

## AnalyticsIQ Privacy Policy

### 1. INTRODUCTION

This **AnalyticsIQ Privacy Policy** (also referred to as the '**Privacy Policy**') informs consumers ('**you**') on the collection, use, sharing, and selling (collectively referred to as '**processing**' or '**process**') of your personal information in connection with AnalyticsIQ's services. This Privacy Policy also explains your privacy rights in relation to these processing activities.

This Privacy Policy was last updated on May 6, 2020. However, the Privacy Policy can change over time, for example, to comply with legal requirements or to meet changing business needs. We reserve the right, at our sole discretion, to change, modify, add, remove, or otherwise revise portions of this Privacy Policy at any time. We encourage you to check the Privacy Policy frequently to learn of any changes. If we change the Privacy Policy in a material way, we will provide appropriate notice to you.

### 2. SCOPE

As used in this Privacy Policy, 'personal information' means information that identifies or is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with you or your household. This personal information includes the following categories:

- **Identifiers/Contact Information:** These include your name, postal and email address, phone number, and unique identifiers that may identify your device or browser but not you by name.
- **Commercial Information:** Your purchase history, and goods and service preferences, including payment information.
- **Professional or Employment Information.**
- **Education information.**
- **Protected Classifications:** These include your race, religion, and gender.
- **Inferences:** The inferences that we draw from the above categories of Personal Information and web activity to create a personalized profile so we can better identify goods and services that may be of interest.

The Privacy Policy applies to AnalyticsIQ's processing of personal information. This data is provided to AnalyticsIQ by our third-party data suppliers to enable our customers and partners to market products and services to consumers.

The Privacy Policy does **not apply** to the following activities:

- **Information collected by AnalyticsIQ customers.** Our customers are responsible for their own personal information collection practices and may use this information for marketing and other purposes. To find out more about our customers' use of personal information, you are encouraged to review that company's privacy policy. Please consult that company if you have any further questions about its use of personal information.
- **Data collected from AnalyticsIQ's websites.** For information about AnalyticsIQ's processing activities with regard to your personal information collected on AnalyticsIQ websites and applications please refer to our website at <https://analytics-iq.com/privacy-policy>. AnalyticsIQ uses the personal information that we collect through our websites and applications to market our own services.

### 3. INFORMATION WE COLLECT

AnalyticsIQ may process personal information, including information from publicly available sources or third-party data providers.

#### **Information Collected Offline**

AnalyticsIQ obtains personal information from its offline partners and other third parties who may not have a direct relationship with you, and who may collect information from you or from other offline sources, including from data brokers and government entities.

Personal information that can **directly** identify you may include, for example:

- Name and physical address, email addresses, and telephone numbers;
- Demographic attributes, when tied to other information that identifies you;
- Company data such as the name, size and location of the company you work for and your role within the company;
- Data from marketing opt-in lists, consumer surveys, or publicly available information;
- Derived latitude/longitude from a physical address.

#### **Information Collected from Inferences**

We may draw **inferences** about you from the personal information described above. We use these inferences in Audience Segments or Profiles that AnalyticsIQ provides to our customers and partners:

- **Audience Segments** are a specific group of consumers that are likely to share a common behavior, preference, or lifestyle used for direct marketing by our customers.
  - *Example: You are likely in-market for a new mini-van so you are in the AnalyticsIQ Audience Segment for “In-Market for a Mini-Van”*
- **Profiles** are a set of attributes about a specific consumer or device, or a set of multiple consumers or devices sharing common attributes used for marketing by our customers.
  - *Example: age bracket 25-45; children in the home; enjoys family cruises; in-market for new mini-van*

#### 4. HOW DO WE USE YOUR PERSONAL INFORMATION?

We use personal information to help enable AnalyticsIQ’s customers and partners to market products and services to you via offline and online marketing activities. More specifically, AnalyticsIQ can process personal information:

- i. **For advertising** on behalf of our AnalyticsIQ customers.
  - *Example: A marketing professional working for an auto company wants to market the company’s new mini-van to a specific group of individuals (also known as an **audience**) that may be interested in the vehicle. The marketing professional uses AnalyticsIQ to create an audience likely to be in-market for a new mini-van who are also parents to young children. If you are in the audience, you may subsequently see advertisements for the mini-van, such as direct mail piece or an online ad.*
- ii. **To enable our AnalyticsIQ customers to personalize their products** and services, including site optimization, email personalization, and dynamic marketing and advertising optimization.
  - *Example: If you are in AnalyticsIQ’s predictive audience segment for those who are likely to be in-market for a new mini-van, when you visit an auto company’s website, the auto company may display messaging on their website or in a display ad that highlights their new mini-van model.*
- iii. **For creating modelled audiences** for AnalyticsIQ customers’ products and services.
  - *Example: A marketing professional working for an automotive company wants to find new potential customers who are likely to be interested in purchasing a new mini-van. AnalyticsIQ can help the auto company by identifying key characteristics between the*

*Profiles of those who have recently purchased a new mini-van and other Profiles where a similar interest can be inferred based on these characteristics.*

- iv. **For campaign measurement**, analytics, and development of insights on behalf of our AnalyticsIQ customers.
  - *Example: A marketing professional working for an automotive company wants to better understand if the company's marketing campaign for a new mini-van model led to an increase in their vehicle sales among new parents. The marketing professional appends AnalyticsIQ audience segment of "new parents" to their conversion data to understand how many new parents were among those who purchased the mini-van model.*
  
- v. **To enable AnalyticsIQ customers and partners to connect your Audience Segments** across the various browsers and/or devices you may use for the purposes described in this section.
  - *Example: You use several devices (your desktop, smartphone, and tablet) to browse the web. Using your web activity and user-supplied login information, AnalyticsIQ's onboarding and linkage partners have indicated that you are likely the same user across those same devices. An automotive company is now able to display mini-van offers to you (via a de-identified cookie ID or mobile ad ID, for example) on these different devices by targeting AnalyticsIQ's Audience Segments.*

We use personal information for the business purpose of complying with applicable laws and regulations and to operate our business.

## **5. WHEN AND HOW DO WE SHARE YOUR PERSONAL INFORMATION?**

### **Selling to Third Parties**

We may sell personal information to the following categories of third parties for a commercial purpose:

- AnalyticsIQ customers and partners, such as marketers, ad agencies, onboarders, web publishers, connected TV providers, demand side platforms, data management platforms, supply-side platforms and social media networks; and

### **Sharing with Third Parties**

We may share personal information with the following third parties for business purpose:

- Third-party service providers as necessary to perform AnalyticsIQ services on behalf of AnalyticsIQ.

When third parties are given access to personal information, we will take appropriate contractual, technical and organizational measures designed to ensure that personal information is processed only to the extent that such processing is necessary, consistent with this Privacy Policy and in accordance with applicable laws.

## **6. HOW IS PERSONAL INFORMATION SECURED?**

AnalyticsIQ has implemented technical, physical, and organizational measures designed to protect personal information against accidental or unlawful destruction or accidental loss, damage, alteration, unauthorized disclosure or access, as well as all other forms of unlawful processing. However, no set of security safeguards is completely effective against all threats, and we cannot guarantee the security of personal information that we collect.

## **7. DOES ANALYTICSIQ COLLECT PERSONAL INFORMATION FROM CHILDREN?**

We do not intentionally collect or share personal information of children under 18 years of age. Further, we prohibit our AnalyticsIQ partners from providing AnalyticsIQ with personal information from sites directed to children under the age of 18 or from consumers whose age these companies know to be under the age of 18.

## **8. WHAT ARE YOUR PRIVACY RIGHTS?**

Consistent with applicable laws and regulations, AnalyticsIQ offers multiple ways for you to opt-out of third party sharing and object to our use of personal information:

- AnalyticsIQ Marketing Cookie Opt-out
  - *We use Google tools for our own company's site analysis, personalization and ad retargeting purposes. Control your third-party cookie settings, including Google permissions, by heading to the Digital Advertising Alliance's Consumer Choice Tool [located here](#).*
- AnalyticsIQ Company Emails Opt-out
  - *To opt-out of communications directly from AnalyticsIQ, click "unsubscribe" on our marketing communications, or email [info@analytics-iq.com](mailto:info@analytics-iq.com) with the subject line 'Opt-Out'.*
- AnalyticsIQ Marketing Database Opt-out and/or Deletion Request
  - *Any consumer may choose to opt-out of any future sales of their information from our marketing database. Any consumer may also choose to have us delete from our marketing database the*

*information we have collected about them. To submit your request, provide the required information through [the One Trust portal linked here](#). As needed, AnalyticsIQ may request additional information from you to verify your identity.*

Please note that if you opt out or request deletion, you may still temporarily see advertising from AnalyticsIQ's customers based on their targeting of our Audience Segments from campaigns that are already underway. However, you will be deleted or opted-out of all future advertising campaigns from customers that use our marketing data.

## **9. YOUR CALIFORNIA CONSUMER PRIVACY ACT (CCPA) RIGHTS**

### **Categories of Personal Information Sold**

In the last 12 months, AnalyticsIQ has sold the following categories of Personal Information:

- *Identifiers/Contact Information*
- *Protected Classifications*
- *Professional and Education Information*
- *Commercial Information*
- *Inferences*

All of the above categories of personal information were sold to the following categories of third parties:

- *Data brokers, Financial Services Companies, Non-profit organizations, Educational Companies and Organizations, Travel and Leisure Companies, Advertising Companies, Retail Companies, Marketing and Research Companies, Food and Beverage Companies, Business Services Companies, Computer Software and Technology Companies, Insurance Companies, Health Wellness and Health Product Companies, and other Data Companies including Digital Platforms*

We do not knowingly sell Personal Information about persons under the age of 16.

### **Categories of Personal Information Disclosed**

In the last 12 months, AnalyticsIQ has disclosed the following categories of Personal Information for a business purpose (such as with our service providers who are restricted from using your Personal Information outside the scope of their services for AnalyticsIQ):

- *Identifiers/Contact information*
- *Protected Classifications*
- *Professional and Education Information*
- *Commercial Information*
- *Inferences*

All of the above categories of personal information were disclosed to the following categories of third parties:

- *Data brokers, Financial Services Companies, Non-profit organizations, Educational Companies and Organizations, Data Onboarding Companies, Government Agencies, Data Anonymization Companies, Third Party Data Processors, Advertising Companies, Retail Companies, Marketing and Research Companies, Food and Beverage Companies, Business Services Companies, Computer Software and Technology Companies, Insurance Companies, Health Wellness and Health Product Companies, and other Data Companies including Digital Platforms*

### **Rights Requests**

If you are a California resident, you may request that we:

1. **Request**, up to two times per year, that we disclose to you the following information covering the 12 months preceding your request:

- the categories and specific pieces of Personal Information that we collected about you in the preceding 12 months, the business purpose for such collection, and corresponding categories of sources from which we collected the information,
- the categories of Personal Information, and the categories of third parties to whom we disclosed your Personal Information in the preceding 12 months, and the business or commercial purpose for such disclosure,
- the categories of Personal Information and the categories of third parties to whom we sold your Personal Information in the preceding 12 months, and the commercial purpose for such sale.

To request access to your information, please fill in the One Trust request form [linked here](#). AnalyticsIQ only processes offline data on residents within the United States. We cannot provide information that is collected and maintained by our customers. If you have questions in regards to that information, AnalyticsIQ recommends that you contact that company directly.

2. **Delete personal information** we collected from you. Note that we may retain personal information that is subject to a deletion request for legally permitted purposes, such as to detect and protect against fraudulent and illegal activity, to exercise our rights, for our internal purposes, or to comply with a legal obligation. To take advantage of your deletion right, please visit this [link](#).

3. **Opt-out** of any future sale of personal information (see Section 8). You can also select the “Do Not Sell My Personal Information” link in the footer of our website pages. We will comply with your opt-out request within 15 business days.

We may request certain information to verify your identity before we can respond to your request. We value your privacy and will not discriminate in response to your exercise of your privacy rights. AnalyticsIQ will confirm receipt of your access or deletion request within 10 business days and will respond to your request within 45 calendar days, after proper verification, unless we need additional time, in which case we will let you know. We will respond to your request consistent with applicable law.

### **Agent Requests**

You may authorize another person to make a privacy rights request on your behalf (an “authorized agent”). Authorized agents will need to demonstrate (1) that you’ve authorized them to act on your behalf and that they are registered with the California Secretary of State to conduct business in California or (2) that you have provided the authorized agent with power of attorney pursuant to applicable probate law. AnalyticsIQ retains the right to request confirmation directly from you verifying your identity and confirming that the agent is authorized to make such a request. An authorized agent is prohibited from using a consumer’s personal information, or any information collected from or about the consumer, for any purpose other than to fulfill the consumer’s requests, for verification, or for fraud prevention.

## **10. HOW TO CONTACT ANALYTICSIQ IF YOU HAVE QUESTIONS, COMMENTS OR COMPLAINTS**

If you believe your personal information has been used in a way that is not consistent with the Privacy Policy, current regulations such as CCPA or your choices, or if you have further questions, comments or suggestions related to this Privacy Policy, please contact the AnalyticsIQ privacy compliance team in writing:

AnalyticsIQ Corporation  
Attn: Privacy Compliance Team  
6 Concourse Parkway, Suite 1750  
Atlanta, GA 30028  
[info@analytics-iq.com](mailto:info@analytics-iq.com)

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