

PERSONAL DATA OUR WEBSITE COLLECTS AND SHARES

We collect the following categories of personal data from you:

| Category | Examples | Collected | Purpose | Shared |
|---|--|---|---|------------------------------------|
| Identifiers | online identifiers, Internet Protocol address. | Collected through your use of our website. | We collect this information to: <ul style="list-style-type: none"> Understand traffic patterns and ad performance. | Shared with our service providers. |
| Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)) | name, phone number, postal address, email address. | Collected when you directly provide it to us. | We collect this information to: <ul style="list-style-type: none"> Initiate a business relationship with you. | Shared with our service providers. |
| Protected classification characteristics under California or federal law | N/A | Not Collected | N/A | N/A |
| Commercial information | Products or services purchased, obtained, or considered. | Collected when you directly provide it to us. | We collect this information to: <ul style="list-style-type: none"> Initiate a business relationship with you | Shared with our service providers. |
| Biometric information | N/A | Not Collected | N/A | N/A |
| Internet or other similar network activity | Information on a customer's interaction with a website, application, or advertisement. | Collected through your use of our website. | We collect this information to: <ul style="list-style-type: none"> Understand traffic patterns and ad performance. | Shared with our service providers. |
| Geolocation data | Approximate physical location derived from your Internet Protocol address | Collected through your use of our website. | We collect this information to: <ul style="list-style-type: none"> Understand traffic patterns and ad performance. | Shared with our service providers |
| Sensory data | N/A | Not Collected | N/A | N/A |
| Professional or employment-related information | Current employer. | Collected when you directly provide it to us. | We collect this information to: <ul style="list-style-type: none"> Initiate a business relationship with you | Shared with our service providers |

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|--|--|--|--|------------------------------------|
| Non-public education information | N/A | Not Collected | N/A | N/A |
| Inferences drawn from other personal information | Profile reflecting a person's preferences, characteristics, or behavior, | Collected when you directly provide it to us or through your use of our website. | We collect this information to: <ul style="list-style-type: none">• Understand traffic patterns and ad performance; and• Target/Retarget Advertising of our products and services online. | Shared with our service providers. |

PERSONAL DATA OUR CLIENT FACING APPLICATIONS COLLECT AND SHARE

We collect the following categories of personal data from you:

| Category | Examples | Collected | Purpose | Shared |
|---|--|--|---|------------------------------------|
| Identifiers | online identifiers, Internet Protocol address. | Collected through your use of our website. | We collect this information to: <ul style="list-style-type: none"> • Understand traffic patterns and ad performance. | Shared with our service providers |
| Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)) | Name, signature, address, telephone number, credit card number, debit card number, or any other financial information. | Collected when you directly provide it to us or through your use of our platforms. | We collect this information to: <ul style="list-style-type: none"> • Provide you our services; and • Respond to inbound inquiries related to sales or technical support requests. | Shared with our service providers. |
| Protected classification characteristics under California or federal law | N/A | Not Collected | N/A | N/A |
| Commercial information | Products or services purchased, obtained, or considered. | Collected when you directly provide it to us. | We collect this information to: <ul style="list-style-type: none"> • Initiate a business relationship with you. | Shared with our service providers. |
| Biometric information | N/A | Not Collected | N/A | N/A |
| Internet or other similar network activity | Information on a customer's interaction with a website, application, or advertisement. | Collected through your use of our website. | We collect this information to: <ul style="list-style-type: none"> • Understand traffic patterns and ad performance. | Shared with our service providers |
| Geolocation data | Approximate physical location derived from your Internet Protocol address. | Collected through your use of our website. | We collect this information to: <ul style="list-style-type: none"> • Understand traffic patterns and ad performance. | Shared with our service providers |
| Sensory data | N/A | Not Collected | N/A | N/A |
| Professional or employment-related information | Current employer. | Collected when you directly provide it to us. | We collect this information to: <ul style="list-style-type: none"> • Provide you our services; • Initiate a business relationship with you; and • Respond to inbound inquiries related to sales or technical support requests. | Shared with our service providers. |

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|--|---|--|---|------------------------------------|
| Non-public education information | N/A | Not Collected | N/A | N/A |
| Inferences drawn from other personal information | Profile reflecting a person's preferences, characteristics or behavior, | Collected when you directly provide it to us or through your use of our website. | We collect this information to: <ul style="list-style-type: none"> • Understand traffic patterns and ad performance; and • Target/Retarget Advertising of our products and services online. | Shared with our service providers. |

PERSONAL DATA THE ADVERTISING TECHNOLOGY PLATFORMS COLLECT AND SHARE

We collect the following categories of personal data from you:

| Category | Examples | Collected | Purpose | Shared |
|---|---|--|---|---|
| Identifiers | online identifiers and Internet Protocol address. | Collected through your use of district m's clients' websites and applications. | We collect this information to: <ul style="list-style-type: none"> • Transact with third party buyers of media inventory; • Understand traffic patterns and ad performance; and • Report to publishers and advertisers using aggregated anonymous ad serving data. | Shared with our affiliates, partners, vendors, and service providers. |
| Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)) | N/A | Not Collected | N/A | N/A |
| Protected classification characteristics under California or federal law | N/A | Not Collected | N/A | N/A |
| Commercial information | N/A | Not Collected | N/A | N/A |
| Biometric information | N/A | Not Collected | N/A | N/A |

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|--|--|--|--|---|
| Internet or other similar network activity | | Not Collected | N/A | N/A |
| Geolocation data | Approximate physical location derived from your Internet Protocol address. | Collected through your use of our publisher clients' websites and applications | <p>We collect this information to:</p> <ul style="list-style-type: none"> • Transact with third party buyers of media inventory; • Understand traffic patterns and ad performance; and • Report to publishers and advertisers using aggregated anonymous ad serving data. | Shared with our affiliates, partners, vendors, and service providers. |
| Sensory data | N/A | Not Collected | N/A | N/A |
| Professional or employment-related information | N/A | Not Collected | N/A | N/A |
| Non-public education information | N/A | Not Collected | N/A | N/A |
| Inferences drawn from other personal information | N/A | Not Collected | N/A | N/A |