



# illo – Privacy Notice

## Personal Information

illo without Account: You can see and analyze data on illo without having an illo Account. You also can contact us through the illo support section on the portal or by emailing [support@illo.com](mailto:support@illo.com) directly.

## Your illo Account.

For most activities on illo, like uploading data, creating analysis's, posting comments or watching data and analysis's, you need an illo Account. We ask for some personal information when you create an account, including your email address and a password, which is used to protect your account from unauthorized access.

## Usage Information.

When you use illo, we may record information about your usage of the site, such as the Sub-sites, groups and favorites you subscribe to, which other users you communicate with, the analysis's and data you work with the frequency and size of data transfers, and information you display about yourself as well as information you click on in Illo (including UI elements, settings). If you are logged in, we may associate that information with your illo Account. In order to ensure the quality of our service to you, we may place a tag (also called a "web beacon") in HTML-based customer support emails or other communications with you in order to confirm delivery.

## Content Uploaded to Site.

Any personal information or data content that you voluntarily disclose online (e.g., data, comments and profile content) may be collected and used by others.

## Uses

If you submit personal information to illo, we may use that information to operate, maintain, and improve the features and functionality of illo, and to process any activity or other communication you send to us.

We do not use your email address or other personal information to send commercial or marketing messages without your consent. We may use your email address without further consent for non-marketing or administrative purposes (such as notifying you of major illo changes or for customer service purposes). We use cookies, web beacons, and log file information to: (a) provide custom, personalized content and information (b) store information so that you will not have to re-enter it during your visit or the next time you visit illo; (c) monitor aggregate metrics such as total number of visitors and pages viewed; (d) monitor the effectiveness of our marketing campaigns; and (e) track your entries, submissions, and status in promotions, sweepstakes, and contests.

## Information That is Publicly Available

When you create an illo Account, some information about your illo Account and your account activity will be provided to other users of illo. This may include the date you opened your illo Account, the date you last logged into your illo Account, your age (if you choose to make it public), the country and the number of analysis viewed, commented or subscribed to..



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Your illo Account name, not your email address, is displayed to other users when you engage in certain activities on illo, such as when you upload data or send messages through illo. Other users can contact you by leaving a message or comment on the site.

Any data that you submit to illo may be redistributed through the internet and other media channels, and may be viewed by other illo users or the general public.

You may also choose to add personal information which may include your name, gender, profile picture or other details, that will be visible to other users on your illo Public Profile page. If you choose to add certain features to your illo Public Profile page, then these features and your activity associated with these features will be displayed to other users and may be aggregated and shared with your friends or other users. Such shared activity may include your favorite views, data you commented or shared and data that you have uploaded.

## Your Choices

If you have an illo Account, you may update or correct your personal profile information, email preferences and privacy settings at any time by visiting your Profile page

You may control the information that is available to other users and your confirmed friends at any time by editing your illo Account and the features that are included on your Profile page.

You may, of course, decline to submit personal information through illo, in which case you can still view data and explore illo, but illo may not be able to provide certain services to you. Some advanced illo features may use other services. The privacy notices of those services govern the use of your personal information associated with them.

## Advertising on illo

Illo does not perform any advertising activities on illo. However, illo reserve the right to start such activities under the terms as follows:

illo strives to provide you with relevant and useful advertising and we use the DoubleClick cookie, as well as other third party ad serving systems, to do so. We may use a range of information including cookies, web beacons, IP addresses, usage data and other non-personal information about your computer or device (such as browser type and operating system) to provide you with relevant advertising. While you are logged in or logged out of your illo Account, we may also show you advertising based on non-personally identifiable information you have provided to us in your illo Account.

We may use the DoubleClick cookie on illo to help advertisers and publishers serve and manage ads on this site and other illo partner websites. Advertisers may serve ads based on interests and demographic categories associated with non-personally identifiable online activity, such as data viewed, frequency of uploading or activity on other illo partner sites. Advertisers may also serve ads to you based on previous activity on that advertiser's website or based on non-personally identifiable information from other companies. This non-personally identifiable information is held separately from your illo Account data, or other personally identifying information in our possession.

You may view, edit and add to the categories used to provide you with interest-based advertising in the Ads Preferences Manager for the DoubleClick cookie. Your ads preferences will be respected across illo, AdSense partner sites and Google sites using the DoubleClick cookie to serve such ads. For more information about interest-based advertising and the Ads Preference Manager see our FAQ. To learn about



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the privacy policies of third parties that advertisers may use to display ads on illo, and to opt out, you can check out the Network Advertising Initiative opt-out page.

You also may choose to opt out of the DoubleClick cookie at any time. If you select the DoubleClick opt-out cookie, ads delivered to your browser by our ad-serving technology will not be served based on the DoubleClick cookie. Find more information here about opting out of the DoubleClick cookie.

Other third-party ad serving companies may display ads on illo, provided they comply with our ad serving requirements. illo does not provide any personal information to these third-party ad servers or ad networks without your consent. You should consult the respective privacy policies of these third-party ad servers or ad networks for more information on their practices and for instructions on how to opt-out of certain practices. illo's privacy policy does not apply to, and we cannot control the activities of, such other advertisers or web sites. Any data obtained by third-party ad servers subsequently shared with illo is maintained and dealt with by illo in accordance with this privacy policy.

## More Information

For questions concerning the product or your account, please check out the illo Support section or email [support@illo.com](mailto:support@illo.com).

illo Privacy  
[www.illo.com](http://www.illo.com)