

SPOTIFY AD ANALYTICS

Data Privacy Practices

Data privacy and security are top priorities at Spotify as we maintain our trusted relationships with hundreds of brands, agencies, and publishers in the audio ecosystem.

Who we are — Spotify Ad Analytics, a service of Spotify USA Inc.

Our address – 4 World Trade Center, 150 Greenwich Street, New York, NY, 10007

[Our Terms of Service](#)

[Our Privacy Policy](#)

[Our DPA](#)

Overview

Historically, answering the question “is this working” has been difficult for audio advertisers. Sponsors have traditionally relied on vanity URLs and promo codes, which at best capture a portion of the overall traffic when folks forget what landing page they were supposed to visit or the specific promo code to use.

Enter Spotify Ad Analytics: an attribution service that helps advertisers assess the effectiveness of their audio campaigns. By integrating download data with a pixel placed on a brand’s website, Spotify Ad Analytics is able to match both site visits and conversion metrics with a download. The data is then relayed to a real-time dashboard to create a comprehensive picture of campaign performance, allowing advertisers and publishers line of sight into performance by generating the equivalent of a click-through rate for audio placements.

Privacy Laws

Spotify Ad Analytics is committed to meeting all legal compliance requirements such as GDPR, CCPA and those requirements in all relevant legal jurisdictions. When collecting Brand-side, or Pixel data, Spotify shall operate as a Controller under GDPR / Third-Party under CCPA, and when collecting Publisher-side, or Download data, Spotify shall operate as a Processor under GDPR / Service Provider under CCPA. Please review our [Privacy Policy](#) and [DPA](#) for more details.

Spotify Ad Analytics only provides data in an aggregated, anonymized format. No demographic information from listeners is collected other than approximate location at time of impression. Spotify Ad Analytics is not able, and does not intend to track any individuals from the data collected.

Brand-side Data Collected by Spotify Ad Analytics:

- ✓ IP Address
- ✓ User Agent
- ✓ Timestamp
- ✓ Events - such as Page View, Lead and Purchase, based on brand implementation

Publisher-side Data Collected by Spotify Ad Analytics:

- ✓ IP Address
- ✓ User Agent
- ✓ Timestamp
- ✓ Episode Information

Your **Privacy Policy** should include something like:

Subject to applicable law, we may share with third parties, such as service providers, to allow them to collect directly aggregated or other information that is not reasonably linkable to you personally. We may also share or authorize the collection of such information by sponsors or their agencies to help them measure the impact of their sponsorship campaigns.

Please ensure that you are following our [Terms of Service](#) when any data is sent to Spotify Ad Analytics.

Want to learn more?

Reach out to us at privacy-adanalytics@spotify.com

