

SPOTIFY AD ANALYTICS

Security 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

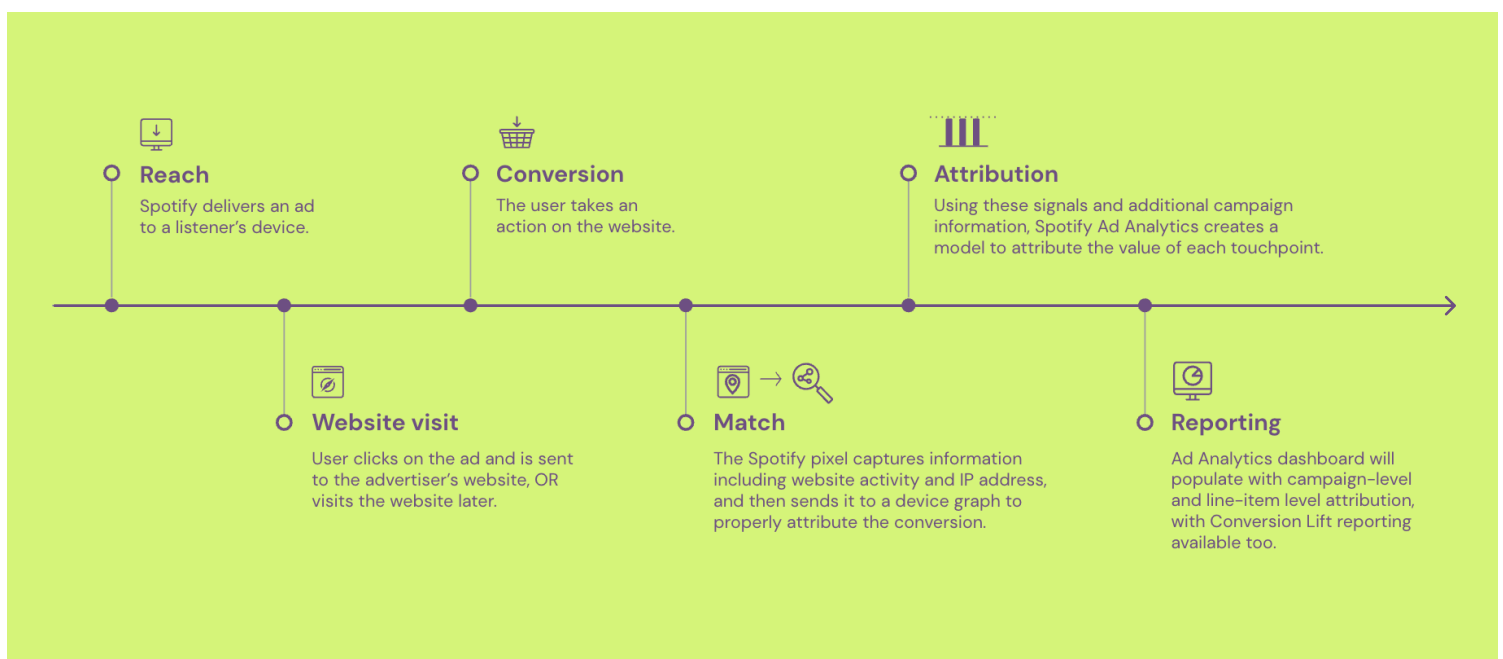
[Our Terms of Service](#)

[Our Privacy Policy](#)

[Our DPA](#)

How Spotify Ad Analytics works:

Please review the following key details about how the Spotify Ad Analytics service works:



Data Collection

All data is stored and processed on Spotify Ad Analytics servers hosted by **Google Cloud Platform** in their US data centers. Data is encrypted at rest and in transit.

When you run a campaign with Spotify Ad Analytics, we will process data collected from:

- ✔ **Audio downloads** containing the campaign's advertisements
- ✔ **Website interactions** where the Spotify Ad Analytics Pixel has been installed
- ✔ **Mobile interactions** where a mobile measurement partner's integration has been enabled

The Spotify Ad Analytics JavaScript SDK sets a lightweight first-party cookie named “__spdt” to assist with deduplication and matching of events.

Spotify Ad Analytics complies with opt-outs and data access requirements per our [Privacy Policy](#).

Data Retention

- **Brand data** is retained for 13 months
- **Publisher data** is retained for 25 months

After the retention period, data is deleted. Data can also be deleted or accessed upon request by contacting privacy-adanalytics@spotify.com.

Third Party Providers

Spotify Ad Analytics uses a third party, Tapad, to improve the quality of attribution matching. Tapad receives only unique IP addresses - no other information is shared. Tapad does not use this information to improve any of their products.

Spotify Ad Analytics uses third parties, **Nielsen** and **Experian**, to enhance understanding of the IP addresses being measured. These third parties receive only unique IP addresses or an ID derived from IP addresses – no other information is shared. These third parties do not use this information to improve any of their products.

For clarity, across all our third party relationships, no publisher or brand is identified in the data shared.

Spotify Employees

All Spotify employees undergo background checks, are subject to confidentiality requirements, and work from company-issued devices with device management software active. Multi-factor authentication is required and screen lock timers are enforced.

Within Spotify, access to customer data is restricted by IAM access control policies to senior engineering staff and those with a specific need to access.

Spotify Ad Analytics servers and managed services are updated regularly with patches and security updates.

Spotify Ad Analytics has completed a penetration test as of August 2022. Spotify Ad Analytics does not currently carry any SOC certifications.

Want to learn more?

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

