

Opt Out

Ad choices

Quantcast is a participant in both the Digital Advertising Alliance (DAA) and the European Interactive Digital Advertising Alliance (EDAA) and is committed to ensuring the data we analyze is fairly collected and used. We understand people are concerned about privacy, and we believe unwaveringly that consumers are entitled to both notice and choice across all interactive media platforms. Only through transparency can we all make informed choices.

Our Top Tenets

1. We believe in notice and choice.
2. We believe all consumers should be equipped with the information necessary to make choices.
3. We do not need to know, or want to know, consumers' identities. Our business is specifically designed to never need to know who you are, and our Terms of Service explicitly forbid any partner to send us directly identifying information (sometimes called personally identifiable information or PII).

What exactly is PII?

PII is information that identifies you directly, like your name, your mobile phone number, your face or your email address.

Again, we don't use it.