

Privacy Policy

Author: Tim Dickinson<tim@adbalance.com>

The privacy of our users is of utmost importance here at AdBalance. This is the place to find out how we look after your privacy and what non-personally identifiable information we use to target our advertisements.

AdBalance Privacy Statement

Internet user privacy is of paramount importance to AdBalance. The success of our business depends upon our ability to maintain the trust of our users. Below is information regarding AdBalance's commitment to protect the privacy of users and ensure the integrity of the Internet.

Information collected in advertisement delivery

In the course of delivering an ad to you, AdBalance does not collect any personally identifiable information about you, such as your name, address, phone number or email address. AdBalance does, however, use a number of different ad serving solutions including [ValueClick Media](#), [Burst Media](#), [Casale Media](#) and [NetClick](#). We do not collect non-personally identifiable information about you, such as the server your computer is logged onto, your browser type (for example, Mozilla Firefox or Microsoft Internet Explorer), and whether you responded to the ad delivered. The non-personally identifiable information collected by AdBalance is for the purpose of targeting ads and measuring ad effectiveness on behalf of AdBalance's advertisers.

Third Party Advertising

We use [ValueClick Media](#) and other third-party advertising companies to serve ads when you visit our Web site. These companies may use information (not including your name, address, email address or telephone number) about your visits to this and other Web sites in order to provide advertisements on this site and other sites about goods and services that may be of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, please visit any of the network sites or the [Network Advertising Initiative](#)