

AUTOMATTIC TRANSPARENCY
(<https://transparency.automattic.com>)

Privacy Reports

(<https://transparency.automattic.com/tumblr/privacy-reports/>)

2021: Jul 1 – Dec 31

Overview of GDPR and CCPA Requests Received

Totals

6,507

Number of data deletion requests

21,254

Number of data access requests

62.98

Mean request review time (minutes)

Notes:

- Under GDPR and CCPA regulations, Tumblr is required in some circumstances to provide copies of the information it has a electronic removal or restriction of personal information, should a person wish to have their info deleted. Additionally, unc consent of individuals when transferring or processing their personal information. More information defining the rights of [Privacy Act \(CCPA\)](https://oag.ca.gov/privacy/ccpa) (<https://oag.ca.gov/privacy/ccpa>) and the [General Data Protection Regulation \(GDPR\)](https://gdpr-info.eu) (<https://gdpr-info.eu>)

Tumblr's Data Deletion Process:

Users have the ability to request removal of personal information held by Tumblr at any time. Visit Tumblr's [Help Center](https://your-account-or-blog) (<https://your-account-or-blog>) for a more detailed description of the data deletion process.

Tumblr's Data Access Process:

Users can use their privacy settings to see and manage many aspects of how their information is used. Users can also request to Visit Tumblr's [Help Center](https://tumblr.zendesk.com/hc/en-us/articles/360003604974) (<https://tumblr.zendesk.com/hc/en-us/articles/360003604974>) for a more detailed description of the d

Additionally, individuals in California can contact us at ccpa@tumblr.com to obtain information about the categories of informa that information, and the categories of third parties with whom the information is shared.

Right to Opt-Out of the Sale of Personal Informatic

Totals

11,234

Number of Requests to opt out of data sales

Limiting Tumblr's use of personal information:

- Tumblr selectively runs advertisements so we can provide you with Tumblr content for free. To help select which ads to shc partners, or allow our advertising partners to “collect” certain information. Under the CCPA, this data sharing may be cons: of the Sale of Personal Information,” we offer users an opportunity to request that Tumblr not share their personal informa

[Summary \(https://transparency.automattic.com/tumblr/privacy-reports/\)](https://transparency.automattic.com/tumblr/privacy-reports/)

[2023: Jan 1 – Jun 30 \(https://transparency.automattic.com/tumblr/privacy-reports/privacy-reports-2023-jan-1-jun-30/\)](https://transparency.automattic.com/tumblr/privacy-reports/privacy-reports-2023-jan-1-jun-30/)

[2022: Jul 1 – Dec 31 \(https://transparency.automattic.com/tumblr/privacy-reports/privacy-reports-2022-jul-1-dec-31/\)](https://transparency.automattic.com/tumblr/privacy-reports/privacy-reports-2022-jul-1-dec-31/)

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