

INTEGRAL AD SCIENCE: SUPPLEMENTAL U.S. STATE PRIVACY NOTICE

This Supplemental U.S. State Privacy Notice (“Notice”) supplements the Website [Privacy Policy](#) and the [Technology Solutions and Reporting Platform Privacy Policy](#) issued by Integral Ad Science (“IAS”). Any terms already defined in the Website Privacy Policy and the Technology Solutions and Platform Privacy Policy have the same meanings in this Notice. This Notice describes how IAS processes the Personal Data of visitors to the Website and IAS customers and media partners, i.e., Users, accessing or using the Reporting Platform residing in California and Virginia. In the event of a conflict between this Notice and the Website Privacy Policy and the Technology Solutions and Reporting Platform Privacy Policy, this Notice will prevail as to California and Virginia residents. This Notice only applies to Personal Data collected by IAS for its own purposes, not to Personal Data IAS collects on behalf of other companies.

Collection and Disclosure of Personal Data

We collect Personal Data directly from Website visitors (e.g., when someone requests information from IAS), indirectly from Website visitors (e.g., through user activity on the Website), and from IAS’s Users when accessing or using the Reporting Platform. . IAS does not collect sensitive Personal Data.

The Personal Data IAS collects and discloses about IAS visitors and Users can vary depending on the nature of their interactions with IAS. In the past twelve months, IAS has collected and disclosed to its service providers the following categories of Personal Data about visitors and Users:

- Identifiers and Non-Public Personal Data (such as name, email address, postal address, phone number)
- Commercial Information (such as records of products or services purchased or considered, purchase history)
- Internet Usage Information (such as browsing history, search history, information regarding interactions with the Website)
- Inferences from Personal Data Collected (such as a profile reflecting preferences and predispositions)

In the past twelve months, IAS has disclosed to service providers assisting IAS with providing services and running internal business operations for:

- Performing services on IAS’s behalf, such as customer service, processing transactions and payments, analytic services, and data storage;
- Providing advertising and marketing services, which may include short-term, transient uses of Personal Data and auditing related to ad impressions; and
- Internal use by the service provider, including repairing, verifying, and maintaining the service provider’s products and services.

We collect the above categories of Personal Data for IAS’s business and commercial purposes, as described in the Website Privacy Policy at 3.2.2, “How IAS uses the Personal Data Obtained.” We retain the Personal Data as disclosed in the Website Privacy Policy at 3.2.9.1, “Retention of

Personal Data.” IAS does not have actual knowledge that it has sold or shared the Personal Data of visitors and Users under sixteen years of age.

Privacy Rights Requests

Visitors and Users residing in California and Virginia have certain rights that they may exercise independently or through an authorized agent. These rights are described in the Website Privacy Policy at 3.2.5.2, “Privacy Rights,” and include access to Personal Data, deletion or correction of Personal Data, opting out of certain disclosures or processing of Personal Data, and Personal Data portability. IAS does not discriminate against visitors and Users for exercising their lawful privacy rights. This section provides certain additional details to supplement the Website Privacy Policy.

How to Make a Privacy Rights Request

To make a request, visitors and Users may fill out the webform available [here](#). IAS will respond to requests by email. If any visitor or client needs reasonable accommodations to facilitate a request, please contact IAS at privacy@integralads.com.

Privacy rights requests are generally subject to an identification and verification process. IAS verifies identity by matching information provided in the privacy rights request with data IAS has in its systems. Please accurately complete the IAS webform and/or promptly follow any instructions in IAS’s follow-up emails so that IAS may complete its verification process. IAS will not fulfill most privacy rights request unless it has been provided sufficient information to reasonably verify the identity of the requestor and the validity of the request.

An authorized agent may submit a request on behalf of visitors and Users using the same processes outlined above. IAS may (1) require the authorized agent to present verifiable written authorization from the relevant visitor or client to demonstrate that the authorized agent has appropriate permissions to submit the request; and (2) independently verify the visitor’s or client’s identity.

What if IAS Does Not Comply with a Privacy Rights Request?

Please note IAS is not obligated to comply with visitors’ and Users’ privacy rights requests to the extent that doing so would infringe on IAS’s, or any other person’s, rights or conflict with applicable law. IAS may be permitted to deny a privacy rights request for other reasons in accordance with applicable law. If IAS cannot comply with a request, IAS will explain the reasons in its response. Visitors and Users resident in Virginia may appeal IAS’s decision regarding any privacy rights request by emailing IAS at privacy@integralads.com.

Targeted Advertising and Opt-Out Rights

IAS does not sell Personal Data. IAS may share Personal Data, including identifiers, internet usage information, and inferences, it collects from Website visitors to IAS’s marketing and advertising partners for targeted advertising purposes. Targeted advertising helps IAS connect with visitors most likely to be interested in IAS’s products and services. Visitors residing in California and Virginia have the right to opt out of the sharing of Personal Data for targeted advertising. Visitors wishing to opt out, please click [here](#).

Right to Know What Personal Data IAS Processes

Visitors and Users have the right to request that IAS provide to them the following information related to Personal Data processing:

- Categories of Personal Data collected and purposes for doing so.
- Categories of sources from which Personal Data is collected.
- Categories of recipients to whom Personal Data is disclosed and why, including:
 - List of categories of Personal Data disclosed for a business purpose
 - List of categories of Personal Data sold or shared for targeted advertising purposes
- Specific pieces of Personal Data IAS has collected.

California's Shine the Light Law

Under California's Shine the Light law, residents of California have the right to obtain certain information about the types of personal information that companies with whom they have an established business relationship (and that are not otherwise exempt) have disclosed for direct marketing purposes during the preceding calendar year, including the names and addresses of those recipients, and examples of the types of services or products marketed by those recipients. Requests may be submitted to IAS [here](#). Please note that Shine the Light Law requests are submitted and handled separately from privacy rights requests.

Contact Us

Questions about this Notice and privacy rights requests from residents of California or Virginia, may be emailed to IAS at privacy@integralads.com. Visitors and Users may also write to IAS at:

Integral Ad Science
95 Morton Street
8th Floor
New York, NY 10014
Attn: Legal