

## DATA PRIVACY FRAMEWORK STATEMENT

Comscore, Inc., and its subsidiaries and their respective brands, including CreativeKnowledge, Inc., Full Circle Studies, Inc., TMRG, Inc., VoiceFive, Inc., and ScorResearch, LLC (collectively, “Comscore”), comply with the EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as set forth by the U.S. Department of Commerce. Comscore has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF. Comscore has certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles (Swiss-U.S. DPF Principles) with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF. If there is any conflict between the terms in this policy, Comscore’s Privacy Policies and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

Comscore’s Privacy Policies<sup>1</sup> describe the types of personal information we collect, the types of third parties to which we disclose this information, and the purposes for which we do so. Residents of the EU, the United Kingdom, and Switzerland have the right to access, correct, and delete the personal information that Comscore maintains, and in some cases, may have the right to limit the use and disclosure of personal data. To exercise these rights, please visit <https://www.comscore.com/About/Privacy/Data-Subject-Rights>.

If personal data covered by Comscore’s Privacy Policies is to be used for a new purpose that is materially different from that for which the personal data was originally collected or subsequently authorized, or is to be disclosed to a non-agent third party in a manner not specified in Comscore’s Privacy Policies, Comscore will provide you with an opportunity to choose whether to have your personal data so used or disclosed.

Certain personal data, such as information about medical or health conditions, racial or ethnic origin, political opinions, or religious or philosophical beliefs, is considered “sensitive information.” Comscore will not use sensitive information for a purpose other than the purpose for which it was originally collected or subsequently authorized by the individual unless Comscore has received your affirmative and explicit opt-in consent.

Comscore may be required to disclose information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. In compliance with the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF, Comscore commits to resolve DPF Principles-related complaints about our collection or use of your information. EU, United Kingdom, and Swiss individuals who have inquiries or complaints concerning our handling of personal data should first contact Comscore by: (i) email at [privacy@comscore.com](mailto:privacy@comscore.com); (ii) by telephone at +1-703-438-2000; or (iii) by post at:

Chief Privacy Officer  
Comscore, Inc.  
11950 Democracy Drive #600  
Reston, Virginia 20190  
USA

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and/or the Swiss-U.S. DPF, Comscore further commits to refer unresolved complaints concerning our handling of personal data

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<sup>1</sup> “Comscore’s Privacy Policies” are located at: (1) <http://www.comScore.com/About-comScore/Privacy-Policy>; (2) <http://creativeknowledgeinc.com/Privacy.aspx>; (3) <https://www.digitalreflectionpanel.com/TVPrivacyPolicy.aspx>; (4) <https://www.fullcirclestudies.com/privacy.aspx>; (5) <http://measuread.com/privacy.aspx?newlanguage=1>; (6) <https://www.mobileexpression.com/Privacy.aspx>; (7) <https://www.scorecardresearch.com/privacy.aspx?newlanguage=1>; (8) <https://www.tmrinc.com/Privacy.aspx>; (9) <https://www.researchsecure.com/privacy-policy>; (10) <https://www.permissionresearch.com/privacy.aspx>; (11) <https://www.relevantknowledge.com/RKPrivacy.aspx>; (12) <https://www.premieropinion.com/privacy.aspx>; (13) <https://www.voicefive.com/privacy.aspx?newlanguage=1>

received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and/or the Swiss-U.S. DPF to ANA DPF Dispute Resolution, an alternative dispute resolution provider based in the United States. If you do not receive timely acknowledgement of your DPF Principles-related complaint from us, or if we have not addressed your DPF Principles-related complaint to your satisfaction, please visit <https://www.ana.net/content/show/id/accountability-dpf-consumers> for more information or to file a complaint. The services of the ANA DPF Dispute Resolution are provided at no cost to you. Under certain circumstances, individuals may invoke binding arbitration to resolve DPF complaints not resolved by any other means.

If you are an EU, UK, or Swiss individual, where we transfer your personal data to third-party service providers who perform services for us or on our behalf, we are responsible for the processing of that data by them and shall remain liable if they process your personal data in a manner inconsistent with the DPF Principles, unless we prove that we are not responsible for the event giving rise to the damage. Comscore complies with the DPF Principles for all onward transfers of personal information from the EU, UK, and Switzerland including the onward transfer liability provisions.

Comscore is subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission (FTC). The FTC has jurisdiction over Comscore's compliance with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF).