AnalyticsIQ Privacy Policy

Last updated: July 31, 2024

1. INTRODUCTION

This **AnalyticsIQ Privacy Policy** (also referred to as the '**Privacy Policy**') informs consumers ('**you**') about the collection, use, sharing, and selling (collectively referred to as '**processing**' or '**process**') of your personal information in connection with the products and services that AnalyticsIQ provides to our customers ('**Data Products**') that we provide to our customers. This Privacy Policy also describes how we process personal information that we collect through the AnalyticsIQ Website, analytics-iq.com.

This Privacy Policy explains your privacy rights in relation to our Data Products and Website processing activities.

As used in this Privacy Policy, 'personal information' or 'personal data' means information that relates to an identified individual or to an identifiable individual. For example, this could include among other things your name, address, email address, past purchase behavior or information regarding your interests.

The Privacy Policy may change over time. Please review it frequently to stay up-to-date with our practices.

NOTICE AT COLLECTION

This Notice at Collection describes how AnalyticsIQ collects personal information ***through its Website***. AnalyticsIQ ***does not combine*** or otherwise process the personal information we collect through our Website with the personal information we process to provide our Data Products.

Aside from the statement about Data Retention, this Notice at Collection does not apply to our Data Products. Please review the full Privacy Policy below for further details and for a description of how we process personal information from *offline* sources for our Data Products.

What categories of personal information do we collect?	**What are the purposes for which we collect and use your personal information?**

• ***Identifiers*:** This includes your name, age, postal and email address, IP address, phone number. This data will be sold or shared in accordance with our Privacy Policy's statements about information collected through our Website. • ***Any personal information described in Subdivision (e) of Section 1798.80:*** Data in this category overlaps with the "Identifiers" described above. This data will be sold or shared in accordance with our Privacy Policy's statements about information collected through our Website. ***We do not sell or share personal information that we collect in connection with consumer rights requests.*** • ***Characteristics of Protected Classifications under California or Federal Law:*** We do not collect information such as your age, gender, parental status, race, religion, or ethnicity through our Website. • ***Commercial Information:*** This includes your purchase and usage history, goods and service preferences, account information, and billing dates. This data will be sold or shared in accordance with our Privacy Policy. • ***Internet or other Network Activity Information:*** This includes the pages or areas of our Website that you visit. This data will be sold or shared in accordance with our Privacy Policy.	***For Customer Service and Transactional Purposes, as such as to:*** • Respond to your questions or requests and provide customer service; • Provide you with access to certain features of AnalyticsIQ's services; • Confirm the delivery of our services to you; • Communicate with you about your use of AnalyticsIQ's services; • Contact you with regard to your use of the AnalyticsIQ's services and, in our discretion, changes to any AnalyticsIQ policy; • Develop new products or services and to enhance current products and services; and • Protect the security or integrity of the AnalyticsIQ Website and other services, such as by protecting against and preventing fraud, unauthorized transactions, claims and other liabilities, and managing risk exposure, including by identifying potential hackers and other unauthorized users. ***Commercial Purposes:***

• ***Professional or Employment-Related Information:*** This includes your job title and place of employment. • ***Education Information:*** We do not collect education information through our Website. • ***Inferences:*** We do not create inferences from personal information that we collect through our Website. • ***Sensitive Personal Information:*** We do not collect sensitive personal information through our Website.	• Perform market research and analytics; • Provide you with customized content, including through emails and across third-party websites and apps; and • Communicate with you, either directly or through one of our partners for marketing and promotional purposes via emails or other messages, consistent with any preferences you may have communicated to us. ***Additional Purposes:*** • We may also use personal information you provide to us for other purposes as disclosed at the time you provide your personal information or otherwise with your consent.
Resources • Notice of the Right to Opt-Out of the Sale or Sharing of Personal Information • AnalyticsIQ's Privacy Policy	

Data Retention. We retain personal information that we collect from our Website for as long as necessary to services to you. For our Data Products, we retain personal information for as long as necessary to provide the Data Products to our customers. We delete personal information in accordance with our corporate retention policy.

2. SCOPE

The Privacy Policy **applies** to AnalyticsIQ's **processing of information about you.** Specifically, AnalyticsIQ processes personal information that we obtain from third-party suppliers to provide Data Products to our customers. We also process personal

information that we collect through our Website. We do not combine or otherwise process personal information that we collect through our Website with personal information that we process for our Data Products.

AnalyticsIQ's Data Products do not contain personal information about individuals who reside outside of the United States.

The Privacy Policy does **not apply** to **first-party information collected about you by AnalyticsIQ's customers.** Our customers are responsible for their own personal information collection practices and use of this information for marketing and other purposes.

3. WHICH CATEGORIES AND SPECIFIC PIECES OF PERSONAL INFORMATION DO WE PROCESS?

Information We Collect or Infer from Third-Party Sources for Our Data Products

AnalyticsIQ may process information about you from a variety of sources in connection with our Data Products. Our sources include publicly available sources and third-party data providers, as described below.

- **Information** about you is obtained by AnalyticsIQ from its offline partners and other third parties who may not have a direct relationship with you and who may collect information from their sources, such as data brokers.

- Information about you may in some cases directly identify you, while in other cases it may only indirectly identify you.

Personal information that we use in our Data Products, including to make inferences, includes:

- **Identifiers and contact information**, including your name and physical address, email addresses, telephone numbers, and mobile device identifiers;
- **Protected classifications**, including race, color, ancestry, national origin, citizenship, religion, marital status, health and/or medical condition, sex, sexual orientation, and veteran or military status;
- **Commercial information**, including property records and other publicly available information;
- **Professional and employment related information**, including the name, size and location of the company you work for and your role within the company;
- **Education information**, including school degrees you have obtained;
- **Sensitive personal information**, including your racial or ethnic origin, religious beliefs, health information, and information about your sex life or sexual orientation.

- Data from marketing opt-in lists or consumer surveys;
- Derived latitude/longitude from a physical address.

We may associate personal information about you with our Audiences Segments or Profiles as part of our Data Products:

- **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*

Information You Provide to Us Through Our Website

- We may collect your name, address, and other contact information when you ask about AnalyticsIQ's products and services.

Information We Collect Automatically Through Our Website

When you visit or interact with AnalyticsIQ's Website, we may use a variety of technologies that automatically or passively collect information about your online activity, including through the use of third-party advertising and analytics partners and service providers. This personal information may be collected in the following ways:

Usage Information: We use cookies, pixel tags, mobile analytics software, log files, or other technologies to collect certain information about your online activity, and interactions with our emails, online and mobile advertisements, and to allow us to keep track of analytics and certain statistical information that enables AnalyticsIQ to improve our Website and to provide you with more relevant content and advertising relating to AnalyticsIQ's services.

Device Information: We automatically collect your IP address and certain unique identifiers from the computer or device that you use to access AnalyticsIQ's Website (collectively, "Device Identifiers"). We may use a Device Identifier to, among other things, provide the services through our Website, help

diagnose problems with our servers, analyze trends, track users' web page, email and mobile application movements/activities, help identify or gather broad demographic information for aggregate use, and retarget online and mobile advertisements to you across computers or devices you may use.

Geolocation Information: We may collect information about the location of your device when you access or use the AnalyticsIQ Website.

Third-Party Analytics and Advertising Technologies: We may use third parties' analytics and tracking tools (including cookies, pixels, and similar technologies), such as Google Analytics, Google AdWords, and others to help us track, segment and analyze usage of the AnalyticsIQ Website, and to help us or those third parties serve targeted advertising to you on our Website and services across the internet. These third parties may also combine information they collect from your interactions with the AnalyticsIQ Website with information they collect from other sources. We may not have access to information these third parties collect from our Website.

4. FOR WHAT COMMERCIAL OR BUSINESS PURPOSES DO WE USE YOUR PERSONAL INFORMATION?

a) **AnalyticsIQ's Data Products.** We use personal information to help enable AnalyticsIQ's customers and partners to market product and services to you via offline and online marketing activities. More specifically, AnalyticsIQ processes information about you, including sensitive personal information, for the following commercial purposes:

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. For enabling 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.*

b) We use personal information for the business purposes of complying with applicable laws and regulations and operating our business.

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

Sharing with or selling to third parties
We may sell or share personal information with the following categories of third parties for the commercial purposes specified below:

- 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.

When we sell or share personal information with third parties, we take appropriate contractual, technical and organizational measures that are designed to limit the

recipients' use to specific purposes that are consistent with this Privacy Policy and in accordance with applicable law.

***Service Providers*.** We may disclose your personal information to service providers that provide business, professional or technical support functions on our behalf. These service providers include companies that host AnalyticsIQ's service or provide cloud computing services.

***Business Transfers*.** In the event that another entity acquires us or all or substantially all of our assets, or assets related to AnalyticsIQ's services, your personal information will be transferred as an asset in the transaction. Also, if any bankruptcy or reorganization proceeding is brought by or against us, your personal information may be considered an asset of ours and sold or transferred to third parties. Finally, your personal information may also be disclosed for due diligence purposes in connection with the types of matters described in this paragraph.

***Legal Disclosures; Safety*.** AnalyticsIQ may transfer and disclose your personal information to third parties to comply with a legal obligation; when we believe in good faith that the law requires it; at the request of governmental authorities conducting an investigation; to verify or enforce our policies; to detect and protect against fraud, or any technical or security vulnerabilities; to respond to an emergency; or otherwise to protect the rights, property, safety, or security of third parties, users of the AnalyticsIQ services, AnalyticsIQ, or the public.

Aggregate or Anonymous Non-Personal Information. We may also share aggregate or anonymous (de-identified) information with third parties for their marketing, analytics, other uses. Such information is not personal information and is not governed by this Privacy Policy.

***Other Third Parties*.** AnalyticsIQ may share your personal information with our sponsors, partners, advertisers, advertising networks, advertising servers, and analytics companies or other third parties for marketing or advertising purposes. We may share your personal information with third parties we identify at the time you provide your personal information or otherwise with your consent.

6. HOW IS INFORMATION ABOUT YOU SECURED?

AnalyticsIQ has implemented appropriate 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.

7. HOW LONG DO WE RETAIN PERSONAL INFORMATION?

We will retain your personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or allowed under law. To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitive of the personal information; the potential risk of harm from unauthorized use or disclosure of the personal information; the purposes for which we use the personal information; whether we can achieve those purposes through other means; and the applicable legal requirements.

8. DOES ANALYTICSIQ COLLECT PERSONAL INFORMATION FROM CHILDREN?

We do not knowingly collect, sell or share personal information of individuals 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 individuals whose age these companies know to be under the age of 18.

9. YOUR CHOICES AND OPT-OUTS

AnalyticsIQ may send marketing communications to you by email. We also partner with other companies to perform analytics and conduct targeted advertising. This section describes the choices you have to limit these activities.

- AnalyticsIQ Company Emails Opt-Out
    - We may send you periodic marketing communications. To opt-out of these communications, click “unsubscribe” in the body of the email, or send an email to marketing@analyticsiq.com with the subject line ‘Opt-Out’.

- AnalyticsIQ Marketing Cookie Opt-Out
    - We use Google Analytics to analyze how you and other visitors use our Website. To opt out of Google’s collection of your information for analytics purposes, please visit https://tools.google.com/dlpage/gaoptout.

- Targeted Advertising Opt-Out
    - To opt-out of collection and use of information for targeted advertising by the Digital Advertising Alliance (DAA) participating companies in the United States, please visit: http://www.aboutads.info/choices/; DAA AppChoices http://www.aboutads.info/appchoices/.
    - To opt-out from the use of information about your online activities for online behavioral advertising by NAI member companies, visit: http://www.networkadvertising.org/choices/.

Please note that even if you use these targeted advertising opt-outs, you may still receive advertisements from AnalyticsIQ that are not customized based on your use of our Website.

You may also set your browser or operating system settings to limit certain tracking or to decline cookies, but by doing so, you may not be able to use certain features through the AnalyticsIQ Website.

10. ADDITIONAL DETAILS ABOUT PERSONAL INFORMATION DISCLOSURES

Categories of Personal Information Sold or Shared: In the last 12 months, AnalyticsIQ has sold or shared personal information as described below.

- *Data Products:* We sold or shared Identifiers and Contact Information, Protected Classifications, Commercial information; Professional and employment related information; Education Information, Inferences, and Sensitive Personal Information with AnalyticsIQ's customers, including data brokers.

- *Website:* We sold or shared Identifiers and Contact Information and Inferences with social media companies and our advertising and marketing partners.

Categories of Personal Information Disclosed for Business Purposes: In the last 12 months, AnalyticsIQ has disclosed the following categories of personal information to vendors who provide services on our behalf (i.e., "service providers" or "processors") and are restricted from using personal information from us outside the scope of providing those services:

- Identifiers and Contact Information were disclosed to cloud data storage providers, customer service platforms, network security service providers, communications service providers, and advertising service providers (who also provided advertising and marketing services).

- Protected Classifications were disclosed to cloud data storage providers, customer service platforms, network security service providers, communications service providers, and advertising service providers (who also provided advertising and marketing services).

- Commercial Information (Data Products only) was disclosed to cloud data storage providers, customer service platforms, network security service providers, and communications service providers.

- Professional and Employment-Related Information was disclosed to cloud data storage providers, customer service platforms, network security service providers, and communications service providers.

- Education Information (Data Products only) was disclosed to cloud data storage providers, customer service platforms, network security service providers, and communications service providers.

- Sensitive Personal Information (Data Products only) was disclosed to cloud data storage providers, customer service platforms, network security service providers, and communications service providers.

11. WHAT ARE YOUR PRIVACY RIGHTS?

Depending on your state of residence, you may have certain rights in relation to the personal information that AnalyticsIQ processes about you. This section describes how we process these requests and provides instructions on how to make them.

A. Description of Consumer Privacy Rights

Access/Right to Know Requests. You may have the right to know what personal information we have collected about you, including the categories of sources from which the personal information is collected, the business or commercial purpose for collecting, selling, or sharing personal information, the categories of third parties to whom we disclose personal information, and the specific pieces of personal information we have collected about you. Please note that we may not be required to respond to your requests for access to specific pieces of personal information more than twice in any 12-month period.

Correction/Accuracy Requests. You may have the right to request correction of inaccurate personal information that we may maintain about you, subject to appropriate verification.

Data Portability. You may have the right to access your information in a portable format.

Limiting the Use or Disclosure of Sensitive Personal Information (Data Products Only). You may request that we limit our use of sensitive personal information, subject to certain exceptions.

Opting Out of Sales, Shares, and Targeted Advertising. You may have the right to request to opt out of the “sale” or "sharing” of your personal information, or the use and disclosure of your personal information for “targeted advertising” (as these terms are defined in applicable law).

AnalyticsIQ treats opt-out requests that are sent by the Global Privacy Control as a request to opt out of sales, shares, and targeted advertising based on personal information collected through our Website. To opt out from our Data Products, please follow the instructions in “How to Make Privacy Rights Request” in section 11.B below.

Deletion Requests. You may have the right to request that we delete Personal Information that we have collected from you, subject to certain exceptions.

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.

We will not discriminate against you in a manner prohibited by privacy laws because you exercise your privacy rights.

B. How to Make a Privacy Rights Request

Please visit the One Trust portal linked here to exercise any of these rights. We will respond to your request consistent with applicable law. You may also send us an email at privacy@analyticsiq.com with the subject line "Privacy Rights Request" and a description of the right you would like to exercise.

While the majority of requests can be handled quickly, complex requests may take more research and time. In such cases, when permissible under applicable law, we may acknowledge your request within 10 business days of receipt and take up to 45 days to respond to your request. During the request process, we may ask to verify your identity. This step is necessary for certain types of requests to protect everyone's information. We may refuse to fulfill a request if we cannot verify the identity of the individual making the request.

C. Agent Requests

Depending on your U.S. state of residence, you may also authorize a natural person or business entity to submit a request on your behalf (an "Authorized Agent"). As part of our verification process, we will require proof concerning their status as an Authorized Agent. We may also require you to verify your identity directly with us or directly confirm with us that you provided the person or business entity with permission to submit the request.

D. Appeals and Complaints

Depending on your U.S. state of residence, you may have the right to appeal a decision that we make about your rights request. To submit an appeal, please email us at privacy@analyticsiq.com with the subject line "Rights Request Appeal." If you reside in the U.S. and are unsatisfied with the way we handled your request, you may have a right to complain to your state's Attorney General.

12. HOW DOES ANALYTICSIQ PROTECT PERSONAL INFORMATION?

We use certain technical and administrative security measures to help protect your personal information. However, no electronic data transmission or storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information you transmit to us.

13. HOW WE HANDLE CHANGES TO OUR PRIVACY POLICY

We will post any changes we make to our Privacy Policy on this page. We will provide appropriate notice of material changes and recommend that you check back frequently to learn about any updates or changes to our Privacy Policy.

14. 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, addressed to:

AnalyticsIQ Corporation
Attn: Privacy Compliance Team
6 Concourse Parkway, Suite 1750
Atlanta, GA 30028
privacy@analyticsiq.com

15. STATISTICS ABOUT CONSUMER RIGHTS REQUESTS

Pursuant to requirements under the CCPA, we provide information about consumer requests that AnalyticsIQ received in the previous calendar year. To view current information and statistics related to consumer requests that AnalyticsIQ has received in the previous calendar year, please visit this page: https://analytics-iq.com/opt-out-statistics/.