
California Consumer Privacy Act Disclosures

In these California Consumer Privacy Act Disclosures (“CCPA Disclosures”), we, RTB House Inc. (“RTB House”, “we”) disclosure information about our data processing practices as required by the California Consumer Privacy Act of 2018 (“CCPA”). These CCPA Disclosures are effective January 1, 2020. You can download a PDF version [here](#).

I. Who and what information is subject to these CCPA Disclosures?

California residents are protected as “consumers” by the California Consumer Privacy Act of 2018 (“CCPA”) with respect to personal information.

II. How can a consumer with a disability access these CCPA Disclosures?

Consumers who have a visual disability may be able to use a screen reader or other text-to-speech or text-to-Braille tool to review the contents of this notice.

III. CCPA Privacy Policy

We are providing the disclosures about consumer rights and our personal information handling practices in the preceding twelve months, as required by the CCPA and regulations of the California Attorney General, including §999.308. You may access a set of information required by the CCPA pertaining to our data processing activities as a business under the CCPA in our CCPA Privacy Policy ([click here to expend](#)).

1. Right to Know About Personal Information Collected, Disclosed, or Sold

This CCPA Privacy Policy describes personal information we generally collect, use, disclose about California residents. You have the right to request that we disclose what personal information we collect, use and disclose about you specifically (“right to know”). To submit a request to exercise the right to know, please submit an email request to dpo@rtbhouse.com and include “California Request to Know” in the subject line or call our toll-free phone number [+1 0000000000]. Please specify in your request the details you would like to know, including any specific pieces of personal information you would like to access.

We will ask that you provide certain information to verify your identity. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue. We will respond to your request in accordance with the CCPA. If we deny your request, we will explain why.

2. Our Personal Information Handling Practices

We have set out below categories of personal information we have collected about California residents in the preceding 12 months and, for each category of personal information collected, the categories of sources from which that information was collected, the business or commercial purposes for which the information was collected and the categories of third parties with whom we shared the personal information.

Category of personal information	We collected such personal information to use for the following business or commercial purposes:	We have collected such personal information from the following categories of sources:	We shared such personal information with the following categories of third parties:
Identifiers such as an unique online identifiers (including cookie IDs and mobile advertising IDs)	(a) select and deliver personalized ads, (b) measure ad performance, (c) develop and improve our products, (d) ensure security and prevent fraud and debug.	Our business partners i.e.: (a) Supply Side Platforms (b) Publishers	We share this information with our service providers such as data centers and companies of RTB House Corporate Group that provide us with technical support and campaign management services. In addition, we share this information with the Supply Side

			Platforms in order to receive from them the bid requests concerning digital properties.
Identifiers such as an Internet Protocol address indicating your general (non-specific) location (Geolocation data.)	(a) select and deliver personalized ads, (b) measure ad performance, (c) develop and improve our products, (d) ensure security and prevent fraud and debug.	Our business partners i.e.: (a) Supply Side Platforms (b) Publishers	We share this information only with our service providers such as data centers and companies of RTB House Corporate Group that provide us with technical support and campaigned management services.
Internet or other electronic network activity information, including browsing history and information regarding a consumer's interaction with an Internet Web site, application or advertisement i.e.: (a) URLs of the web pages you visited ("referrer") (b) data related to ad impressions and your interactions with our ads on publishers' websites or apps (c) technical browser and device information ("user	(a) select and deliver personalized ads, (b) measure ad performance, (c) develop and improve our products, (d) ensure security and prevent fraud and debug	Our business partners i.e.: (a) Supply Side Platforms (b) Publishers	We share this information only with our service providers such as data centers and companies of RTB House Corporate Group that provide us with technical support and campaigned management services

agent")			
(d) timestamps.			

3. Disclosures and Sale of Personal Information

Over the preceding 12 months, we have not sold any categories of California residents' personal information to third parties.

We disclosed the following categories of California residents' personal information to Supply Side Platforms: online identifiers.

4. Right to Request Deletion of Personal Information

You have a right to request the deletion of personal information that we collect or maintain about you. To submit a request to delete personal information, please submit an email request to dpo@rtbhouse.com and include "California Request to Delete" in the subject line. Please specify in your request the personal information about you that you would like to have deleted, which can be all of your personal information as required by the CCPA.

We will ask that you provide certain information to verify your identity. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue. Once we have verified your identity, we will ask you to confirm that you wish to have your personal information deleted. Once confirmed, we will respond to your request in accordance with the CCPA. If we deny your request, we will explain why.

5. Right to Opt-Out of the Sale of Personal Information

You have the right to opt-out of the sale of your personal information by a business. We do not, and will not, sell your personal information. However, if you wish for RTB House to stop providing personalized advertisements for you, you can opt-out of our technology.

6. Right to Non-Discrimination for the Exercise of a Consumer's Privacy Rights

You may not be discriminated against because you exercise any of your rights under the CCPA in violation of Cal. Civ. Code §1798.125.

7. Authorized Agent

You can designate an authorized agent to make a request under the CCPA on your behalf if:

- The authorized agent is a natural person or a business entity registered with the Secretary of State of California; and
- You sign a written declaration that you authorize the authorized agent to act on your behalf.

If you use an authorized agent to submit a request to exercise your right to know or your right to request deletion, please have the authorized agent take the following steps in addition to the steps described in Sections 2 and 3 above:

- Mail a certified copy of your written declaration authorizing the authorized agent to act on your behalf to dpo@rtbhouse.com and
- Provide any information we request in our response to your email to verify your identity. The information that we ask you to provide to verify your identity will depend on your prior interactions with us and the sensitivity of the personal information at issue.

If you provide an authorized agent with power of attorney pursuant to Probate Code sections 4000 to 4465, it may not be necessary to perform these steps and we will respond to any request from such authorized agent in accordance with the CCPA.

8. Contact for More Information

If you have questions or concerns regarding our privacy policy or practices, you may contact us using the following details:

Email address: dpo@rtbhouse.com

Postal address: 135 Madison Ave, 33 East 33rd Street, NY 10016, New York

Last Updated: January 1, 2020

IV. PROCESSING PERSONAL INFORMATION AS A SERVICE PROVIDER

As a service provider of our Clients, RTB House processes the following categories of personal information on behalf of our clients for the purpose of direct marketing of Client's goods or services:

- (a) unique online identifiers, including cookie IDs and mobile advertising IDs;
- (b) data related to consumers' activity on the digital properties controlled by the Client;
- (c) technical browser and device information ("user agent");

(d) timestamps recording consumer's activity on the Client's websites.

In the event that the California Consumer Privacy Act ("CCPA") applies, RTB House: (a) will not sell any consumer personal information collected on our Client's website in relation to providing digital advertising services to the Client ("Consumer Personal Information"); (b) will not retain, use or disclose the Consumer Personal Information for any purposes, other than for the specific purpose of performing the services specified in the agreement i.e. direct marketing of the Client's goods or services, by optimization, selection and delivery of personalized advertisements to consumers on third party digital properties, or as otherwise permitted by the CCPA; (c) will not retain, use or disclose the consumer personal information outside of the direct business relationship between RTB House and the Client under the agreement; and (d) will honor the request of any consumer to delete that Consumer Personal Information, however that request may be received – either directly from the consumer, from an authorized agent of the consumer, or from the Client – unless RTB House, otherwise is permitted by law to not delete the consumer personal information.