industry opt outs.