



# Cheetah Digital Global Anti-Spam Policy

**Updated: February 27, 2017**

This Global Anti-Spam Policy (“Policy”) applies to Cheetah Digital (“we”, “us“ and “our”) and to the privacy practices relating to our cloud-based message delivery, data management and cross-channel marketing services.

This Policy addresses our firm commitment to your privacy and to not providing software or services used for sending unsolicited commercial electronic messages (‘spam’).

- To learn more about our online and services related privacy practices, including how we collect, use, share and secure personal information, please refer to the [Website and Digital Tracking Policy](#).
- For user-recipients of our corporate or client electronic messages, please refer to the [Receiving Messages from Our Clients guide](#).

## Compliance with our Global Anti-Spam Policy

As a global permission-based service provider, we endeavor to uphold the privacy, deliverability, and marketing best practice principles promoted by international associations and industry coalitions, including: the Email Sender and Provider Coalition (ESPC); the Direct Marketing Association (DMA) and Email Experience Council; the Mobile Marketing Association (MMA); the Certified Senders Alliance (CSO) and SignalSpam.

In addition to being required to abide by all applicable laws, rules, court orders, and privacy regulations, our clients agree to never send spam of any kind using our platforms (“applicable law”). This principle forms the foundational covenant of trust among us, all of our clients, their customers, and our Internet service provider partners in the digital ecosystem.

We define ‘spam’ as any electronic message that is not transactional or factual, and that is sent to a recipient without prior express (opt-in) consent or implied consent through a direct business relationship. This is in line with the highest level of consumer privacy rights and expectations around the world and the industry best practices we support.

Clients using our services are therefore prohibited from onboarding rented or purchased email lists, appended email addresses, or any other electronic address obtained in ways that do not satisfy these consent thresholds or otherwise violate individuals’ privacy rights. We offer our email clients confirmed opt-in and retargeting solutions to help them verify interest and reengage customers through other channels so as to minimize complaints and foster trust.

Any client violation of these principles is subject to client review, service suspension or termination pursuant to its contractual agreement, as well as potential legal action.

- If you believe you have received an unsolicited message from Cheetah Digital on behalf of any of our clients, please send an email (preferably with the reported email violation included or attached with the ‘full sender header’) to: [contactus@cheetahdigital.com](mailto:contactus@cheetahdigital.com).
- If you have a question about whether an email you received was a legitimate e-mail from Cheetah Digital or one of our clients, please refer to the “Receiving Messages from Our Clients” guide.

## International Services

As a global marketing services provider, we maintain servers and offices around the world, including in the



United States. For more information on our international data transfer practices please see our [Website and Digital Tracking Policy](#).

## **Notification of Changes to This Policy**

We reserve the right to modify this Policy at any time. If we make material changes to these statements, we will notify you on this page.

## **Contact Us**

Please direct any questions or comments regarding our anti-spam practices to us at:

Cheetah Digital Head Office

Attention: Privacy

29 Broadway, Level 6

New York, NY 10006

Phone: 212-863-4600

Email: [contactus@cheetahdigital.com](mailto:contactus@cheetahdigital.com)

Or use this online form: <https://www.cheetahdigital.com/contact>