

Privacy Policy

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PreciseTarget, Inc. ("PreciseTarget," "we," "our," "us" or "company") has the highest respect for your privacy and personal information. This Privacy Policy describes PreciseTarget's handling of your personal information it may collect (a) through your use of this website or any of the products or services available through this website (the "Site"), or (b) from any third-party vendors in connection with any products, services, or contests or promotions provided by or on behalf of PreciseTarget, or which are sponsored by PreciseTarget (together with the Site, the "PreciseTarget Offerings").

INFORMATION WE COLLECT

We gather information about how visitors use our Site, as well as information from interested or current customers.

The following are the types of information we collect:

- **Information you give us:** We receive the information you provide to us when you register for, or otherwise use, the Site such as your name, email address, business name, title, business URL, business industry, business type, phone number, address, credit card information and any feedback, questions, or recommendations you provide. If you provide information directly to us in other ways, such as by sending us an email or filling out a form, we may retain that information and add it with the other information we have collected from you. We may also collect information from you that is necessary for our legitimate interests, which will be disclosed to you at the time of collection. PreciseTarget will use this information for the purposes of which it was collected.
- **Information from third parties:** We may receive information about you from other sources, such as from referrals, third-party sites or data services, or otherwise. We may add this information to the information we have already collected from you.
- **Automatically collected information:** To make our Site and Services more useful to you, our servers (which may be hosted by a third-party service provider) may collect information from you, including browser type, operating system, Internet Protocol (IP) address (a number that is automatically assigned to your computer when you use the Internet, which may vary from session to session), domain name, precise location data with GPS or lat/log, or a date and time stamp for your visit. We also use Cookies (as defined below) and navigational data to gather information regarding the date and time of your visit and the solutions and information for which you searched and which you viewed. Like most Internet services, we automatically gather this information and store it in log files each time you visit our Site or access your account on our network. We also

could use data from mobile applications, including advertising IDs and mobile device IDs, to gather information regarding the date and time of your visit and the solutions and information for which you searched and which you viewed. Mobile advertising IDs or Mobile Device IDs are a unique identifier which can be used to identify a mobile device. Mobile applications and networks assign unique identifiers for mobile app developers can identify who is using their mobile apps as well as for advertising purposes.

HOW WE USE COLLECTED INFORMATION

By registering for our products and services, or engaging with our brand, you provide us consent to collect and use your personal information for the following purposes:

- To operate and improve our Sites
- To fulfill your requests for certain products or services
- To provide you with content and information relevant to your interests in our product and services to facilitate and enhance your use of the platform
- To better understand your needs and provide you with more customized service
- To communicate with you about the Sites or our products and services
- To respond to any questions or concerns that you may have
- For market research, project planning, troubleshooting problems, detecting and protecting against errors, fraud, or other criminal activity
- For advertising and marketing purposes.

We may create anonymous or aggregate data from the information we collect. We may use that data for our own purposes or disclose it to third parties at our own discretion.

INFORMATION SHARING

We may share collected information under the following situations;

- To suppliers, service providers or contractors that provide services to us and are contractually bound to safeguard your personal information. These services include messaging services, credit card processors, website hosting and analytics. These recipients are required by contract to keep confidential the information received on our behalf, and may not use it for any purpose other than to carry out the services they are performing for us
- With advertising services to assist PreciseTarget with our own corporate marketing efforts
- To third parties in connection with any merger, acquisition, reorganization, change in capital structure or sale of all or substantially all of the assets of PreciseTarget
- When we have a good faith belief that disclosure is necessary to comply with the law, protect or defend our rights or the rights of other users of our Sites or products or services, or act in an emergency to protect someone's safety, or

- Otherwise with your express consent.

YOUR RIGHTS AND CHOICES

We want to communicate with you only if you want to hear from us. If you prefer not to receive information from us or would like to update or change your personal information or preferences, follow the instructions below to review, modify or delete your personal information.

- To update or modify the information you have provided during registration, please log in and update your personal settings
- To unsubscribe from a promotional email, please follow the instructions or unsubscribe links available in any email you receive
- You may request that your registration information be deleted by contacting us at feedback@PreciseTarget.com. However, we may maintain limited information about your sales transactions or service inquiries for legal, tax or necessary record keeping purposes.

PreciseTarget also uses our own cookies, as well as cookies implemented by advertising services to assist PreciseTarget with our own corporate marketing efforts. We may allow certain third party advertising services to collect data about your PreciseTarget website viewing behavior and combine this data with information collected from other websites over time for purposes that include interest-based advertising.

Links to Other Websites: The Site may contain links, content, and advertisements from third parties. Such links, content, and advertisements are not endorsements, authorizations or representations of our affiliation with that third party. We are not responsible for the privacy practices or the content of third parties, and we encourage you to carefully review the privacy policy of any website you visit.

SECURITY AND DATA RETENTION

We have implemented commercially reasonable security measures, including physical, electronic, and administrative safeguards, to prevent unauthorized access to, loss, misuse, or alteration of the information collected through our Websites. We take reasonable steps to help protect your personal information in an effort to prevent loss, misuse, unauthorized access, disclosure, alteration, and destruction. We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage is 100% secure. We make no assurances in this policy about our ability to prevent such loss, misuse, to you or to any third-party arising out of any such loss, misuse, or alteration. If you have any questions about the security of our Sites you can contact us using the information provided below.

FOR THE AVOIDANCE OF DOUBT, PRECISETARGET ASSUMES NO RESPONSIBILITY OR LIABILITY WITH REGARD TO ANY THEFT, LOSS, ALTERATION OR MISUSE OF PERSONAL OR OTHER INFORMATION LAWFULLY PROVIDED BY PRECISETARGET TO THIRD PARTIES, OR WITH REGARD TO THE FAILURE OF ANY THIRD PARTY TO ABIDE BY THIS PRIVACY POLICY OR SUCH THIRD PARTY'S PRIVACY POLICY OR ANY AGREEMENT BETWEEN THAT THIRD PARTY AND PRECISETARGET.

Retention: We retain the information you provide to us for as long as your account is active or as needed to provide you services or perform the purposes for which it was supplied. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

We may need to retain certain information for recordkeeping purposes, as required under applicable legal obligations, or to complete any transactions that you began prior to requesting such change or access. When updating or deleting your information, we may ask you to verify your identity before we can act on your request. We will comply with your request as soon as reasonably practicable and in accordance with applicable laws.

CALIFORNIA PRIVACY STATEMENT

The California Consumer Privacy Act of 2018 (CCPA) gives consumers more control over their personal information including:

- The right to know about the personal information a business collects about them and how it is used and shared
- The right to delete personal information collected from them (with some exceptions)
- The right to opt-out of the sale of their personal information
- The right to non-discrimination for exercising their CCPA rights.

Please submit your requests to feedback@PreciseTarget.com. For all requests, you must put the statement "Your California Privacy Rights" in the body of your request and include the name of the Site with respect to which you are requesting the information, as well as your name, street address, city, state, and zip code.

INFORMATION PROVIDED BY CLIENTS OR THIRD PARTIES

Our clients and/or third parties may provide us with various data sets that typically reside within their customer relationship management databases, which may include;

- Pseudonymized contact information such as names, emails, addresses, or phone numbers which exist in irreversible pseudonymized encrypted form
- Clear text contact information such as names, emails, addresses, or phone numbers which are submitted and processed within a data clean room. We use industry standard procedures to process data of this sort, including prompt deletion of the original source data when the data is transformed into a pseudonymized identity.

- Location information, which is attached to a pseudonymized identity, such as zip code or the approximate geographic area derived from your IP address or location positioning information provided by the location services and GPS features of your mobile device when location services have been enabled
- Pseudonymous matched or linked data that enables our clients to match identities across channels. The matched or linked data comes from third party data providers, brands, and websites with the rights to share and match consumer data for marketing purposes. We combine and measure these data sets against each other to ensure a high level of accuracy.

Please note that we license PreciseTarget data in pseudonymized or encrypted form to third parties such as website publishers, advertising agencies and marketers. A third-party licensee using PreciseTarget may elect to collect, manage, and use other types of data through PreciseTarget, which may include personal information associated with the pseudonymized or encrypted ids (where permissible). Please consult the privacy policies of the websites you visit to become familiar with their privacy practices.

COMMUNICATION PREFERENCES

If you would like to opt out of receiving promotional or marketing emails, or you do not wish PreciseTarget to disclose your information to any third parties for marketing purposes, you may:

- Contact us at the information at the bottom of this Privacy Policy
- Use the unsubscribe link at the bottom of any email sent by PreciseTarget

PreciseTarget takes commercially reasonable precautions consistent with general industry practices to protect your information. When you submit sensitive information to PreciseTarget, we use our commercially reasonable efforts to ensure that this information is protected both online and off-line. Information provided during our join or edit profile pages is encrypted and is protected with what is generally recognized as the best available encryption software in the industry.

While PreciseTarget uses encryption to protect sensitive information online, we also use our commercially reasonable efforts consistent with general industry practices to protect user information off-line. Your information, not just the sensitive information mentioned above, is restricted in our offices. Only individuals who have a need to know such information to perform a specific job (for example, customer service) are granted access to personally identifiable information. Furthermore, all such individuals are kept current on our security and privacy practices. When an employee is hired, as well as any time new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and what they can do to ensure users' information is protected. If you have any questions relating to security, please e-mail feedback@precisetarget.com.

INFORMATION ABOUT CHILDREN UNDER 13

The Site is not intended for children under the age of 13. It does not knowingly collect personal information online from visitors in this age group.

INFORMATION FOR CALIFORNIA RESIDENTS

This section applies only to California residents. It describes how we collect, use and share information that originated from California residents in operating our business, and their rights with respect to that Personal Information. For purposes of this section, “Personal Information” has the meaning given in the California Consumer Privacy Act of 2018 (“CCPA”) but does not include information exempted from or outside of the scope of the CCPA (such as Personal Information that has been pseudonymized by a third party (“Pseudonymized Information”). We do not collect or process Personal Information. We receive Pseudonymized Information from business partners and use it to produce probabilistic purchasing preference data.

Your California privacy rights. As a California resident, you have the rights listed below. However, these rights are not absolute, and we or our business partners may decline your request as permitted by law.

- **Information.** We will respond to requests from our business partners to take actions in response to the following rights that you may exercise. You can request from our identity management partner, Neustar, the following information about how your Personal *Information has been collected and used during the past 12 months:*
 - The categories of Personal Information that have been collected
 - The categories of sources from which Personal Information was collected
 - The business or commercial purpose for collecting and/or selling Personal Information
 - The categories of third parties with whom your Personal Information was shared.
 - The categories of third parties to whom the Personal Information was sold or disclosed for a business purpose.
 - The business or commercial purpose for collecting and/or selling Personal Information.
- **Access.** You can request from our business partners a copy of the Personal Information that has been collected about you during the past 12 months
- **Deletion.** You can request that our business partners delete the Personal Information that they have collected from you
- **Opt-out of sales.** All data that powers our model is acquired via opt-in at the time that we receive it. Should you believe your personal information has contributed to our models in error or should you want to opt-out of inclusion in future model creation, you

may do so through an opt-out request through our identity management partner, Neustar [here](#)

- **Nondiscrimination.** You are entitled to exercise the rights described above free from discrimination. This means that you should not be penalized by our business partners for exercising your rights (e.g., they should not be taking actions such as denying you services; increasing the price/rate of services; decreasing service quality; or suggesting that they may penalize you for exercising your rights)

How to exercise your rights

You may exercise your California privacy rights described above by contacting our identity management partner, Neustar [here](#).

CHANGES TO OUR POLICY

We may revise this policy at any time. Any changes to the policy will be updated directly on this page. Material changes to this policy will be enacted on a going-forward basis.

CONTACT US

If users have any questions or suggestions regarding this Privacy Policy, please email us at: feedback@precisetarget.com.

Address:
PreciseTarget, Inc.
7201 Wisconsin Avenue, Suite 650
Bethesda, MD 20814