



# Our Approach to Data Privacy



All of the data we collect is permission-based, ethically-sourced and GDPR and CCPA compliant. Consumers choose to opt in and can opt out at any time.

## How We Gather Our Data



### MOBILE

Our SDK (software development kit) is integrated with over 1000 mobile app partners that give us insights to people such as device type, device ID, country, language and more.



### ONLINE

We have strategic partnerships with thousands of sites that provide consumer opted in permission based data such as email, name, apps and postal.



### OFFLINE

We map our mobile and online profiles to hundreds of offline consumer touchpoints such as demographics, purchase behavior, and postal.



### B2B Email

We have over 80 million B2B email records such as job titles, company, address and phone number.

## Privacy in Data Collection

We only collect information that does not reveal a consumer's PII. The email, mobile and postal data we collect is constantly scrutinized by our privacy team to ensure its privacy is upheld. We work with the largest data companies in the world, i.e. Acxiom, InfoGroup, Google, to validate and audit these privacy requirements.

## Stringent Internal Data Governance Policies

- + Only a small number of authorized members of our data operations team have access to our database.
- + Any data provided to us for POS matchback reporting is used for reporting purposes only. These customer data files are not ingested into our database and are deleted as soon as campaign reporting is complete.

## Our Data is Backed by the Highest Industry Standards

- + GDPR compliance: our data is GDPR compliant to ensure European consumer's personal information is protected and to provide them with transparency in how their data is being used.
- + CCPA compliance: we are fully compliant with the California Consumer Privacy Act (CCPA) which will go into effect on January 1, 2020. This includes specific disclosures and opt-out rights for California residents.
- + Digital Advertising Alliance: we are members of the [DAA](#), a leading industry organization dedicated to enforcing responsible privacy practices, providing consumers with enhanced transparency and control over how their data is collected online and enables them to opt out of targeted advertising.