

Terms

Privacy Center

Topics

Products

Third Parties

California Privacy Rights

Dashboard & Controls

Relevant Advertising

Intellectual Property

Permissions

Closed Captioning

Community Guidelines (New)

# Yahoo California Privacy Rights

California residents have certain privacy rights under the California Consumer Privacy Act of 2018, also known as the CCPA. This notice provides a general overview of the privacy rights under the CCPA. Further, it applies generally to all of Yahoo's products and services. For specific information about your personal information or how your personal information is processed by a particular Yahoo product or service you may interact with, please log into the Yahoo [Privacy Dashboard](#), accessible from the Yahoo [Privacy Policy](#).

The CCPA defines certain terms in a particular manner that may differ from how those terms are used in everyday language. When these terms are used in this notice, they are used based on the definitions set forth in the CCPA. These terms are: "personal information", "consumer", "business purpose", "commercial purpose", "service provider", "third party", and "sale" or "sell".

For purposes of this notice, Yahoo may be referred to as "us", "our" or "we" and Yahoo's consumer customers may be referred to as "you" or "your".

## Summary of CCPA Privacy Rights

The CCPA provides California consumers with the following five privacy rights. These rights are explained in further detail in the sections below.

- The **right to know** and the **right to access** the following for the preceding 12 month period: categories of personal information we collected, the categories of sources from which we collected personal information, the business or commercial purposes for which we collected personal information, and the categories of third parties with whom we share personal information, and the pieces of personal information we have collected about you.
- The **right to delete** personal information that is not needed for specified purposes.
- The **right to not be discriminated** against for exercising any of your CCPA rights.
- The **right to opt out of sale** of your personal information.

You may exercise your right to know, right to delete, and right to opt out of sale by logging into the Yahoo [Privacy Dashboard](#), accessible from the Yahoo [Privacy Policy](#).

## Right to Know and Access

Under the CCPA, California consumers have the right to know and access the following information for the preceding 12 month period:

- the [categories of personal information](#) collected or used, disclosed for a business purpose, or otherwise shared;
- the [business purposes](#) for collecting or sharing personal information;
- the [commercial purposes](#) for collecting or sharing personal information;
- the [categories of sources](#) of personal information;
- the [categories of service providers](#) to which personal information is disclosed for a business purpose;
- the [categories of third parties](#) to which personal information is shared; and
- the specific pieces of personal information collected or used.

You may access this information by logging into the Yahoo [Privacy Dashboard](#), accessible from the Yahoo [Privacy Policy](#).

**Categories of Personal Information:** Yahoo may collect, use, disclose for a business purpose, or otherwise share different categories of personal information depending on the product or service. You may locate the specific categories of personal information for each product or service by logging into the Yahoo [Privacy Dashboard](#), accessible from the Yahoo [Privacy Policy](#).

Below is the full list of categories of personal information that Yahoo may collect, use, disclose for a business purpose or otherwise share: identifiers (e.g., technical, financial, government identifiers); contact information; physical characteristics or description information; internet or electronic network activity information; geolocation information; commercial information; audio, electronic, visual, thermal, olfactory or similar information; biometric information; inferences, including advertising and content related inferences; medical information or health insurance information; professional or employment related information; education information; legally protected classifications; and other information that identifies or can be reasonably associated or linked with you.

**Business Purposes:** Yahoo may share personal information with service providers for the following business purposes: auditing; security; debugging; short-term transient use; performing services on behalf of Yahoo; research; and quality assurance and service improvements.

**Commercial Purposes:** Yahoo may share personal information with third parties for the following commercial purposes: delivering content and ads; associating user activity; provide Yahoo services; provide contextual advertising; provide targeted advertising; provide personalized content; fulfill user requests; user communication; provide location-based services; provide promotions; create analytics and reports for third parties; generating fees; and security and fraud prevention.

**Categories of Sources:** Yahoo collects personal information from the following categories of sources: Yahoo websites and apps; external party websites and apps where Yahoo technologies serves content or ads or measurement; third party data partners; Yahoo analytics services; and websites, apps or other public sources.

**Categories of Service Providers:** Yahoo may share personal information for a business purpose with the following categories of service providers: analytics providers; social button providers; application providers; advertising partners; content providers; game developers; payment providers; search partners; voice and digital assistant providers; and security partners.

**Categories of Third Parties:** Yahoo may share personal information for a commercial purpose with the following categories of third parties: analytics providers; social button providers; application providers; advertising partners; content providers; game developers; payment providers; search partners; voice and digital assistant providers; and security partners.

**Specific Pieces of Information:** Please visit the Yahoo [Privacy Dashboard](#) to access the specific pieces of information collected by Yahoo. Please note that due to the nature of Yahoo's services, we are not able to adequately verify the identity of a non-registered user. As a result, only users who are able to authenticate themselves through their account can access the specific pieces of information at this time. If you do not have a registered account with Yahoo, please refer to this [help article](#) about clearing your cookies.

## Right to Delete

You may request Yahoo delete personal information we have collected about you by logging into the Yahoo [Privacy Dashboard](#), accessible from the Yahoo [Privacy Policy](#).

If you have more than one registered account with Yahoo (e.g., a Yahoo and an AOL account), you will need to exercise your deletion right within each registered account for which you wish to delete your personal information.

If you do not have a registered account with Yahoo, please refer to this [help article](#) about clearing your cookies.

We will retain certain personal information in accordance with our records retention program and securely delete it at the end of the retention period, in order to: process customer payment transaction data (for billing and tax reasons); detect security incidents, fraud monitoring; debug to identify and repair errors that impair existing intended functionality; exercise free speech or exercise another right provided by law; comply with the California Electronic Communications Privacy Act; engage in public or peer reviewed scientific, historical, or statistical research in the public interest; enable solely internal uses that are reasonably aligned with the user's expectations based on the user's relationship with Yahoo; comply with a legal obligation; or otherwise use the consumer's personal information, internally, in a lawful manner that is compatible with the context in which the consumer provided the information.

## Right to Not Be Discriminated Against

You have the right to receive information about the financial incentives that we offer to you (if any). Yahoo does not and will not discriminate against you because you exercise any of the CCPA rights described here. We will not deny goods or services, charge different prices or rates for goods or services, or provide you with a different level or quality of goods or services as a result of you exercising any CCPA rights described here.

## Right to Opt Out of Sale

Yahoo does not sell information that, on its own, identifies you, like your name or email address. As outlined in our [Privacy Policy](#), we do share other identifiers with partners for product, service and advertising reasons. Sharing this information allows us to provide the content and services you enjoy, helps our partners deliver better content and advertising, and keeps our services supported by our advertisers. Under the California Consumer Privacy Act some of this sharing may be considered a "sale" that you have a right to opt out of.

You have the right to direct Yahoo not to sell your personal information. You may direct Yahoo not to sell your personal information by clicking on the "Do Not Sell My Personal Information" control in the Yahoo [Privacy Dashboard](#), accessible from the Yahoo [Privacy Policy](#).

If you choose to opt out of sale, such action may impact how you are able to view and/or receive some services that Yahoo offers. This is because some of the services that Yahoo offers require disclosure of your personal information to third parties, and such disclosure may be deemed a sale under the CCPA.

Yahoo sells different categories of personal information to third parties depending on the product or service. You may locate the specific categories of personal information sold in the last 12 months for each product or service you use by logging into the Yahoo [Privacy Dashboard](#), accessible from the Yahoo [Privacy Policy](#).

Across all of our products or services, Yahoo sells the following categories of personal information to third parties: identifiers (e.g., technical, financial, government identifiers); contact information; physical characteristics or description information; internet or electronic network activity information; geolocation information; commercial information; audio, electronic, visual, thermal, olfactory or similar information; inferences, including advertising and content related inferences; professional or employment related information.

## CCPA Choices for Yahoo Third Party Partners

Some of our third party partners may collect and share certain pieces of information from our visitors, such as device identifiers, cookies, advertising IDs, IP addresses and usage activity, so that our third party partners can deliver ads to you and conduct analysis about our services. Some of this type of information sharing may also be considered a "sale" under the CCPA. If you wish to opt out of these third party partners, visit the DAA CCPA Choices page linked to below.

- The opt-outs described in this section are device and browser based. You must opt out on each device and each browser where you want your choice to apply.
- Opt-outs may be stored via cookies. If you clear cookies, your opt-out will no longer be valid and you must opt out again where you want your choices to apply.
- Yahoo does not maintain or control the opt-out mechanisms and settings described in this section and is not responsible for their operation.
- Exercising these choices does not prevent us from delivering contextual advertising, advertising to you based on data we have about you, conducting cross-device tracking for us to serve you first-party ads directly, or using information for non-targeted advertising purposes, such as attribution and analytics.
- We may also still share some personal information with our partners (who will function as our service providers in such instance) to help us perform functions such as measuring ad effectiveness, controlling how many times you see an ad, ad delivery, providing aggregate statistics and analytics, and/or reducing ad fraud.
- The choices described in this section may not opt you out of the use of previously collected and shared information or all interest-based advertising (such as that conducted on other sites). To learn more about interest-based advertising, please visit the DAA <http://optout.aboutads.info/?c=2&lang=EN>.

## Authorized Agent

You may use an authorized agent to submit a request to opt-out of sale, request to know or request to delete on your behalf. If you choose to use an authorized agent to exercise any such rights under the CCPA, you will need to provide the authorized agent written signed permission to act on your behalf. Please direct your authorized agent to email us at [california\\_privacy@yahooinc.com](mailto:california_privacy@yahooinc.com) where they will receive instructions on how to submit a request on your behalf.

### Authorized Agent Request to Opt-Out of Sale

#### Users with Registered Accounts

Authorized agents submitting a request on a user's behalf to request opt-out of sale of the user's personal information must provide Yahoo evidence of the authorized agent's power of attorney or an authorization signed by the consumer showing the agent is authorized by the consumer to act on the consumer's behalf.

#### Users without Registered Accounts

Requests to opt out of sale for non-registered users must come from the device on which the user wishes to opt out of sale. As a result, an authorized agent will need to submit the request to opt out of sale from the applicable device. Due to the nature of Yahoo's services, we are only able to opt a non-registered user out of sale if such user takes such action on the device on which the user wishes to opt out.

### Authorized Agent Request to Know or Request to Delete

If you choose to use an authorized agent to exercise your request to know or request to delete on your behalf, Yahoo will require you to verify your identity directly with Yahoo and confirm directly with Yahoo that you provided the authorized agent permission to submit the request on your behalf.

If you have provided the authorized agent with power of attorney pursuant to California Probate Code sections 4121 to 4130, the above instructions do not apply. Prior to releasing any personal information to the authorized agent or honoring a deletion request, Yahoo will require verification from the authorized agent of power of attorney to act on your behalf.

We may deny a request from an authorized agent that does not submit proof that they have been authorized by you to act on your behalf.

Yahoo does not require you or your authorized agent to pay a fee for the verification of your request to know or request to delete.

## Verification Process for Access and Deletion

You may access and/or delete your personal information by logging into the Yahoo [Privacy Dashboard](#), accessible from the Yahoo [Privacy Policy](#). By logging into the Yahoo Privacy Dashboard, we will verify your identity based on your login and process your request within the Privacy Dashboard. If you choose to email us at the email address below, we will need to verify your identity before we can fulfill your request. The verification process may vary depending on the nature of the request. Please refer to the Authorized Agent section (above) for the process to submit a request via an authorized agent.

## Contact Us

You may access your personal information by logging into the Yahoo [Privacy Dashboard](#), accessible from the Yahoo [Privacy Policy](#), or you may contact us via email at [california\\_privacy@yahooinc.com](mailto:california_privacy@yahooinc.com).

## CCPA Transparency Report

From July 1, 2020 to December 31, 2020, we received the following requests from California Consumers:

Type of Request	Number of Requests	Requests completed in whole or in part	Mean number of days to respond
Requests to Know	3,030	3,030	2.9
Requests to Delete	1,345	1,345	33
Requests to Opt Out of Sale	12,007	12,007	1

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