

SOVRN LEGAL

[MASTER SERVICES AGREEMENT](#)

[INDEPENDENT CONTROLLER DATA  
PROCESSING ADDENDUM](#)

[PRIVACY POLICY](#)

[AD EXCHANGE SUPPLY POLICY](#)

[TAKE DOWN POLICY](#)

[TERMS & CONDITIONS //COMMERCE](#)

[//COMMERCE PUBLISHER CODE OF  
CONDUCT](#)

[GOOGLE DISPLAY & VIDEO 360 VENDOR  
WHITELIST](#)

[PRIVACY CENTER](#)

# CCPA Metrics



Last Updated July 1, 2021

The California Consumer Privacy Act (CCPA) Regulations require businesses such as Sovrn that knows or reasonably should know that it, alone or in combination, buys, receives for the business’s commercial purposes, sells, or shares for commercial purposes the personal information of 10,000,000 or more California consumers in a calendar year to disclose metrics regarding the number of requests to know, delete and opt-out.

Sovrn CCPA Request Metrics for calendar year 2020:

Request to	Received	Complied	Denied	Mean time to response (days)
Know	2	0	2	36.5
Delete	6	2	4	37
Opt Out <sup>1</sup>	18	18	0	22

1 Opt Out is a request to opt out of the sale of personal information

## sovrn

[SIGN IN](#)

[GET STARTED](#)

PUBLISHERS

- [All Tools](#)
- [//Advertising](#)
- [//Signal](#)
- [//Commerce](#)
- [//Instant Pay](#)
- [//Data Monetization](#)

ADVERTISERS

- [Buy With Sovrn](#)
- [Audiences & Data](#)

RESOURCES

- [Support](#)
- [Contact](#)
- [Status](#)

SUBSCRIBE

You’ll get revenue tips, industry insight, and the news that matters.

Enter your email

COMPANY

- [About Sovrn](#)
- [Blog](#)
- [Publisher’s Corner](#)
- [Careers](#)
- [Press Kit](#)



We use cookies on our website to give you the most relevant experience by remembering your preferences and repeat visits. By clicking “Accept”, you consent to the use of ALL the cookies, but may change your preferences by clicking “Cookie settings”.  
For more information, please visit our Privacy Policy.

[Cookie settings](#) [REJECT](#) [ACCEPT](#)