

# Frequence Privacy Policy

Updated and last reviewed as of: January 7, 2020

Frequence, Inc. operates an online media buying service and workflow technology that (a) targets and delivers advertising campaigns over the Internet to advertising placements displayed on various media (for example, websites and mobile applications), then measures the performance of these advertising campaigns and provides reporting information to the media buying clients and their advertisers, and (b) provides creative design services for creating customized advertisements that include rich-media features such as video and interactivity. Our services are available to our users subject to this privacy policy and our Terms of Use.

**California Users:** If you are a resident of the State of California, see the [California Privacy Notice](#) for additional information about your rights and our disclosures.

**California Employees, Job Applicants, Owners, Directors, Officers, and Contractors:** If you are a resident of California and you are an employee, job applicant, controlling owner, director, officer, independent contractor, or medical staff of ours, see the [Privacy Notice for California Company Workforce](#).

## WHAT IS THE SCOPE OF THIS PRIVACY POLICY?

This privacy policy applies to your information that we may collect or receive:

- directly from you on [www.frequence.com](http://www.frequence.com), our user interfaces and mobile applications (the “**Frequence Properties**”) (for example, when you fill out your contact information on the “Contact” page of our site or when you register to use our platform on behalf of a client or advertiser of Frequence in our user interface),
- directly from you when you send emails or other electronic messages to us,
- from our media buying clients,
- through our platform that is used by our media buying clients and their advertisers, and third parties that we use to provide services on our behalf,
- through our platform when we use tracking technology on our media buying clients’ advertisers’ websites,
- when you use our social media pages such as Twitter and LinkedIn (all of the services above, including the platform and the Frequence Properties, are defined as the “Services”).

**User Consent:** By accessing or using our Services, you represent that you are at least 18 years old and you consent to our data practices as described in this privacy policy.

This privacy policy describes how we may collect, use, and disclose your information, as well as options available to you and your rights. If you do not want information about you to be used in the manner described in this privacy policy, please do not use the Service.

This privacy policy does not cover and we are not responsible for the privacy, data or other practices of any of our media buying customers and their advertiser clients or any other third parties (except as required by applicable law). See [Third Parties](#) below for more information.

## CHOICE AND RIGHTS

See [How to Opt-Out and Your Choices](#) for information about opting out of certain data practices and see [User Rights](#) for information about exercising your rights as a user.

## CHANGES TO OUR PRIVACY POLICY

We may change this policy at any time. Any changes will be updated directly on this page. We encourage you to visit this page periodically to review our current privacy policy. Where required by law, we will notify you or obtain your consent to make these changes. Your continued use of or access to the Service constitutes your agreement to this privacy policy and any updates.

## CONTACTING US

If there are any questions regarding this privacy policy you may contact us using the information below.

155 E Dana Street  
Mountain View, California 94041  
[privacy@frequence.com](mailto:privacy@frequence.com)

## WHAT INFORMATION DO WE COLLECT?

**Information Provided Directly by You.** When you register and log in to the Frequence Property, you provide your name, email address and if on our website, also your telephone number. When you apply for a job via our Careers page, you provide your name, email address, telephone number, physical address, social media account information and other job-related information. You also provide us information when you send us emails, and other electronic messages through our Services.

Every time you enter information into a web form or other data field available on the Services or you send us an electronic message, we collect and store that information for our business use. Please do not include any sensitive information in these forms and fields.

Some of the information you provide is optional. However, if you decide not to provide certain information, you may not be able to access the information you had requested to access or use, or you may not be able to use part or any of the Services.

**Automatically Collected Information.** When you access our Frequence Properties or platform, open one of our HTML emails, interact with advertisements served by us, or interact with our social media pages, then we may collect certain information automatically from your browser, mobile device or identifier, IP address, cookie or email. The technologies we may use for this collection include pixels, web beacons and cookies. See **How do we use Cookies and other Similar Technologies** below. This automatically collected information may include the following:

- cookie identifiers, including our media buying customers' unique cookie identifiers and Frequence's ad server cookie identifier,
- location data derived from IP address or as supplied by publishers (for example, owners or operators of websites and mobile applications that you access may provide your location data),
- IP address (Internet Protocol address),
- device information such as mobile device identifier, mobile device type, and operating system,
- browser information such as browser type and browsing information such as the web pages visited, the site that you visited just before visiting our site, the date and time that you used the site, and the date and time an advertisement was shown to you, and
- information about your interactions with our emails such as clicking on links and date and time viewed.

When you access the websites and mobile applications of our media buying clients' advertisers, we also use a retargeting and performance reporting tracking pixel on your computer or other device.

We also allow analytics companies (for example, Google Analytics) to use tracking technologies to collect information automatically about the computers and mobile devices of our users.

**Information Provided by Media Buying Customers.** Our media buying customers may provide us with additional information about you. For example, a media buying customer may provide us with a list of their customers identified by IP address, mobile device IDs, or third party cookie ID. Through our media buying customers' user IDs, we have access to additional information about such users, including demographic information and web browsing history.

**Information from Interactions with our Ads.** We advertise our Services on other websites and applications. When you interact with our advertisements (for example, you view or click on one of our ads), we receive information about that interaction to help us provide our Services to you.

**Information Collected When You Log in with Single Sign-On.** You may be given the option to access or register for the Service through the use of a single sign-on feature provided by a third party. By authorizing us to connect with these third parties, you authorize us to access and store the information that these third parties make available to us, and to use and disclose any such information in accordance with this privacy policy. You should check your privacy settings in these third party accounts to understand and change the information that they can send to us.

**Information from Other Sources.** We may also receive data from other sources. For example, we may buy access to certain data (such as gender, military status, job type or profession, and whether you are in the market for buying a product or service) which we may be able to associate with an IP address or user ID.

If we combine or associate non-personal information with personal information, we will treat the combined information as personal information in accordance with this privacy policy.

## **WHAT ARE OUR USES OF YOUR INFORMATION?**

Frequence uses the information for the following business purposes:

**Providing and Improving the Service.** We use the information to provide and improve our Service, including serving advertisements, providing technology that allows our media buying customers to manage advertising campaigns, facilitating navigation on the Service, ensuring our technologies are functioning properly, personalizing the user experience while using our Service, analyzing advertising and website performance and campaigns, personalizing communications with you, and developing new services.

**Personalizing Ads.** We use information (for example, previous websites visited and location) to allow our media buying customers and their advertisers to deliver advertisements that they believe may be of interest to you. Also, some service providers (for example, Google Analytics) will target users of the Frequence Properties when they visit other websites and mobile applications. See **How do we use Cookies and other Similar Technologies?**

**Marketing the Service.** Where permitted by applicable law, the Company may use your email address or other personal contact information to send you marketing messages relating to the Service, which you can opt-out of. We also use your information to monitor the effectiveness of these marketing campaigns.

**Detecting Fraud.** We use IP addresses and browser cookies to detect suspicious patterns which may represent advertising fraud. We may also use the information to identify invalid advertising impressions and queries. We also use the last logged IP address to detect fraud.

**Exploring a Combination.** We may use the information as part of exploring a potential merger, acquisition, debt financing, or sale of our assets, as well as in the event of an insolvency, bankruptcy or receivership.

**Legal and Other Uses.** We may use your information if we believe it is required or appropriate: (a) to prevent or stop activity that we may think is, or is at risk of being, illegal, unethical or legally actionable activity; (b) to protect our rights, privacy, safety or property, and that of you and others; (c) to protect our operations and the security of our Services; (d) under applicable law; (e) to comply with legal process and our legal obligations; (f) to respond to requests or requirements from public, law and government authorities (including national security and law enforcement requirements) and private parties; (g) to enforce our terms and conditions; and (h) to allow us to pursue available remedies or limit potential damages.

## HOW DO WE USE COOKIES AND OTHER SIMILAR TECHNOLOGIES?

We use cookies in connection with our Services. A cookie is a small data file that is stored on your computer's or mobile device's memory. Some cookies help you navigate our Frequence Properties, including setting a cookie to remember your login details when you log in to our user interface. Cookies also collect information about how you use our Frequence Properties, which allows us to monitor website performance and identify ways to make the website easier to use and more effective.

In addition, we help our media buying customers place cookies on visitors of their customers' websites to serve interest-based advertisements to such visitors when they visit other websites and mobile applications. We also place cookies on those same users to analyze the effectiveness of our Services (for example, by tracking the way in which you respond to, select, and interact with our media buying customers' and their customers' advertisements to help us measure the success of advertising campaigns). The collection of information through cookies or similar technologies by our media buying customers and their customers is governed by such businesses' own privacy policies, which Frequence does not control.

If you submit an inquiry through our Service (e.g., by filling out a web form on the "Contact" page) and provide your name and email and similar information, that personal information will not be tied back to you for interest-based advertising purposes across websites and applications, however, you may receive email marketing communications from us. To opt out of marketing communications see [How to Opt-Out and your Choices](#).

We and our service providers may also use "pixel tags," "web beacons," "clear GIFs" or similar means to analyze usage patterns of users. These technologies are electronic images that are placed on a web page or in a mobile application and may be associated with cookies on your hard drive. Some of these technologies are used to drop cookies on users' devices. These technologies allow us to count users who have visited certain websites and applications of our media buying customers and their customers, and pages within such websites and applications, and to help determine the effectiveness of advertising campaigns. Some pixels are used by third parties for interest-based advertising.

We place the "Facebook Pixel" of the social network Facebook on our media buying customers' and their customers' websites. The Facebook Pixel allows our media buying customers and their customers to deliver targeted advertising to their users. The Facebook Pixel also allows Facebook to collect data of users and retarget those users with interest-based advertising when those users visit Facebook properties.

The Facebook Pixel allows us and Facebook to determine whether advertisements were effective and satisfactory for users by being able to comprehend users' actions before and after they were on a website. Facebook may connect the data with your user profile within its network. We do not control and we are not responsible for the Facebook Pixel or any of Facebook's tracking technologies or how they may be used. If you have any questions about the privacy and data practices of Facebook, you should contact Facebook directly.

Other third parties (for example, Google Analytics) may use cookies or similar technologies on visitors of our Frequence Properties to provide us with analytical information regarding the Frequence Properties. Those third parties may also use targeting cookies to serve interest-based advertisements to our visitors when they visit other websites and mobile applications. The collection of information through cookies or similar technologies by such third parties is governed by such third parties' own privacy policies and principles, which Frequence does not control.

For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org). To read about your choices regarding Frequence's and third parties' uses of cookies in our Services, see [How to Opt-Out and Your Choices](#).

We do not respond to browser Do Not Track (DNT) signals at this time.

## WHO DO WE DISCLOSE YOUR INFORMATION TO?

Frequence may share your personal information with:

- **Our affiliates.** We may disclose your information to our affiliates (for example, subsidiaries) for the purposes described in this privacy policy.
- **Our service providers.** We may disclose your information with our third-party service providers who perform functions required for the operation of our business. Examples include, to provide data storage and processing services, hosting services, campaign management, email management, engineering services, marketing services, technical support, and fraud detection and prevention. We provide our service providers with only the information necessary for them to perform the services we request, and we ask our service providers not to use such information for any purpose other than as specified by us.
- **A Buyer of our Business.** We may share your information with a third party as part of a merger, acquisition, debt financing, or sale of our assets, as well as in the event of an insolvency, bankruptcy or receivership.
- **The Public, Voluntarily by You.** Individuals may choose to share information on message boards, chat, profile pages and blogs and other services that allow visitors to post information and materials. Please note that any information posted or disclosed through these services and forums will become public information, and may be available to users of the Frequence Properties and to the general public. We urge you to be very careful when deciding to disclose your personal information, or any other information, on the Frequence Properties.

**Legal and Other Disclosures.** We may also disclose your information if we believe it is required or appropriate: (a) to prevent or stop activity that we may think is, or is at risk of being, illegal, unethical or legally actionable activity; (b) to protect our rights, privacy, safety or property, and that of you and others; (c) to protect our operations and the security of our Services; (d) under applicable law; (e) to comply with legal process and our legal obligations; (f) to respond to requests or requirements from public, law and government authorities (including national security and law enforcement requirements) and private parties; (g) to enforce our terms and conditions; and (h) to allow us to pursue available remedies or limit potential damages.

## HOW TO OPT-OUT AND YOUR CHOICES

### Opting Out of Marketing from Frequence

You may opt-out from receiving electronic communications from us (or opt in, if required by applicable law). If you no longer want to receive marketing-related emails from us on a going-forward basis, you may opt-out of receiving these marketing related emails by contacting us at [privacy@frequence.com](mailto:privacy@frequence.com) or by clicking on the opt-out link within the email message that you receive from us.

Please also note that if you do opt-out of receiving marketing-related emails from us, we may still be required to send you administrative messages relating to the Services from time to time.

### Opting Out of Frequence's Cookies Generally

You may disable cookies, including all of our cookies, by modifying the settings in your browser. However, please note that certain features of the Frequence Properties may not work if you delete or disable cookies. Also, if you delete all cookies after previously opting out of third parties' interest-based advertising cookies (see below), you will need to renew your opt-out choice with respect to interest-based advertising because opt-outs are usually managed by cookies.

For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

### Opting Out of Interest-Based Advertising by Third Parties from Cookies

Some third parties (including our service providers such as Google Analytics and Facebook and media buying customers and their customers) who use cookies when you use our Services, have opt out mechanisms either directly on their website or through an industry-developed web page. The following web pages provide information on how to exercise choice regarding the collection of information about your

online activities over time and across multiple third-party websites, online services, devices, and applications for interest-based advertising purposes:

[www.aboutads.info/choices](http://www.aboutads.info/choices)

<http://optout.aboutads.info/>

When you opt out of receiving interest-based advertising from third parties, note that the opt out only applies to the applicable browser in which you set it.

Note also that most opt-out tools are cookie-based. This means that, if you have cookies blocked, you will not be able to use the opt-out tool. If you delete cookies entirely, then you will need to opt out from interest-based advertising again.

Once the opt-out has been completed, you will still receive advertisements on properties that you visit, but such advertisements will not be interest-based ads targeted by the third parties whose cookies you opted out of.

**To opt out of Google DoubleClick click here: [Google Double Click Opt-Out](#)**

For more information about cookies, including how to see what cookies have been set on your device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

### **Opting Out of Third Party Interest-Based Advertising in Mobile Applications**

To opt out of third party interest-based advertising that takes place through mobile applications, please see the following instructions on utilizing your mobile device operating system's opt-out settings.

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For iPhone/iOS users: For instructions on how to "Limit Ad Tracking" on the iOS, please visit this link or see the instructions below:

1. Go to "Settings" > "Privacy" > "Advertising."
2. Turn on "Limit Ad Tracking."

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For Android users: For instructions on how to opt out of interest-based ads in the Android OS, please visit this link or see the instructions below:

1. Open Google settings on your device (may be an app called Google Settings or an entry in your phone's Settings menu, depending on your device)
2. Tap "Ads"
3. Switch on "Opt out of interest-based ads" or "Opt out of Ads Personalization."

### **Opting Out of Third Party Cross-Device Targeting**

Third parties (including our service providers such as Google Analytics and Facebook and media buying customers and their customers) may combine and use information from websites or applications on your current browser or device with information from your other browsers or other devices for advertising purposes. To opt out of such practices (i.e., cross device advertising), please follow the instructions above for opting out on each of your browsers and on each of your devices, including: "Opting Out of Interest-Based Advertising by Third Parties from Cookies" and "Opting Out of Third Party Interest-Based Advertising in Mobile Applications."

Please note that you will need to opt out separately on (1) each of your browsers and (2) each of your mobile devices to ensure that information collected on a particular browser or device is not used on another browser or device.

### **Opting Out of Use of Precise Location**

To disable the collection of precise location information from your mobile device through mobile applications, you can access your mobile device settings and choose to limit that collection.

**Android:** For Android 6.0 and above: you can modify privacy settings in Settings > Applications > App Permissions > Location and tap the on/off toggle switch next to Location for each app which has permission to use your location data. For earlier versions of Android: you can modify privacy settings in Settings > More > Permission and tap the on/off toggle switch next to Location to turn location functions off for your device. Alternatively, you may uninstall the relevant program(s).

**iOS:** In iOS you can modify privacy settings in Settings > Privacy. You can select location data from this list to see which apps have asked for permission to use your location data.

## USER RIGHTS

You may send us an email at [privacy@frequency.com](mailto:privacy@frequency.com) to request access to, correct or delete any personal information that you have provided to us.

**California Users:** If you are a resident of the State of California, see the California Privacy Notice.

If you delete any information that you posted publicly on the Frequency Properties, copies of this information may remain viewable in cached and archived pages or might have been copied or stored by users.

## HOW DO WE PROTECT YOUR INFORMATION?

The security of your information is important to us. Frequency has implemented reasonable security measures to maintain the safety of your personal information.

## THIRD PARTIES

This privacy policy does not cover and we are not responsible for the privacy, data or other practices of any third parties (except as required by applicable law), including any third parties operating any site or service to which our Services link. The inclusion of a link on the Services does not imply endorsement of the linked site or service by us or by our affiliates. These third parties are bound by their own privacy policies.

## SENSITIVE INFORMATION

We ask that you not send us, and you not disclose to us, any sensitive information (e.g., social security numbers or other government identifiers, information related to racial or ethnic origin, political opinions, religion or other beliefs, medical or health conditions, criminal background, trade union membership, or information concerning sex life or sexual orientation) on or through the Services or otherwise to us, except where such information is legally required.

## HOW LONG DO WE RETAIN YOUR INFORMATION

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy or until an individual requests deletion in accordance with applicable law and this privacy policy, unless a longer retention period is required or permitted by law.

## CHILDREN

We do not knowingly collect any information from anyone under 18 years of age. Our Services are all directed to and intended for people who are at least 18 years old or older.

## INTERNATIONAL TRANSFERS

The information we collect is transferred to and maintained on servers or databases located in the United States or India, where the privacy laws may not be as protective as those in your location. We may also process and store information in any country where we have facilities and/or employees, or in countries where we engage service providers. **Your use of our Services or your submission of your information to us or any of our media buying customers or their customers, represents your consent to such transfer, storage and processing outside of your country of residence (including transfers to the United States and India), which may have different data protection rules than those of your country of residence.**

## CALIFORNIA'S "SHINE THE LIGHT" LAW

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Frequency Properties that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to [privacy@frequency.com](mailto:privacy@frequency.com) or write us at: 155 E Dana Street, Mountain View, California 94041.

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# California Privacy Notice

This **Privacy Notice for California Residents (“California Notice”)** applies to California residents whose personal information we collect (“**consumers**” or “**you**”). This California Notice is in addition to the information in our privacy policy above.

Certain California residents (e.g., employees, job applicants, contractors, owners, directors and officers of Frequence) **do not** have the same rights as set forth in this California Notice. **See “What Information Do We Collect” below for additional information about excluded personal information.** Also, the CCPA temporarily exempts certain personal information reflecting a written or verbal business-to-business communication or transaction (“**B2B personal information**”) from certain CCPA requirements.

The purpose of this California Notice is to comply with the California Consumer Privacy Act of 2018 (CCPA). All terms defined in the CCPA have the same meaning when used in this California Notice.

## What Information Do We Collect?

We collect information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer, device or household (“personal information”).

We have collected the following categories of personal information from our consumers within the last twelve (12) months:

Category	CCPA Examples	Examples of items collected by Frequence
Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver’s license number, passport number, or other similar identifiers.	For example, name, email, cookie ID and IP address
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.	For example, name and phone number
Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	For example, age
Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	For example, consuming tendencies and histories
Internet or other similar network activity.	Browsing history, search history, information on a consumer’s interaction with a website, application, or advertisement.	All of these items
Geolocation data.	Physical location or movements.	Physical location
Professional or employment-related information.	Current or past job history or performance evaluations.	For example, job title and profession
Inferences drawn from other personal information.	Profile reflecting a person’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	For example, preferences, behavior and aptitudes

## Categories of Sources:

We obtain the above categories of personal information from the following categories of sources:

- Directly from you,
- Automatically collected information,
- Our media buying customers,
- Information from interactions with our ads,
- Information when you log in with a third party’s single sign-in, and
- Information from other sources (for example when we buy access to certain data).

## What is not personal information or not covered?

- Deidentified or aggregated consumer information is not personal information under CCPA.
- Publicly available information from government records is not personal information under CCPA.
- Health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data are also not personal information under CCPA.
- Personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FCRA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994 are also not personal information under CCPA.

Certain “excluded personal information” is excluded from our definition of personal information. The term “**excluded personal information**” means personal information that we collect about a natural person who resides in California in the course of the person acting as any of the following (to the extent we collect and use the information solely within the context of that role):

- a job applicant for a job at Frequence (for example, if you apply for a job at Frequence, the personal information collected as part of your application and your potential hiring will not be covered by this California Notice),
- an employee of Frequence (for example, your personal information collected as part of your employment with Frequence will not be covered by this California Notice),
- a controlling owner of Frequence will not be covered by this California Notice,
- a director of the board or an officer of Frequence will not be covered by this California Notice,
- a medical staff member of Frequence (if any), and
- a contractor of Frequence (for example, your personal information collected as part of your role as an independent contractor providing services to the Company will not be covered by this California Notice).

Also, emergency contact information for the individuals covered above (to the extent collected and used by us solely within the context of using emergency contact information) is not covered by this California Notice. In addition, information needed to administer benefits (e.g., health insurance) for another person relating to the individuals covered above (e.g., a dependent) is not covered by this California Notice.

The CCPA has also temporarily exempted B2B personal information (defined above).

### **How do we Use Personal Information?**

We may use the personal information for one or more of the following purposes:

- Providing and improving the Service.
- Personalizing ads.
- Marketing the Service.
- Detecting fraud.
- Exploring a combination.
- As described to you when collecting your personal information or as otherwise permitted in the CCPA.

**Legal and Other Uses.** We may also use your information if we believe it is required or appropriate: (a) to prevent or stop activity that we may think is, or is at risk of being, illegal, unethical or legally actionable activity; (b) to protect our rights, privacy, safety or property, and that of you and others; (c) to protect our operations and the security of our Services; (d) under applicable law; (e) to comply with legal process and our legal obligations; (f) to respond to requests or requirements from public, law and government authorities (including national security and law enforcement requirements) and private parties; (g) to enforce our terms and conditions; and (h) to allow us to pursue available remedies or limit potential damages.

We will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.

## Who do we Disclose your Personal Information to?

### Sales of Personal Information

In the preceding twelve (12) months, the Company has not sold personal information. “Sold” is defined under the CCPA.

### Disclosures of Personal Information for a Business Purpose

We may disclose your personal information to a third party for a business purpose. When we disclose personal information for a business purpose, we enter into a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

We share your personal information with the following categories of third parties:

- Our affiliates.
- Our service providers.
- A buyer of our business.
- The public, voluntarily by you.

**Legal and Other Disclosures.** We may also disclose your information if we believe it is required or appropriate: (a) to prevent or stop activity that we may think is, or is at risk of being, illegal, unethical or legally actionable activity; (b) to protect our rights, privacy, safety or property, and that of you and others; (c) to protect our operations and the security of our Services; (d) under applicable law; (e) to comply with legal process and our legal obligations; (f) to respond to requests or requirements from public, law and government authorities (including national security and law enforcement requirements) and private parties; (g) to enforce our terms and conditions; and (h) to allow us to pursue available remedies or limit potential damages.

In the preceding twelve (12) months, we have disclosed the following categories of personal information for a business purpose:

- Identifiers.
- California Customer Records personal information categories.
- Protected classification characteristics under California or federal law.
- Commercial information.
- Internet or other similar network activity.
- Geolocation data.
- Professional or employment-related information.
- Inferences drawn from other personal information.

### Your Rights and Choices

Under the CCPA, California residents have specific rights about their personal information. See below for information about these rights.

### Access to Specific Information and Data Portability

You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your verifiable consumer request (see **Exercising Access, Data Portability, and Deletion**), we will disclose to you:

- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for collecting that personal information.
- The categories of third parties with whom we share that personal information.
- The specific pieces of personal information we collected about you (which will allow you to exercise your data portability right).

## Deletion Request

You have the right to request that we delete any of your personal information that we collected from you and still retain, subject to certain exceptions. Once we receive and confirm your verifiable consumer request (see **Exercising Access, Data Portability, and Deletion**), we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service providers to:

- Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Debug products to identify and repair errors that impair existing intended functionality.
- Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

## Exercising Rights of Access, Data Portability, and Deletion

To exercise your rights above, please submit a verifiable consumer request to us by either:

- Emailing us at [privacy@frequency.com](mailto:privacy@frequency.com) and providing your full name and email address and the request that you are making (e.g., right to access, portability or deletion).
- Submitting a web form located here: <https://frequency-ccpa.adservices.brandcdn.com/ccpa> and providing your full name and email address and the request that you are making (e.g., right to access, portability or deletion).

Only you, or someone legally authorized to act for you, may make a verifiable consumer request about your personal information. You may also make a verifiable consumer request for your minor child.

You may only make a verifiable consumer request for access or data portability **twice within a 12-month period**. The verifiable consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand and respond to it.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you.

Making a verifiable consumer request does not require you to create an account with us. We do consider requests made through your password protected account sufficiently verified when the request relates to personal information associated with that specific account. We may require you to make your request through your account if you have an account with us.

We will only use personal information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

## Format of Response and Timing

We will try to respond to a verifiable consumer request within forty-five (45) days of its receipt. If we require more time, we will inform you of the reason and extension period.

If you have an account with us, we will deliver our written response to that account. If you do not have an account with us, we will deliver our

written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding the verifiable consumer request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable. For data portability requests, we will select a format (such as a plain text file) to provide your personal information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

### Non-Discrimination

We will not discriminate against you for exercising any of your CCPA rights. Unless permitted by the CCPA, we will not:

- Provide you a different level or quality of goods or services.
- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.
- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.

However, we may in the future offer you certain financial incentives permitted by the CCPA that **can result** in different prices, rates, or quality levels. Any CCPA-permitted financial incentive we offer will reasonably relate to your personal information's value and contain written terms that describe the program's material aspects. Participation in a financial incentive program requires your prior opt in consent, which you may revoke at any time.

### Privacy Notice for California Company Workforce

This **Privacy Notice for California Company Workforce** ("**California Workforce Notice**") applies solely to employees, job applicants, controlling owners, directors, officers, independent contractors, and medical staff of Frequency (if any) who are California residents ("**you**" or the "**Company Workforce**").

We have adopted this California Workforce Notice to comply with the California Consumer Privacy Act of 2018 (CCPA) with respect to certain Company Workforce. Any terms defined in the CCPA have the same meaning when used in this California Workforce Notice.

### Information We Collect from Company Workforce

We collect information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with an individual in the Company Workforce in the course of the natural person acting in his/her capacity as an individual in the Company Workforce ("personal information").

We have collected the following categories of personal information from our Company Workforce within the last twelve (12) months:

Category	Examples
Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver's license number, passport number, or other similar identifiers.
Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver's license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information. Some personal information included in this category may overlap with other categories.
Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).
Biometric information.	Activity patterns such as health or exercise data.
Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.
Geolocation data.	Physical location or movements.

Category	Examples
Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information, such as video recordings from security cameras
Professional or employment-related information.	Current or past job history or performance evaluations.
Inferences drawn from other personal information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.

- Deidentified or aggregated consumer information is not personal information under CCPA.
- Publicly available information from government records is not personal information under CCPA.
- Health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data are also not personal information under CCPA.
- Personal information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994 are also not personal information under CCPA.

## Use of Personal Information

We may use the personal information of the Company Workforce for one or more of the following purposes:

- **Employees, directors and officers:** We may use your information for the following purposes: identifying you, verifying work authorization, administering taxes and health, medical and other benefit plans, keeping track of your records, contacting you, facilitating payment to bank accounts, contributing to and administering 401(k) plans, garnishing wages required by law, evaluating performance, tracking efficiency and productivity, protecting against disclosure of confidential information and trade secrets, and ensuring compliance with applicable laws and company policies.
- **Job applicants:** We may use your information for the following purposes: identifying you, keeping track of records, contacting you, evaluating your candidacy, performing background and reference checks, and onboarding you.
- **Independent contractors:** We may use your information for the following purposes: identifying you, administering taxes, keeping track of your records, contacting you, facilitating payment to bank accounts, evaluating performance, tracking efficiency and productivity, protecting against disclosure of confidential information and trade secrets, and ensuring compliance with applicable laws and company policies.
- **Legal and Other Uses.** We may also use your information if we believe it is required or appropriate: (a) to prevent or stop activity that we may think is, or is at risk of being, illegal, unethical or legally actionable activity; (b) to protect our rights, privacy, safety or property, and that of you and others; (c) to protect our operations and the security of our Services; (d) under applicable law; (e) to comply with legal process and our legal obligations; (f) to respond to requests or requirements from public, law and government authorities (including national security and law enforcement requirements) and private parties; (g) to enforce our terms and conditions; and (h) to allow us to pursue available remedies or limit potential damages.
- We may use your information as described to you when collecting your personal information or as otherwise set forth in the CCPA.

The Company will not collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes without providing you notice.