

Privacy Policy

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Dear Customer,

In this privacy policy, we inform you about OneDSP and the data that OneLog AG (hereinafter referred to as “we” or “us”) collects, processes, and shares when you use our website.

We encourage you to review this privacy policy periodically to stay informed.

1. What is OneDSP?

OneDSP is a programmatic buying platform provided by OneLog AG, hosted and operated by Adform A/S, Silkegade 3B, DK-1113 Copenhagen, which acts as a processor on behalf of OneLog AG. It enables advertisers and agencies to access and purchase premium inventory from participating publishers in a standardised, privacy-conscious, and efficient way. The platform supports consistent and stable campaign execution across the ecosystem and can make use of pseudonymised identifiers such as the OneID (<https://www.oneid.digital/en/privacy-policy>) to enable privacy-respecting advertising.

2. Who is responsible for data processing within OneDSP?

For data processed in connection with programmatic advertising campaigns via the OneDSP platform, the general responsibility for data processing lies with the advertisers and publishers who use the platform.

Please note that each participating adviser and publisher involved in advertising through OneDSP maintains its own privacy policy. These apply in addition to this privacy policy and govern any company-specific data processing activities.

The underlying technology and infrastructure of OneDSP is provided by Adform A/S, Silkegade 3B, DK-1113 Copenhagen. With regard to the underlying technology and infrastructure, please refer to the [Adform Privacy Policy](#).

OneLog AG is responsible for the processing of data on this website.

3. What data do we collect when you visit this website?

When you visit our website, we collect the following data, which is technically necessary to display the website and ensure stability and security:

- IP address
- Date and time of access
- Browser type and version
- Operating system
- Referrer URL
- Accessed pages

This data is not used to identify you personally. It is processed on the basis of our legitimate interest in providing a secure and functional website (Art. 6(1)(f) GDPR or Art. 31(1) revDSG).

4. Use of cookies and third-party services

This website may use cookies or similar technologies for functionality or analytics. These are only used with your prior consent, where legally required.

5. How and when is your data shared?

Your personal data is only shared where necessary to operate this website securely and efficiently, or where required by law.

Specifically, your data may be shared with the following categories of recipients:

- IT service providers who support the operation, security, and maintenance of this website;
- Hosting providers who ensure the availability of our web infrastructure.

These service providers are contractually bound to process your data exclusively on our behalf and in accordance with our instructions. They are required to implement appropriate technical and organisational measures to protect your personal data.

We do not sell or disclose your personal data to third parties for advertising or marketing purposes. Your data will only be transferred to public authorities or other third parties if we are legally obliged to do so or if this is necessary to detect, prevent, or respond to unlawful activities.

6. Is your data transmitted abroad?

If your personal data is also transmitted to third parties abroad, i.e., outside of Switzerland or the European Economic Area (EEA), they are obliged to comply with data protection to the same extent as we are. If the specific country does not have an adequate level of data protection, we will ensure that your personal data has an adequate level of data protection. In particular, we ensure this by concluding EU

Commission 'standard data protection clauses' with the companies concerned and/or through binding corporate rules (BCR) for the companies concerned, recognised by a European data protection authority, and, if necessary, further guarantees. If this is not possible, we base the data transfer on your explicit consent or the necessity of the transmission to fulfil a contract.

7. How is your data secured?

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse.

8. How long is your data stored for?

Server log data is stored only as long as necessary for security and operational purposes and is automatically deleted thereafter.

9. What are your rights?

You have the right to request access to your personal data, its rectification, deletion, restriction of processing, or data portability in accordance with applicable data protection laws. You may also object to processing based on legitimate interest.

To exercise your rights, please contact us at: info@onedsp.digital

10. How can you contact us?

You have different options when it comes to contacting us:

Email address: info@onedsp.digital

Postal address:

OneLog AG
c/o Ringier AG
Dufourstrasse 23
8008 Zurich

11. Changes to this privacy policy

We adapt this privacy policy to new or changing needs. The new version will be made available to you in a suitable place.

The current privacy policy published by us applies in each case.

Version 1.0
June 2025