

Outils de suivi utilisés au sein de TX Group

| Nom du produit | Fournisseur (pays) | But | Politique de confidentialité | Opt-out Link |
|---|---------------------------------------|---|---|---|
| Adsafe/protected | Integral Ad Science Inc. (US) | Advertising / Aderving | https://integralsads.com/privacy-policy/ | N/A |
| Adswizz SDK | Adswizz Inc. (US) | Advertising | https://www.adswizz.com/our-privacy-policy/ | https://www.adswizz.com/our-privacy-policy/ |
| APG/SGA | APG SGA AG (CH) | Advertising | https://www.apgsga-interaction.ch/de/meta/datenschutz/#interaction | N/A |
| AppNexus | Xandr Inc. (US) | Advertising | https://www.xandr.com/privacy/platform-privacy-policy/ | https://www.appnexus.com/en/company/platform-privacy-policy#choices |
| Appsflyer | Appsflyer (US) | Marketing / Mobile App Tracking & Automation / Range Measurement | https://www.appsflyer.com/services-privacy-policy | https://www.appsflyer.com/optout |
| AT Internet | AT Internet (FR) | Web Analytics | https://www.atinternet.com/en/company/data-protection/ | http://www.atinternet.com/en/company/data-protection/ |
| AWS Elastic Beanstalk | Amazon Web Services Inc. (US) | Performance Tracking | https://aws.amazon.com/privacy/ | N/A |
| Bing | Microsoft Corporation (US) | Advertising | https://privacy.microsoft.com/en-US/privacystatement | https://privacy.microsoft.com/de-de/privacystatement |
| Criteo | Criteo SA (FR) | Advertising | https://www.criteo.com/privacy/ | https://www.criteo.com/de/privacy/ ; https://www.criteo.com/privacy/disable-criteo-services-on-mobile-applications/ |
| Cxense | Cxense ASA (NOR) | Behavioral Tracking | https://www.cxense.com/about-us/platform-privacy-policy | https://www.cxense.com/about/privacy-policy |
| DoubleClick DFP & AdX | Google Inc. (US) | Marketing / Advertising / Aderving | https://policies.google.com/privacy/2hl=de | https://adssettings.google.com/authenticated?hl=de |
| eStat | Médiamétrie SA (FR) | Media Analytics | https://www.mediametrie.fr/en/management-cookies | http://www.mediametrie.fr/pages/cookies.php?page=194 |
| Facebook | Facebook Inc. (US) | Advertising / Marketing / Product Function & Development | https://www.facebook.com/full_data_use_policy | https://www.facebook.com/policy.php |
| Gigya | Gigya Inc. (US) | Technically necessary / Authentication & Registration | https://www.sap.com/corporate/en/legal/privacy.html | https://cop.evidon.com/companies/gigya |
| Google Ads | Google Inc. (US) | Aderving | https://policies.google.com/privacy/2hl=de | https://support.google.com/ads/answer/2662922?hl=en-GB |
| Google AdSense | Google Inc. (US) | Advertising | https://policies.google.com/privacy/2hl=de | https://support.google.com/ads/answer/2662922?hl=en-GB |
| Google AdWords | Google Inc. (US) | Advertising | https://policies.google.com/privacy/2hl=de | https://support.google.com/adwords/answer/7498247 |
| Google Analytics | Google Inc. (US) | Web Analytics / Aderving / Data Management Platform | https://policies.google.com/privacy/2hl=de | https://tools.google.com/dlpage/gaoptout?hl=en-GB |
| Google APIs | Google Inc. (US) | Performance Tracking / Product Function & Development | https://policies.google.com/privacy/2hl=de | N/A |
| Google Firebase | Google Inc. (US) | Marketing / Web Analytics / Product Function & Development | https://policies.google.com/privacy/2hl=de | N/A |
| Google IMA SDK | Google Inc. (US) | Advertising | https://policies.google.com/privacy/2hl=de | N/A |
| Google Optimize | Google Inc. (US) | A/B Testing | https://policies.google.com/privacy/2hl=de | https://support.google.com/analytics/answer/181881 |
| Google Syndication | Google Inc. (US) | Advertising | https://policies.google.com/privacy/2hl=de | N/A |
| Google Tag Manager | Google Inc. (US) | Tag Management / Product Function & Development | https://policies.google.com/privacy/2hl=de | N/A |
| Google Tag Services | Google Inc. (US) | Advertising | https://policies.google.com/privacy/2hl=de | N/A |
| Grapeshot | Grapeshot Inc. / Oracle Corp. (US) | Advertising / Contextual Targeting | https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html | https://cop.evidon.com/companies/grapeshot |
| Hotjar | HotJar (Malta) | Web Analytics | https://www.hotjar.com/legal/compliance/gdpr-commitment | https://www.hotjar.com/legal/compliance/opt-out |
| Instagram | Facebook Inc. (US) | Marketing / Advertising | https://www.facebook.com/full_data_use_policy | https://www.facebook.com/help/568137493302217 |
| Kissmetrics | Metrics Enterprises Inc. (US) | Behavioral Tracking | https://signin.kissmetrics.com/privacy/ | https://www.kissmetrics.com/user-privacy |
| KruX / Salesforce DMP / Audience Studio | Salesforce (US) | Advertising / Aderving / Data Management Platform | https://www.salesforce.com/products/marketing-cloud/sfmc/audience-studio-privacy/ | https://www.salesforce.com/products/marketing-cloud/sfmc/salesforce-dmp-consumer-choice/ |
| Lokalise | Lokalise Inc. (US) | Product Function & Development / Localization & Translation | https://lokalise.com/privacy | N/A |
| matelso MRS | matelso GmbH (DE) | Phone Marketing Service | https://www.matelso.com/de/privacy-statement | N/A |
| m-pathy | m-pathy GmbH (DE) | Behavioral Tracking | https://www.m-pathy.com/de/datenschutz/ | N/A |
| NET-Metrix | NET-Metrix AG (CH) | Web Tracking / Statistics / Range Measurement | https://www.net-metrix.ch/sites/default/files/files/Vertragsdokumente_de/Datenschutzerklaerung%620NET-Metrix.pdf | https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung |
| OneSignal | OneSignal Inc. (US) | Traffic Growth / Push Notifications | https://onesignal.com/privacy-policy | https://onesignal.com/privacy-policy |
| Parse.ly | Parse.ly Inc. (US) | Product Function & Development / Web Analytics | https://www.parse.ly/privacy-policy | https://srv.config.parse.ly/com/optout |
| Pingdom | Solarwinds (US) | Web Performance Management | https://www.solarwinds.com/general-data-protection-regulation-cloud | N/A |
| Piwik Analytics | Matomo (Open Source Anwendung) | Web Analytics | https://matomo.org/privacy-policy/ | https://matomo.org/privacy-policy/ |
| Plumbr | Plumbr (Estland) | Performance Tracking | https://plumbr.io/terms-of-service | N/A |
| Polyfill.io | Financial Times Ltd. (UK) | Product Function & Development | https://polyfill.io/v3/privacy-policy/ | N/A |
| Scarab Research | Scarab Research Inc. (Ungarn) | Marketing | https://www.scarabresearch.com/privacy/ | https://www.scarabresearch.com/privacy/ |
| ScorecardResearch | Full Circle Studies Inc. (US) | Web Tracking / Statistics / Range Measurement | https://www.scorecardresearch.com/privacy.aspx?newlanguage=1 | https://www.scorecardresearch.com/preferences.aspx?newlanguage=1 |
| Segment.com | Segment.io Inc. (US) | Web Analytics | https://segment.com/docs/legal/privacy/ | N/A |
| Spoteffects | XAD spoteffects GmbH (DE) | Advertising Analytics | https://www.spoteffects.com/footer/imprint/#c920 | N/A |
| Sumo | Sumo Group Inc. (US) | Traffic Growth | https://help.sumo.com/hc/en-us/articles/218958727-Privacy-Policy | https://help.sumo.com/hc/en-us/articles/218958727-Privacy-Policy |
| Teads | Teads Inc. (US) | Advertising | https://www.teads.com/privacy-policy/ | http://www.youronlinechoices.com/uk/your-ad-choices |
| Twitter | Twitter Inc. (US) | Advertising / Marketing / Product Function & Development | https://twitter.com/en/privacy | https://optout.aboutads.info/ |
| TX Group TDA | TX Group SA (CH) | Web Analytics / Aderving / Data Management Platform | https://tx.group/de/rechtliche-hinweise | https://tx.group/fr/declaration/donneesutilisation |
| Wemfbx | NET-Metrix AG (CH) | Web Tracking / Statistics / Range Measurement | https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung | https://www.net-metrix.ch/ueber-uns/datenschutzerklaerung |
| Xilinius | Xilinius (FR) | Product Function & Development | N/A | N/A |
| YUSP | Gravity Research and Development Zrt. | Behavioural Tracking / Product Function & Development / Advertising | https://api.worldgravity.com/static/optout.html | https://api.worldgravity.com/static/optout.html |