



NEW Viant Enterprise-wide Privacy Notice

Effective Date: January 9, 2023

This Enterprise-wide Privacy Notice (“**Notice**”) supplements the general privacy policies of Viant Technology, comprised of a family of companies that includes Viant Technology Inc, Viant Technology LLC, Viant US LLC, and Adelphic LLC, but excludes MySpace LLC (collectively, other than MySpace LLC, “**Company**,” “**our**,” “**us**,” or “**we**”), including, without limitation, our [Viant Website Privacy Policy](#), our [Adelphic Website Privacy Policy](#), and our [Viant Advertising Platform Privacy Policy](#). In the event of a conflict between any other Company policy, notice, or statement and this Notice, this Notice will prevail as to Consumers unless stated otherwise. It also applies to certain rights of “**Consumers**” as defined under the California Consumer Privacy Act, including as amended by the California Privacy Rights Act (together, the “**CCPA**”), the Virginia Consumer Data Protection Act, and Chapter 603A of the Nevada Revised Statutes, and upon their effectiveness the Colorado Privacy Act, the Utah Consumer Privacy Act, and Connecticut’s Act Concerning Personal Data Privacy and Online Monitoring, and all laws implementing, supplementing or amending the foregoing, including regulations promulgated thereunder (collectively, “**U.S. Privacy Laws**”). Capitalized terms used but not defined in this Notice shall have the meanings given to them under U.S. Privacy Laws.

Company offers a cloud-based demand side advertising platform, which provides digital advertising services to advertising agencies, advertisers and other companies (our “**Clients**”). We work with business partners like media publishers, data providers, supply side technology platforms and ad exchanges, and mobile app attribution companies (our “**Ad Partners**”) in order to provide our services. Reference to our collection practices in this Notice refers only to our demand side advertising platform and not any technologies or systems of our Clients or Ad Partners who integrate with us.

Applicability:

- Section 1 of this Notice provides notice of our enterprise-wide data practices, including our collection, use, disclosure, and sale of Consumers’ Personal Information or Personal Data (collectively, “**PI**”), but excluding Myspace LLC. It does not apply to our job applicants, current employees, former employees, or independent contractors (“**Personnel**”). Our California Personnel can learn about our data practices as relates to them in our [California Personnel Privacy Notice](#). For information on Myspace LLC’s data practices and your privacy rights related thereto, go [here](#).
- Sections 2-5 of this Notice provide information regarding U.S. Consumer rights and how you may exercise them. It also provides information regarding rights of our California Personnel.

For California residents the term “Consumer” is not limited to data subjects acting as individuals regarding household goods and services and includes data subjects in a business-to-business context. This is not the case in the other states.

Non-Applicability: This Notice does not apply to PI that we process on behalf of Clients or Ad Partners in the capacity as their Service Provider or Processor.

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1. NOTICE OF DATA PRACTICES

The description of our data practices in this Notice covers the twelve (12) months prior to the Effective Date and will be updated at least annually. Our data practices may differ between updates, however, if materially different from this Notice, we will provide supplemental pre-collection notice of current practices, which may include references to other privacy policies, notices, or statements. Otherwise, this Notice serves as our notice at collection.

The PI we collect may come from our Ad Partners, Clients, our affiliates such as Myspace, public sources of data, directly from you or your devices through your use of Ad Partner or Client websites, applications and/or services, or from other businesses or individuals.

Generally, we Process your PI to provide services and as otherwise related to the operation of our business, including for one or more of the following Business Purposes: Performing Services; Managing Interactions and Transactions; Security; Debugging; Advertising & Marketing; Quality Assurance; Processing Interactions and Transactions; and Research and Development. We may also use PI for other Business Purposes in a context that is not a Sale or Share under U.S. Privacy Laws, such as disclosing it to our Service Providers, Contractors, or Processors that perform services for us (“**Vendors**”), to the Consumer or to other parties at the Consumer’s direction or through the Consumer’s action; for the additional purposes explained at the time of collection (such as in the applicable privacy policy or notice); as required or permitted by applicable law; to the government or private parties to comply with law or legal process or protect or enforce legal rights or obligations or prevent harm; and to assignees as part of an acquisition, merger, asset sale, or other transaction where another party assumes control over all or part of our business (“**Corporate Transaction**”) (“**Additional Business Purposes**”). Subject to restrictions and obligations under applicable law, our Vendors may also use your PI for Business Purposes and Additional Business Purposes, and may engage their own vendors to enable them to perform services for us.

We may also use and disclose your PI under this Notice for Commercial Purposes, which may be considered a “Sale” or “Share” under applicable U.S. Privacy Laws, such as when Third-Party Digital Businesses (defined below) collect your PI via third-party cookies, and when we Process PI for certain advertising purposes. In addition, we may make your PI available to Third-Parties, such as our Clients and Ad Partners, for their own use.

We provide more detail on our data practices in the two charts that follow.

(a) PI Collection, Disclosure, and Retention – By Category of PI

As permitted by applicable law, we collect, disclose, and retain PI as follows:

Category of PI	Examples of PI Collected and Retained	Categories of Recipients
1. Identifiers	Real name, alias, postal address, unique personal identifiers, online identifier, Internet Protocol address, e-mail address, and account name.	<p>Disclosures for Business Purposes:</p> <ul style="list-style-type: none"> • Vendors (e.g., data analytics providers, data processors and storage providers, billing and collection vendors, and marketing services providers); and/or • Other parties (e.g., litigants and government entities) within the limits of Additional Business Purposes. <p>Sale/Share: Third-Party Digital Businesses; Clients; Ad Partners</p>

Category of PI	Examples of PI Collected and Retained	Categories of Recipients
2. Customer Records	Name, signature, address, telephone number, transaction information, and financial information. Some PI included in this category may overlap with other categories.	<p>Disclosures for Business Purposes:</p> <ul style="list-style-type: none"> • Vendors (e.g., data processors and storage providers, billing and collection vendors, and marketing services providers); and/or • Other parties (e.g., litigants and government entities) within the limits of Additional Business Purposes. <p>Sale/Share: Clients; Ad Partners</p>
3. Personal Characteristics or Traits	In some circumstances, we may collect PI that is considered protected under U.S. law, such as age, gender, nationality, race or information related to medical conditions.	<p>Disclosures for Business Purposes:</p> <ul style="list-style-type: none"> • Vendors (e.g., data processors and storage providers and marketing services providers); and/or • Other parties (e.g., litigants and government entities) within the limits of Additional Business Purposes. <p>Sale/Share: Clients; Ad Partners</p>
4. Commercial Information	Records of products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	<p>Disclosures for Business Purposes:</p> <ul style="list-style-type: none"> • Vendors (e.g., data processors and storage providers, billing and collection vendors, and marketing services providers); and/or • Other parties (e.g., litigants and government entities) within the limits of Additional Business Purposes. <p>Sale/Share: Third-Party Digital Businesses; Clients; Ad Partners</p>
5. Usage Data	Internet or other electronic network activity information, such as browsing history, clickstream data, and other information regarding your interaction with our and other parties’	<p>Disclosures for Business Purposes:</p> <ul style="list-style-type: none"> • Vendors (e.g., data processors and storage providers and marketing services providers); and/or • Other parties (e.g., litigants and government entities) within the limits of Additional Business Purposes. <p>Sale/Share: Third-Party Digital Businesses; Clients; Ad Partners</p>

Category of PI	Examples of PI Collected and Retained	Categories of Recipients
	sites, applications, or advertisements.	
6. Geolocation Data	The approximate, and sometimes precise, location of the device or equipment you are using.	<p>Disclosures for Business Purposes:</p> <ul style="list-style-type: none"> • Vendors (e.g., data processors and storage providers and marketing services providers); and/or • Other parties (e.g., litigants and government entities) within the limits of Additional Business Purposes. <p>Sale/Share: Third-Party Digital Businesses; Clients; Ad Partners</p>
7. Sensory Data	Audio, video, electronic, or similar information such as recordings when or contact us through our customer service line and security camera footage.	<p>Disclosures for Business Purposes:</p> <ul style="list-style-type: none"> • Vendors (e.g., data processors and storage providers, call centers and security services); and/or • Other parties (e.g., litigants and government entities) within the limits of Additional Business Purposes. <p>Sale/Share: None</p>
8. Profiles and Inferences from PI Collected	Inferences drawn from PI to create a profile about a Consumer reflecting preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	<p>Disclosures for Business Purposes:</p> <ul style="list-style-type: none"> • Vendors (e.g., data processors and storage providers and marketing services providers); and/or • Other parties (e.g., litigants and government entities) within the limits of Additional Business Purposes. <p>Sale/Share: Third-Party Digital Businesses; Clients; Ad Partners</p>

There may be additional information we collect that meets the definition of PI under applicable U.S. Privacy Laws but is not reflected by a category above, in which case we will treat it as PI as required, but will not include it when we describe our practices by PI category.

As permitted by applicable law, we do not treat deidentified data or aggregate consumer information as PI and we reserve the right to convert, or permit others to convert, your PI into deidentified data or aggregate consumer information, and may elect not to treat publicly available information as PI. We will not attempt to reidentify data that we maintain as deidentified.

Because there are numerous types of PI in each category of PI, and various uses for each PI type, our retention periods for each category of PI vary. We retain specific PI pieces based on how long we have a legitimate purpose for the retention.

(b) PI Use and Disclosure – By Processing Purpose

We use and disclose PI for the processing purposes described below:

Processing Purpose(s)	Examples(s) of Processing Purpose
1. Performing Services	<p><u>Provide our services/communicate about our services</u>: to provide Clients services, interact with Ad Partners, respond to inquiries, to send electronic newsletters, and to communicate with you and others</p> <p><u>Enable additional features of our sites</u>: to enable users to participate in a variety of our site’s features</p> <p><u>Process orders</u>: to process or fulfill an order or transaction</p> <p><u>Contact You</u>: to contact you about your use of our services and, in our discretion, changes to our services or our service’s policies</p> <p><u>Account management</u>: to process your registration with our services, verify your info is active and valid, and manage your account</p> <p><u>Customer Service</u>: to respond to any questions, comments, or requests you have for us or for other customer service purposes</p> <p><u>Payment and other purchase-related purposes</u>: to facilitate a purchase made using our services, including payment</p>
2. Managing Interactions and Transactions	<p><u>Auditing</u>: related to counting ad impressions to unique visitors, verifying positioning and quality of ad impressions, and auditing compliance with user interaction or transaction specifications and standards</p>
3. Security	<p><u>Security/fraud prevention</u>: to protect the security of Company, our services, or its users and to prevent and address fraud</p>
4. Debugging	<p><u>Repairs</u>: identify and repair errors that impair existing intended functionality of our services</p>

Processing Purpose(s)	Examples(s) of Processing Purpose
5. Advertising & Marketing (excluding Cross-Context Behavioral Advertising and Targeted Advertising)	<p><u>Content and offers customization</u>: to customize your experience on websites, or other services, or to serve you specific content and offers that are relevant to/customized for you</p> <p><u>Advertising, marketing, and promotions</u>: to assist us in determining relevant advertising and the success of advertising campaigns; to help us determine where to place ads; and for promotional activities.</p>
6. Quality Assurance	<p><u>Quality and Safety of Service</u>: undertaking activities to verify or maintain the quality or safety of our services, and to improve, upgrade, or enhance our services</p>
7. Processing Interactions and Transactions	<p><u>Short-term, transient use</u>: including, but not limited to, non-personalized advertising shown as part of a Consumer’s current interaction with Company and use of our services’ features and functionality</p>
8. Research and Development	<p><u>Research and analytics</u>: to improve our services and for other research and analytical purposes</p> <p><u>Market research and customer satisfaction surveys</u>: to administer surveys and questionnaires, such as for market research or customer satisfaction purposes</p>
9. Additional Business Purposes	<p><u>Compliance with legal obligations</u>: to comply with legal obligations, as part of our general business operations, and for other business administration purposes and in response to legal obligations or process</p> <p><u>Prevention of illegal activities, fraud, injury to others, or violation of our terms and policies</u>: to investigate, prevent or take action if someone may be using info for illegal activities, fraud, or in ways that may threaten someone’s safety or violate of our terms or this Notice</p> <p><u>Purposes disclosed at PI collection</u>: We may provide additional disclosures at the time of PI collection, such as on a checkout page</p> <p><u>Related or compatible purposes</u>: for purposes that are related to and/or compatible with any of the foregoing purposes</p>
10. Commercial Purposes	<p>Cross-context Behavioral Advertising</p> <p>Targeted Advertising</p> <p>Otherwise Selling PI to/Sharing PI with Clients, Ad Partners, and other Third-Parties</p>

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2. YOUR U.S. CONSUMER RIGHTS AND HOW TO EXERCISE THEM

As described more below, subject to meeting the requirements for a Verifiable Consumer Request (defined below), Company provides U.S. Consumers resident in a state that provides them with particular rights, and our California Personnel, the privacy rights described in this section that are required to be provided by their applicable state law. For residents of states without Consumer privacy rights, we will consider requests but will apply our discretion in how we process such requests. We will also consider applying state law rights prior to the effective date of such laws, but will do so in our discretion.

To submit a request to exercise your Consumer privacy rights, or to submit a request as an authorized agent, use our [Consumer Rights Request Portal](#) or call us at 1-888-655-1873 and respond to any follow-up inquiries we make. Please be aware that we do not accept or process requests through other means (e.g., via fax, chats, social media etc.). More detail on the request and verification process is in Section 2(f). The Consumer rights we accommodate, if required by applicable state law, are as follows:

(a) Right to Know/Access

Residents of California, Virginia, and Colorado (as of July 1, 2023) are entitled to access PI up to twice in a 12-month period. Residents of Connecticut (as of July 1, 2023) and Utah (as of January 1, 2024) are entitled once every 12-month period to access PI maintained by Company, with subsequent requests subject to a service fee.

(1) Categories (available for California Residents Only)

California residents have a right to submit a request for any of the following for the period that is 12-months prior to the request date:

- The categories of PI we have collected about you.
- The categories of sources from which we collected your PI.
- The Business Purposes or Commercial Purposes for our collecting or Selling your PI.
- The categories of third parties to whom we have shared your PI.
- A list of the categories of PI disclosed for a Business Purpose and, for each, the categories of recipients, or that no disclosure occurred.
- A list of the categories of PI sold about you and, for each, the categories of recipients, or that no sale occurred.

(2) Specific Pieces

You may request to confirm if we are Processing your PI and, if we are, to obtain a transportable copy, subject to applicable request limits, of your PI that we have collected and are maintaining. For your specific pieces of PI, as required by applicable U.S. Privacy Laws, we will apply the heightened verification standards as described below. We have no obligation to re-identify information or to keep PI longer than we need it or are required to by applicable law to comply with access requests.

(b) Do Not Sell / Share / Target

Under the various U.S. Privacy Laws there are broad and differing concepts of “Selling” PI for which an opt-out is required. California also has an opt-out from “Sharing” for Cross-Context Behavioral Advertising (use of PI from different businesses or services to target advertisements). Other states have an opt-out of “Targeted Advertising” (defined differently but also addressing tracking, profiling, and targeting of advertisements). We may Sell or Share your PI and/or use your PI for Targeted Advertising, as these terms apply under U.S. Privacy Laws. However, we provide U.S. Consumers in states with such opt outs an opt-out of Sale/Sharing/Targeting that is intended to combine all of these state opt-outs into a single opt-out.

We Sell, Share, and Process your PI for Targeted Advertising in connection with the services we provide to our Clients. In addition, Third-Party digital businesses (“**Third-Party Digital Businesses**”) may associate cookies and other tracking technologies that collect PI about you on our services, or otherwise Collect and Process PI that we make available about you, including digital activity information. We understand that giving access to PI on our services, or otherwise, to Third-Party Digital Businesses could be deemed a Sale and/or Share under some state laws and thus we will treat such PI (e.g., cookie ID, IP address, and other online IDs and internet or other electronic activity information) collected by Third-Party Digital Businesses, where not limited to acting as our Service Provider (or Contractor or Processor), as a Sale and/or Share and subject to a Do Not Sell/Share/Target opt-out request. We will not Sell your PI, Share your PI for Cross-Context Behavioral Advertising, or Process your PI for Targeted Advertising if you make a Do Not Sell/Share/Target opt-out request.

Opt-out for non-cookie PI: If you want to limit our Processing of your non-cookie PI (e.g., your email address) for Targeted Advertising, or opt-out of the Sale/Sharing of such data (e.g., to our Clients and Ad Partners), make an opt-out request [here](#).

Opt-out for our cookies: If you want to limit our Processing of your PI that is collected via our own cookies, in a manner that may be a Sale, Share, or otherwise used for Targeted Advertising, you need to exercise a separate opt-out request from each browser and device you use [here](#).

Opt-out for third -party cookies: If you want to limit our Processing of your cookie-related PI via third-party cookies for Targeted Advertising, or opt-out of the Sale/Sharing of such PI, you need to exercise a separate opt-out request on our [cookie management tool](#). This is because we have to use different technologies to apply your opt-out of cookie PI and to non-cookie PI. Our cookie management tool enables you to exercise such an opt-out request and enable certain cookie preferences on your device. You must exercise your preferences on each of our websites you visit, from each browser you use, and on each device that you use. Since your browser opt-out is designated by a cookie, if you clear or block cookies, your preferences will no longer be effective and you will need to enable them again via our cookie management tool. Please also refer to our website privacy policies for other ways to exercise preferences regarding Third-Party Digital Businesses: [Viant Website Privacy Policy](#) and [Adelphic Website](#)

[Privacy Policy](#). Beware that if you use ad blocking software, our cookie banner may not appear when you visit our services and you may have to use the link above to access the tool.

Opt-out preference signals (also known as global privacy control or GPC): Some of the U.S. Privacy Laws require businesses to process GPC signals, which is referred to in California as opt-out preference signals (“OOPS”), which are signals sent by a platform, technology, or mechanism, enabled by individuals on their devices or browsers, that communicate the individual’s choice to opt-out of the Sale and Sharing of personal information. To use an OOPS/GPC, you can download an internet browser or a plugin to use on your current internet browser and follow the settings to enable the OOPS/GPC. We will configure the settings of our cookie management tool to receive and process GPC signals on our website. Our cookie management tool will process OOPS/GPC with respect to Sales and Sharing that may occur in the context of Collection of cookie PI by tracking technologies online by Third-Party Digital Businesses, discussed above, and apply it to the specific browser on which you enable OOPS/GPC. We currently will not, due to technical limitations, process OOPS/GPC for opt-outs of Sales and Sharing in other contexts (e.g., non-cookie PI). We will not: (1) charge a fee for use of our service if you have enabled OOPS/GPC; (2) change your experience with any product or service if you use OOPS/GPC; or (3) display a notification, pop-up, text, graphic, animation, sound, video, or any interstitial in response to the OOPS/GPC.

We do not knowingly Sell or Share the PI of Consumers under 16, unless we receive affirmative authorization (“opt-in”) from either the Consumer who is between 13 and 16 years old, or the parent or guardian of a Consumer who is less than 13 years old. If you think we may have unknowingly collected PI of a Consumer under 16 years old, please [Contact Us](#).

We may disclose your PI for the following purposes, which are not a Sale or Share: (i) if you direct us to disclose PI; (ii) to comply with a Consumer rights request you submit to us; (iii) disclosures amongst the entities that constitute Company as defined above, or as part of a Corporate Transaction; and (iv) as otherwise required or permitted by applicable law.

(c) Right to Delete

Except to the extent we have a basis for retention under applicable law, you may request that we delete your PI. Our retention rights include, without limitation:

- to complete transactions and services you have requested;
- for security purposes;
- for legitimate internal Business Purposes (e.g., maintaining business records);
- to comply with law and to cooperate with law enforcement; and
- to exercise or defend legal claims.

Note also that, depending on where you reside (e.g., California and Utah), we may not be required to delete your PI that we did not collect directly from you.

(d) Correct Your PI

Consumers may bring inaccuracies they find in their PI that we maintain to our attention and we will act upon such a complaint as required by applicable law.

(e) Automated Decision Making/Profiling

We only engage in Automated Decision Making or Profiling in ways that are exempt from Consumer choice under U.S. Privacy Laws.

(f) How to Exercise Your Consumer Privacy Rights

To submit a request to exercise your Consumer privacy rights, or to submit a request as an authorized agent, use our [Consumer Rights Request Portal](#) or call us at 1-888-655-1873 and respond to any follow-up inquiries we make. Please be aware that we do not accept or process requests through other means (e.g., via fax, chats, social media etc.).

(1) Your Request Must be a Verifiable Consumer Request

As permitted or required by applicable U.S. Privacy Laws, any request you submit to us must be a Verifiable Consumer Request, meaning when you make a request, we may ask you to provide verifying information, such as your name, e-mail, phone number and/or account information. We will review the information provided and may request additional information (e.g., transaction history or profile details) via e-mail or other means to ensure we are interacting with the correct individual. We will not fulfill your Right to Know (Categories), Right to Know (Specific Pieces), Right to Delete, or Right to Correction request unless you have provided sufficient information for us to reasonably verify you are the Consumer about whom we collected PI. We do not verify opt-outs of Sell/Share/Target requests unless we suspect fraud.

We verify each request as follows:

- *Right to Know (Categories) (available for California residents only)*: To protect your privacy, we verify your Request to Know Categories of PI to a reasonable degree of certainty, which may include matching at least two data points provided by you with data points maintained by us, which we have determined to be reliable for the purpose of verifying you. If we cannot do so, we will refer you to this Notice for a general description of our data practices.
- *Right to Know (Specific Pieces)*: To protect your privacy, we verify your Request To Know Specific Pieces of PI to a reasonably high degree of certainty, which may include matching at least three data points provided by you with data points maintained by us, which we have determined to be reliable for the purpose of verifying you together with a declaration under penalty of perjury that you are the Consumer whose PI is the subject of the request. If you fail to provide requested information, we will be unable to verify you sufficiently to honor your

request, but we will then treat it as a Right to Know Categories Request if you are a California resident.

- **Do Not Sell/Share/Target:** No specific verification required unless we suspect fraud.
- **Right to Delete:** To protect your privacy, we verify your Request to Delete to a reasonable degree of certainty, which may include matching at least two data points provided by you with data points maintained by us, or to a reasonably high degree of certainty, which may include matching at least three data points provided by you with data points maintained by us, depending on the sensitivity of the PI and the risk of harm to the Consumer posed by unauthorized deletion. If we cannot verify you sufficiently to honor a deletion request, you can still make a Do Not Sell/Share/Target.
- **Correction:** To protect your privacy, we verify your Request to Correct PI to a reasonable degree of certainty, which may include matching at least two data points provided by you with data points maintained by us, or to a reasonably high degree of certainty, which may include matching at least three data points provided by you with data points maintained by us, depending on the sensitivity of the PI and the risk of harm to the Consumer posed by unauthorized correction.

To protect Consumers, if we are unable to verify you sufficiently we will be unable to honor your request. We will use PI provided in a Verifiable Consumer Request only to verify your identity or authority to make the request and to track and document request responses, unless you also gave it to us for another purpose.

(2) Agent Requests

You may use an authorized agent to make a request for you, subject to our verification of the agent, the agent's authority to submit requests on your behalf, and of you. You can learn how to do this by visiting the agent section of our [Consumer Rights Request Portal](#). Once your agent's authority is confirmed, they may exercise rights on your behalf subject to the agency requirements of applicable U.S. Privacy Laws.

(3) Appeals

Consumers resident in some states may appeal Company's decision regarding a request by following the instructions in our response to your request.

(g) Our Responses

Some PI that we maintain is insufficiently specific for us to be able to associate it with a specific, verified Consumer (e.g., clickstream data tied only to a pseudonymous browser ID). We do not include that PI in response to those requests. If we deny a request, in whole or in part, we will explain the reasons in our response.

We will make commercially reasonable efforts to identify Consumer PI that we Process to respond to your Consumer request(s). In some cases, particularly with voluminous and/or typically irrelevant data,

we may suggest you receive the most recent or a summary of your PI and give you the opportunity to elect whether you want the rest. We reserve the right to direct you to where you may access and copy responsive PI yourself. We will typically not charge a fee to fully respond to your requests; provided, however, that we may charge a reasonable fee, or refuse to act upon a request, if your request is excessive, repetitive, unfounded, or overly burdensome. If we determine that the request warrants a fee, or that we may refuse it, we will give you notice explaining why we made that decision. You will be provided a cost estimate and the opportunity to accept such fees before we will charge you for responding to your request.

Consistent with applicable U.S. Privacy Laws and our interest in the security of your PI, we will not deliver to you your Social Security number, driver's license number, or other government-issued ID number, any health or medical identification number, or an account password in response to a Consumer or Personnel privacy rights request.

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3. NON-DISCRIMINATION/NON-RETALIATION

We will not discriminate or retaliate against you in a manner prohibited by applicable U.S. Privacy Laws for your exercise of your Consumer privacy rights.

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4. NOTICE OF FINANCIAL INCENTIVE PROGRAMS

As of the Effective Date of this Notice we did not offer programs requiring you to limit any of your Consumer rights, or otherwise require you to limit your Consumer rights in connection with charging a different price or rate, or offering a different level or quality of good or service, or that would otherwise be considered a financial incentive related to the collection of PI. If we do so, we will provide program terms and notices and an explanation of the material aspects of any such program, and the rights of Consumers, including notice regarding data valuation, in the program terms as required by California law. We may add or change programs and/or their terms by posting notice on the program descriptions so check them regularly.

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5. OUR RIGHTS AND THE RIGHTS OF OTHERS

Notwithstanding anything to the contrary, we may collect, use and disclose your PI as required or permitted by applicable law and this may override your rights under U.S. Privacy Laws. In addition, we are not required to honor your requests to the extent that doing so would infringe upon our or another person's or party's rights or conflict with applicable law.

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6. CONTACT US

If you have any questions, comments, or concerns about our privacy practices, please contact us by e-mail at privacy@viantinc.com call us at 1-888-655-1873. Please note that e-mail communications will not necessarily be secure; accordingly, you should not include sensitive information in your e-mail correspondence with us.

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