

K-WORDS LEGITIMATE INTEREST CLAIM

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Data Protection Officer contact: dpo@k-words.io

Essential characteristic of our service

K-Words provides contextual advertising technology that enables non-personalised contextual advertisements to be displayed on partner editorial websites, selected according to the content of the page being viewed (relevant keywords), without creating profiles of Internet users or tracking their browsing activity across different websites.

Purposes of processing based on legitimate interest

In accordance with the European General Data Protection Regulation (GDPR), K-Words processes, in the context of the service described above, personal data on the basis of legitimate interest (Article 6(1)(f) of the GDPR) for the following purposes, according to the nomenclature of the IAB Europe Transparency and Consent Framework (TCF), to which K-Words is a Vendor:

- Purpose 7 – Measure advertising performance;
- Purpose 8 – Measure the performance of non-advertising content;
- Special Purpose 2 – Serve and present advertisements and content;
- Special Purpose 3 – Store and communicate privacy choices.

Special Purpose 2 ensures the technical compatibility and delivery of contextual advertising to the Visitor's device. Special Purpose 3 enables K-Words to comply with the choices expressed by Visitors, including their objections.

Assessment of our legitimate interest

K-Words has conducted a thorough Legitimate Interest Assessment (LIA) for the processing activities relating to the purposes above, conducted on a purpose-by-purpose basis in accordance with the applicable guidelines. This assessment confirmed that the legitimate interest pursued by K-Words respects the fundamental interests, rights and freedoms of data subjects, taking into account, in particular, the minimisation of the associated processing activities, their low-intrusiveness nature and the safeguards implemented, and that the legitimate interest legal basis is appropriate for these purposes.

Categories of data processed

K-Words collects and processes the following categories of personal data: IP address, technical data relating to the device and browser, and approximate location (city, country). These are exclusively technical data. Such data are never retained by K-Words, with the exception of the IP address, which is never retained in clear text, but only in the form of a pseudonymised and hashed fingerprint, combined with browser data (user agent), corresponding to a Visitor Unique Identifier, retained solely for audience measurement purposes.

Your choices and rights

You may at any time withdraw your consent or object to the processing activities via the consent management platform (CMP) of the relevant partner site. For any questions or to exercise your rights, please contact our Data Protection Officer at dpo@k-words.io.

For further information

For further information on the processing activities implemented by K-Words in connection with our service, please consult our Privacy Policy intended for Visitors.