

Merging Data in Audience

Merging personally identifiable data with social profiles requires data collection obligations to be observed. In order to comply with privacy laws and social media channels' terms of service, you need to have the express opt-in consent of individuals, or another appropriate legal basis which permits such data merging, in order to lawfully merge their personal data in Audience. See [X \(Twitter\)'s Developer Agreement and Policy](#) for more information.

You will be asked to confirm that you have opt-in consent when uploading and merging data into Audience. For example, when importing a CSV file or choosing to merge individual people's profiles. If you do not have the necessary permission, you can still upload data to Audience, but you will not be able to merge it.