

Star Tribune provides Star Tribune audience analytics tags (each, a “Tag”), which you can add to your website (your “Website,” whether desktop or mobile) to allow you to send Star Tribune anonymous browser data about actions that people take on your Website. This data enables Star Tribune to provide you with various products and services, including detailed campaign performance reports, audience demographic data and creation of custom audiences segments for retargeting. By clicking “Accept” and using the Tags, you agree to the following:

A. Star Tribune will use the data collected from your Website via the Tags (“Service Data”) to provide you with insights about the effectiveness of your ads and the use of your Website to create your custom audience. Service Data will also enable Star Tribune to better target your ads and to optimize campaign performance. You acknowledge and agree that Star Tribune may use Service Data (i) internally for any business purpose (including but not limited to review, analysis, product development and product improvement) and (ii) externally as part of the Aggregated Data. (“Aggregated Data” means anonymous browser data (including Service Data and similar data collected from other websites) about actions that people take on websites, which data has been aggregated such that third parties cannot attribute the data to any specific advertiser or website). To the extent that collection or use of Service Data gathered by Star Tribune requires a license, you hereby grant Star Tribune a non-exclusive, royalty-free license to collect and use Service Data in accordance with this paragraph.

B. You agree and confirm that, at all times while you are using the Tags or are in possession of any Service Data, you will (i) maintain a privacy policy that permits collection and disclosure of Service Data; and (ii) comply with all applicable laws, rules, regulations and agreements with respect to the collection and disclosure of Service Data, including but not limited to 15 U.S.C. 6501-6505, as amended (the Children’s Online Privacy Protection Act of 1998) and 16 CFR Part 312 (the Children’s Online Privacy Protection Rule). Without limitation, you represent and warrant that, at all times while using the Tags, you will provide robust and sufficiently prominent notice to (and obtain all required consent from) your users regarding collection of Service Data, including but not limited to such Service Data as is collected and used for targeted online advertising. Such notice must include, at a minimum: If you use Conversion Tracking or Custom Audiences from your Website, a clear and prominent link from each webpage where any Tags for such features are placed that links to the section of your privacy policy that clearly explains (a) that third parties may use cookies, web beacons, and similar technologies to collect or receive information from your Website and elsewhere on the internet and use that information to provide measurement services and target ads, (b) how users can opt-out of the collection and use of information for ad targeting, and (c) where a user can access a mechanism for exercising such choice (e.g., providing a link to www.aboutads.info/choices).

C. Without limitation of the foregoing, you agree and confirm that you are solely responsible for determining what laws are applicable to your business and your Website. By way of illustration (and not by way of limitation), if you do business with persons located in European Union (“EU”) member countries or if such persons visit your Website, you are responsible for determining the extent to which your business and your Website must comply with the EU’s General Data Protection Regulation.

D. Star Tribune does not intend, by your use of Tags, to receive from you any personally identifiable information concerning your users or any other individuals (“PII”). (“PII” includes, for example, information that identifies an individual such as name, email address, or billing information.) You agree not to transfer or disclose to Star Tribune (whether as part of Service Data or otherwise) any PII or combine any Service Data with PII. You further agree that you will not share with Star Tribune (whether via your use of Tags or otherwise) information that you know or reasonably should know is from or about children under the age of 13 or that includes health, financial, or other categories of sensitive information (collectively, “Sensitive Information”). If you use the Tag to collect, associate, or report on PII or Sensitive Information or if you provide to Star Tribune any PII or Sensitive Information, then you will indemnify, defend, and hold harmless Star Tribune from and against any claims relating to or arising from such collection or use of PII or Sensitive Information.

E. The installation and uninstallation of Tags is done by you, not Star Tribune. Star Tribune may modify, suspend or terminate access to, or discontinue at any time the availability of Service Data as maintained in Star Tribune’s systems. The Tags are provided to you without charge, and you may discontinue your use of the Tags at any time. Each Tag is designed to load asynchronously on the page, so should not affect performance of your Website. However, Star Tribune makes no warranty, express or implied, regarding the Tags or use of the Tags. In no event shall Star Tribune be liable to you or any person or entity claiming through you for any damages (whether direct, indirect, special, incidental, consequential or punitive) pertaining to the Tags or the use of the Tags, regardless of whether Star Tribune has been advised of the possibility of such damages. Star Tribune’s total liability for any losses, expenses or damages in connection with the Tags or use of the Tags under any circumstances whatsoever shall not exceed Zero Dollars (\$0.00).

These Terms govern your use of Star Tribune Audience Analytics Tags.