



Previous Sift Website Privacy Notice

Last Updated: May 18, 2018

PART I. GENERAL INFORMATION

Our commitment to privacy

Sift Science, Inc. ("**Sift**") provides digital trust products and services to online businesses (our "**Customers**") to help them detect and address fraud and other malicious behavior on their digital properties.

This Website Privacy Notice ("**Notice**") explains how we collect, share and use personal information about you as a visitor to our website (www.sift.com) and its sub-domains (the "**Website**") and in connection with our sales and marketing efforts. We also explain how you can exercise your privacy rights.

This Notice does not describe our collection and use of personal information within Sift's digital trust products and services. For that information, please see our [Service Privacy Notice](#). In that document, we provide information about how we process personal information in connection with our products and services, including information that Customers may collect about your activities on their properties and then share with us for analysis.

Quick Links

We recommend that you read this Notice in full. However, if you only want to access a particular section, then you can click on the relevant link to jump to that section.

- [PART I. GENERAL INFORMATION](#)
- [PART II. WHAT WE COLLECT AND HOW WE USE IT](#)
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- [PART IV. ADDITIONAL INFORMATION FOR EEA RESIDENTS](#)
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PART II. WHAT WE COLLECT AND HOW WE USE IT

Information we collect through our Website

We may collect the following types of information about you on our Website:

This website uses cookies and other tracking technologies for analytics, personalization, advertising and to ensure certain functionality. [Click here](#) to learn more or change your cookie settings. By continuing to browse, you agree to Sift's use of cookies.

Certain parts of our Website allow you to provide personal information voluntarily. If you contact us to learn more about the Sift Service, we will collect personal information about you (such as full name, email address, country, phone number) so we can fulfill your request. You may also provide information about your employer, such as company name, URL, country, fraud-related information, and company size.

We will use the information you provide voluntarily:

- To provide you with sales and marketing information you requested, such as an eBook or whitepaper;
- To enroll you in a webinar;
- To inform you of relevant Sift events in your area; and,
- For other business purposes that allow Sift to generate better Website content, such as identifying and analyzing usage trends.

Information that we collect automatically when you use the Website

When you visit our Website, Sift, like most website owners, collects certain information related to your device, such as your device's IP address, referring website, what Sift pages your device visited, device type, browser type, broad geographic location (e.g. country or city-level location), and the time that you visited our Website. We may use cookies, pixel tags, web beacons, embedded web links and similar technologies to help us collect information automatically. You can choose to opt out of certain collection technologies (such as cookies) but then might not be able to take advantage of many of the features of our site. For more information on our use of cookies, including how to change your cookie preferences, please see our [Cookie Notice](#).

We will use the information we collect automatically:

- To administer our Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- To understand how our Website is used and to improve our Website to ensure that content is presented in the most effective manner for you and your computer;
- To provide advertising to you on third party sites, based on our browsing activities on the Website; and,
- As part of our efforts to keep our Website safe and secure.

Sift does not collect information about your online activities across different web sites, over time. Accordingly, Sift does not currently respond to "do not track" browser requests.

Sharing and disclosure of information to third parties

We may share and disclose information about you in the following circumstances:

Vendors, consultants and other service providers

This website uses cookies and other tracking technologies for analytics, personalisation, advertising and to enable certain functionality. [Click here](#) to learn more or change your cookie settings. By continuing to browse, you agree to Sift's use of cookies.

We may use third party vendors, consultants and other service providers to help us with any of the collection and processing activities described in this Notice. Those providers work on our behalf, as instructed by Sift. For example, we may use providers to deliver online and offline marketing communications that we think will interest you. We may also share minimal personal information with select third-party vendors for data enrichment purposes. For example, our vendors may provide us with publicly available information about you or your company when you download a whitepaper.

Prior to sharing data with a provider, Sift assesses the provider's controls to ensure the data is correctly processed and adequately protected. Sift requires that any information disclosed to a provider is used only to provide services to Sift and only as allowed by applicable law.

Compliance with laws

We may disclose your information to any competent law enforcement body, regulator, government agency court or other third party where we believe disclosure is necessary (1) as a matter of applicable law or regulation; (2) to exercise, establish or defend our legal rights; or (3) to protect your vital interests or those of any other person.

Corporate Affiliates and Transactions

We may provide your information to our affiliates (meaning any subsidiary, parent company or company under common control with Sift). Our affiliates will use your information only as described in this Notice.

Potential acquirers of our business

If Sift is involved in a merger, acquisition or sale of all or a portion of its assets, your information may be shared or transferred as part of that transaction, as permitted by law. Note that any buyer will be informed that they should use your information only for the purposes disclosed in this Notice.

Security safeguards

We use appropriate technical and organizational security measures to protect personal information against unauthorized access, disclosure, alteration, and destruction. However, please note that no Internet transmission can ever be guaranteed 100% secure, and so we encourage you to take care when disclosing personal information online and to use readily available tools, such as Internet firewalls, secure e-mail and similar technologies to protect yourself online.

For the latest information about the controls we have in place to safeguard personal information, view our [Security and Privacy Overview](#).

PART III. YOUR PRIVACY

Update and access to your information

This website uses cookies and other tracking technologies for analytics, personalisation, advertising and to enable certain functionality. [Click here](#) to learn more or change your cookie settings. By continuing to browse, you agree to Sift's use of cookies.

You may request access to your information to review, modify or request deletion of any personal information we process about you. We will review your request and will respond in accordance with our standard policies and applicable data protection laws. To protect your privacy and security, we take reasonable steps to verify the requestor's identity before processing rights requests.

Unsubscribe from our mailing list

You may at any time ask us to stop sending marketing communications to you, including by visiting [this link](#) or clicking "Unsubscribe" in any marketing e-mail communications we send you. If you have any questions relating to the "Unsubscribe" process, please let us know via the contact details set out below.

PART IV. ADDITIONAL INFORMATION FOR EEA RESIDENTS

This section applies to you if you are accessing the Website from the European Economic Area (EEA).

Your Privacy Rights

Objecting to processing of, or requesting restriction or portability of, personal information

In addition to the above rights described in Part III, if you are a resident of the EEA, you can object to processing of your personal information, ask us to restrict processing of your personal information or, if applicable, request the portability of your personal information. You can send an email to privacy@sift.com to exercise these rights.

Right to complain to a data protection authority

If you are a resident in the EEA, you have the legal right to complain to a data protection authorities in the EEA about Sift's collection and use of their personal information. For more information, please contact your local data protection authority. Contact details for data protection authorities in the EEA are available [here](#).

Processing of information in the U.S.

While you may access the Website from outside of the United States, information collected via the Website is transferred to and hosted on Sift's servers in the United States. Additionally, Sift may use third-party service providers and partners in the United States and globally. The United States has data protection laws that are different than the laws of your country. However, we have taken appropriate safeguards to require that your personal information will remain protected in accordance with this Notice.

EU-US and Swiss-US Privacy Shield Frameworks

With respect to personal information collected in the EEA, when that personal information is transferred to our servers in the United States for processing, we comply with the EU-US and Swiss-US Privacy Shield Frameworks as set forth by the US Department of Commerce. Please see our [Privacy Shield Notice](#) to learn more. By continuing to browse, you agree to Sift's use of cookies.

If there is any conflict between the terms in this Notice and the Privacy Shield Principles (as set out in the Privacy Shield Frameworks), the Privacy Shield Principles will govern.

Legal Basis

With respect to personal information collected in the EEA, we typically rely on our legitimate business interests to process that personal information for the purposes described in this Notice. Our legitimate interests include: (1) improving our Website; (2) marketing our service; and (3) measuring the effectiveness of our Website and marketing and promotional campaigns. In some cases, we may rely on another legal basis, such as consent, to collect personal information from you. We will make this clear at the time of collection.

Data retention

We retain personal information we collect from you where we have an ongoing legitimate business need to do so (for example, to continue to provide you with marketing materials so long as you have not opted out). While retaining the data, we will securely store your personal information and ensure third-parties use strong security safeguards. Over time, Sift may no longer have an ongoing legitimate business need to process your personal information. At that time, we will either delete the data or anonymize it.

PART V. OTHER IMPORTANT INFORMATION

Other websites

Please be aware that we are not responsible for the privacy practices of other websites that are linked to from our Website. We encourage our visitors to be aware when they leave our Website and to read the privacy statements or policies of each and every website that they visit.

Changes to this Notice

We may revise this Notice in response to changing legal, technical, or business developments. If we do so, we will update the "Last Updated" date above. The most current version of this Notice will govern Sift's use of your personal information. When we update this Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make.

PART VI. HOW YOU CAN CONTACT SIFT

You can contact Sift and its Privacy Officer with any questions or comments about this Notice or our privacy practices by email at privacy@sift.com or in writing to:

This website uses cookies and other tracking technologies for analytics, personalisation, advertising and to enable certain functionality. [Click here](#) to learn more.

Sift Science, change your cookie settings. By continuing to browse, you agree to Sift's use of cookies.

Attn: Privacy Officer

123 Mission Street, 20th Floor
San Francisco, CA 94105

Privacy Resources

[Service Privacy Policy](#)

[Privacy Shield Notice](#)

[Security and Privacy Overview](#)

[Sift Compliance Center](#)

[Terms of Service](#)

COMPANY

- ABOUT US
- CAREERS
- CONTACT US
- NEWS & PRESS
- PARTNER WITH US
- BLOG

DEVELOPERS

- OVERVIEW
- APIS
- CLIENT LIBRARIES
- INTEGRATION GUIDES
- TUTORIALS
- ENGINEERING BLOG

SUPPORT

- HELP CENTER
- CONTACT SUPPORT
- SYSTEM STATUS
- TRUST & SAFETY EDU

SOCIAL

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Our newsletter delivers industry trends, insights, and more.

Email Address

Email

SUBSCRIBE

You can unsubscribe at any time. Please see our [Website Privacy Notice](#).

If you are using a screen reader and are having problems using this website, please email support@sift.com for assistance.

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PRIVACY & TERMS