

California Privacy Disclosure

Last updated: August 30, 2021

The California Consumer Privacy Act (“CCPA”) applies to the collection, use, and disclosure of “personal information” of California “consumers” (as those terms are defined in CCPA). This document provides additional privacy disclosures for California consumers and supplements our [Services Privacy Policy](#).

Right to Request Access or Deletion. If you are a California consumer, you may have the right to request that we disclose what information we collect, use, disclose or sell about you, to access the specific pieces of information we hold about you, and/or request the deletion of any of your personal information we collect or maintain, subject to certain exceptions. To make a verifiable request for information or deletion, please click [here](#) or email us at **dsr ((at)) thetradedesk ((dot)) com**, as referred to in the **YOUR RIGHTS** section of our Services Privacy Policy. You may also designate an authorized agent to make such requests on your behalf, as permitted under CCPA. If you do so, we will require the agent to provide proof that they are acting on your behalf, and we may ask you to verify your identity and to confirm that you provided the agent with permission to submit the request on your behalf. If you are a California consumer seeking to request deletion or access of data, we will require you to provide evidence that the data relates to you (and only to you) and may deny your request if you cannot provide such information. You will not be discriminated against for the exercise of such rights. Please note that if you wish to exercise any of your rights with TD’s clients or partners, you must make your request directly with those clients and partners.

Annual Data Requests. The following contains statistics about consumer data requests received from consumers located in the United States from January 1, 2020 through December 31, 2020 and will be updated on an annual basis:

| | Number received | Number Complied with (in whole or in part) | Number denied* | Average number of days to respond |
|--------------------------|--|--|----------------|-----------------------------------|
| Access Requests | 13 | 0 | 13 | 7 |
| Deletion Requests | 587 | 0 | 587 | 5 |
| Opt-out of Sale Requests | N/A (we did not “sell” personal information) | | | |

*Access and deletion requests are denied when we are unable to verify the identity of the requestor. Due to the pseudonymous nature of the data we collect on the Platform, we were unable to verify that the consumers who made access and deletion requests were tied to any identifiers in our records, and therefore denied the requests. In instances where we are unable to verify a requestor, we direct them to other choices they may make with respect to the data that may have been collected and used for showing ads, including The Trade Desk's opt-out located at <http://www.adsrvr.org>. Opting out causes the data associated with the consumer's device on our Platform to be deleted or disassociated from their device.

Disclosures. As some of the data processed on the Platform may be considered “personal information” under CCPA, we are required to make certain disclosures to California consumers. These disclosures (and the appropriate sections of our Services Privacy Policy where such information may be obtained) include: (i) the categories of personal information we have collected about consumers in the previous twelve (12) months (see [THE DATA THE PLATFORM COLLECTS AND PROCESSES](#)); (ii) the categories of sources from which the personal information is collected (see [HOW THE PLATFORM COLLECTS DATA](#)); (iii) the business or commercial purpose for collecting or selling personal information (see [THE PURPOSES FOR WHICH THE PLATFORM PROCESSES DATA](#)); and (iv) the categories of personal information, if any, that we have disclosed for a business purpose or sold to third parties in the preceding twelve (12) months and, for each of these categories of personal information, the categories of third parties to whom the information was disclosed or sold (see [SHARING AND TRANSFER](#) and click [here](#) for more information).

Do Not Sell My Personal Information. Under CCPA, California consumers have the right to opt-out of the sale of their personal information. To provide our services on our Platform, we may sell personal information as defined by the CCPA. If you would like to opt-out of such sales, please visit <http://www.adsrvr.org>. TD does not have actual knowledge that we sell personal information of minors under the age of sixteen (16).

Contact. You may contact us regarding these California privacy disclosures as noted in the [CONTACT US](#) section of our Services Privacy Policy.

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