

# CCPA Annual Consumer Privacy Reporting

From January 1, 2021 to December 31, 2021, Oracle facilitated requests made by Californian consumers pursuant to CCPA who requested to access information (“requests to know”), delete information (“requests to delete”), and Do Not Sell requests (“requests to opt-out”). Below are the metrics from the previous calendar year on the totals for each type of request.

## Oracle General Marketing, Sales, and Events

Oracle General Marketing, Sales, and Events, requests made subject to the [Oracle General Privacy Policy](#)

Type of Request	California
Requests to know received	53
Requests to know complied with in whole	47
Requests to know complied with in part	0
Requests to know denied	6
Requests to know mean calendar days to respond	12.5 days
Requests to opt-out received	1539
Requests to opt-out complied with in whole	969
Requests to opt-out complied with in part	0
Requests to opt-out denied	570
Requests to opt-out mean calendar days to respond	9.2 days
Requests to delete received	1639
Requests to delete complied with in whole	1024
Requests to delete complied with in part	1
Requests to delete denied	614
Requests to delete mean calendar days to respond	9.3 days

## Oracle Advertising

Oracle Advertising, requests made subject to [Oracle Advertising Privacy Policy](#) and [AddThis Privacy Policy](#) (cookie-based only)

Type of Request	ID Type	California
Requests to know: Offline (direct identifiers) complied with in whole	Offline (direct identifiers)	198
Requests to know: Offline (direct identifiers) complied with in part	Offline (direct identifiers)	0
Requests to know: Offline (direct identifiers) denied due to not passing verification	Offline (direct identifiers)	181
Requests to know: Offline (direct identifiers) mean number of calendar days to respond	Offline (direct identifiers)	17 days
Requests to opt-out & delete: Offline (direct identifiers) opt out and deletion totals	Offline (direct identifiers)	8,143
Requests to opt-out & delete: Offline (direct identifiers) opt out and deletion mean days to respond	Offline (direct identifiers)	Less than one day
Requests to know: MAID and cookie-based complied with in whole	MAID and cookie-based	N/A*
Requests to know: MAID and cookie-based complied with in part	MAID and cookie-based	N/A*
Requests to know: MAID and cookie-based denied	MAID and cookie-based	N/A*
Requests to know: MAID and cookie-based mean number of calendar days to respond	Mobile advertising identifiers (MAID)	Less than one day
Requests to opt-out & delete: Cookie-based opt-out and deletion totals	Cookie-based	8,579,554**
Requests to opt-out & delete: MAID opt-out and deletion totals	Mobile advertising identifiers (MAID)	319,846**
Requests to opt-out & delete: Cookie-based opt-out and deletion mean calendar days to respond	Cookie-based	Less than one day

\*The number of requests received for “requests to know” for MAID and cookie-based data are not available due to self-service nature of the [Oracle Advertising Registry](#) that consumers can use to view the online segments Oracle has associated with a device. Please view the Oracle Advertising Registry for more information on how to exercise this right.

\*\*Geographic breakdowns of the total number of requests to opt-out and delete are not available for Californian consumers for MAID and cookie-based requests. The total number of global requests is provided instead.

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