

EU - U.S. PRIVACY SHIELD AND SWISS - U.S. PRIVACY SHIELD STATEMENT

comScore, Inc., and its subsidiaries and their respective brands, including CreativeKnowledge, Inc., Full Circle Studies, Inc., TMRG, Inc., and VoiceFive, Inc., (collectively, "Comscore"), continue to comply with the Privacy Shield Principles in regard to the personal data of residents of the European Economic Area (EEA), United Kingdom, and Switzerland whose data was collected, used, and/or retained in the United States prior to July 16, 2020, by the covered Comscore entities pursuant to the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework (collectively, "Privacy Shield"). The Privacy Shield Principles may be found on the Department of Commerce Privacy Shield website at: <https://www.privacyshield.gov/Program-Overview>. Comscore has certified to the Department of Commerce that it adheres to the Privacy Shield Principles in regard to personal data collected under Privacy Shield. If there is any conflict between the terms in this policy, Comscore's Privacy Policies¹ and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit www.privacyshield.gov.

Comscore's Privacy Policies describe the types of personal information we collect, the types of third parties to which we disclose this information, and the purposes for which we do so. Residents of the EEA, the United Kingdom, and Switzerland whose personal data was collected, used, or retained under Privacy Shield have the right to access the personal information that Comscore maintains, and in some cases, may have the right to correct or amend personal information that is inaccurate or has been processed in violation of the Privacy Shield Principles, to the extent allowed by law. To exercise this right, please visit our [DSR Page](#) or contact us at dsr@comscore.com. Comscore remains responsible if it transfers personal information to third parties who process this personal information in a manner inconsistent with the Privacy Shield Principles. Comscore may also be required to disclose information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

In compliance with the Privacy Shield Principles, Comscore commits to resolve complaints about our collection or use of your information if collected, used, or retained under Privacy Shield. EEA, United Kingdom, and Swiss individuals whose personal data was transferred to Comscore under Privacy Shield who have inquiries or complaints concerning such data may contact Comscore by: (i) email at privacy@comscore.com; (ii) by telephone at +1-703- 438-2000; or (iii) by post at:

Chief Privacy Officer
Comscore, Inc.
11950 Democracy Drive #600
Reston, Virginia 20190
USA

Comscore has further committed to refer unresolved Privacy Shield complaints to the ANA, an alternative dispute resolution provider located in the U.S. If you do not receive timely acknowledgement of your complaint from us, or if we have not addressed your complaint to your satisfaction, please contact the ANA at: (1) <https://thedma.org/resources/consumer-resources/privacyshield-consumers/>; or (2) via mail at the Privacy Shield division of the ANA, 225 Reinekers Lane, Suite 325, Alexandria, VA 22314. The services of the ANA are provided at no cost to you. Under certain conditions, a binding arbitration option may also be made available to you to address Privacy Shield complaints not resolved by any other means.

Comscore is subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission.

¹ "Privacy Policies" shall mean the privacy policies located at: (1) <http://www.comScore.com/About-comScore/Privacy-Policy>; (2) <http://creativeknowledgeinc.com/Privacy.aspx>; (3) <https://www.digitalreflectionpanel.com/TVPrivacyPolicy.aspx>; (4) <https://www.fullcirclestudies.com/privacy.aspx>; (5) <http://measuread.com/privacy.aspx?newlanguage=1>; (6) <https://www.mobileexpression.com/Privacy.aspx>; (7) <https://www.scorecardresearch.com/privacy.aspx?newlanguage=1>; (8) <https://www.tmrinc.com/Privacy.aspx>; (9) <https://www.opinionsquare.com/privacy.aspx>; (10) <https://www.permissionresearch.com/privacy.aspx>; (11) <https://www.relevantknowledge.com/RKPrivacy.aspx>; (12) <https://www.premieropinion.com/privacy.aspx>; (13) <https://www.voicefive.com/privacy.aspx?newlanguage=1>