

If you were a resident of Alabama, California, Illinois, Indiana, Nevada, Ohio, or South Dakota who was not a registered user of InsideView or Demandbase whose InsideView “people” profile was viewed by a free user, you may be entitled to benefits from a settlement.

A court has authorized this Notice. This is not a solicitation from a lawyer.

- A settlement has been reached in a class action lawsuit between residents of certain U.S. States against Demandbase, Inc. and InsideView Technologies, Inc. (“Defendants”) alleging that Defendants’ use of consumers’ names, contact information, job titles, places of work, education histories, cities of residence, and other personal information to encourage individuals to purchase subscriptions to Defendants’ database without their consent violated right-of-publicity statutes in Alabama, California, Illinois, Indiana, Nevada, Ohio, and South Dakota. Defendants deny that they violated any law. The Court has not decided who is right or wrong.
- If you received a notice of the Settlement in the mail or by email, our records indicate that you are included in the Settlement, and you may submit a claim form online or by mail to receive a payment. The Settlement Classes include residents of Alabama, California, Illinois, Indiana, Nevada, Ohio, or South Dakota who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user without their consent between certain dates.
- If the Court approves the Settlement, members of the Settlement Classes who submit a valid claim will receive an equal, or *pro rata*, share of their respective state Settlement Fund, after payment of Settlement Administration expenses, attorneys’ fees and costs, and any service award to their state Settlement Class Representative(s).
- Defendants have also agreed to implement certain changes in business practices. In any revived version of the legacy website insideview.com, Defendants shall obscure information in any teaser “people” profiles of Settlement Class Members that are displayed to non-subscribers (e.g., free users) and that invite the purchase of a subscription (e.g., via the display of an “Upgrade to Pro” button on the profile) such that the teaser profiles do not precisely identify the specific person.

This Notice may affect your rights. Please read it carefully.

YOUR LEGAL RIGHTS AND OPTIONS		DEADLINE
SUBMIT A CLAIM FORM	If you are a member of the Settlement Classes, the only way to get a Settlement payment is to submit a timely and valid Claim Form.	Submit online or Postmark by: October 30, 2025.
EXCLUDE YOURSELF	If you are a member of the Settlement Classes, you will get no Settlement payment if you exclude yourself. You will keep your right to file your own lawsuit against the Released Parties about the legal claims in this lawsuit that are released by the Settlement.	Postmarked by: September 30, 2025
OBJECT TO THE SETTLEMENT	Stay in the Settlement but tell the Court why you do not agree with the Settlement. You will still be bound by the Settlement if the Court approves it.	Postmarked by: September 30, 2025
DO NOTHING	Get no Settlement payment. Give up your legal rights.	

- These rights and options—and the deadlines to exercise them—are explained in this Notice.
- The Court must decide whether to approve the Settlement and the requested attorneys’ fees, costs, and Service Awards. No Settlement payments or Injunctive Relief will be provided unless the Court approves the Settlement.

**Questions? Go to www.OutsideViewROPSettlement.com
or call 1-888-818-4682**

BASIC INFORMATION

1. Why is this Notice being provided?

A federal court authorized this Notice because you have the right to know about the Settlement of this class action lawsuit and about all of your rights and options before the Court decides whether to grant Final Approval of the Settlement. This Notice explains the lawsuit, the Settlement, your legal rights, what benefits are available, who is eligible for the benefits, and how to get them.

The lawsuit is known as *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois) (“lawsuit”). The individuals who filed this lawsuit are called the “Plaintiffs” and/or “Class Representatives” and the companies sued, Demandbase, Inc. and Insideview Technologies, Inc., are called the “Defendants.”

2. What is this lawsuit about?

Plaintiffs filed this lawsuit against Defendants, individually, and on behalf of residents of certain states who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user alleging that Defendants’ use of consumers’ names, contact information, job titles, places of work, education histories, cities of residence, and other personal information to encourage individuals to purchase subscriptions to Defendants’ database without their consent violated their states’ right-of-publicity statutes. Plaintiffs brought this lawsuit against Defendants.

Defendants deny the legal claims and deny any wrongdoing or liability. No court or other judicial entity has made any judgment or other determination of any wrongdoing by Defendants, or that any law has been violated. Instead, Plaintiffs and Defendants have agreed to a settlement to avoid the risk, cost, and time of continuing the lawsuit.

3. Why is the lawsuit a class action?

In a class action, one or more people (called class representatives) sue on behalf of all people who have similar legal claims. Together, all these people are called a class or class members. One court resolves the issues for all class members, except for those class members who timely exclude themselves (opt-out) from the class.

The Class Representatives in this lawsuit are Plaintiffs Kate Hoffower, Dru Dominici, Wilton Alderman, Tammy McAlpine Brown, Reid Cooper, Mark Sessa, and Gary Hall.

4. Why is there a Settlement?

Plaintiffs and Defendants do not agree about the legal claims made in this lawsuit. The lawsuit has not gone to trial, and the Court has not decided in favor of Plaintiffs or Defendants. Instead, Plaintiffs and Defendants have agreed to settle the lawsuit to avoid the risks, delay and expense of continuing the litigation. The Class Representatives and their lawyers believe the Settlement is best for all Settlement Class Members because of the benefits available to Settlement Class Members and the risks and uncertainty associated with continuing the lawsuit.

WHO IS INCLUDED IN THE SETTLEMENT?

5. How do I know if I am part of the Settlement?

You are a Settlement Class Member if you are in one of the groups below:

Alabama Settlement Class: All Alabama residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

California Settlement Class: All California residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

Illinois Settlement Class: All Illinois residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2020 and February 2022.

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Indiana Settlement Class: All Indiana residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

Nevada Settlement Class: All Nevada residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2017 and February 2022.

Ohio Settlement Class: All Ohio residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2017 and February 2022.

South Dakota Settlement Class: All South Dakota residents who are not registered users of InsideView or Demandbase and whose InsideView “people” profile was viewed by a free user between December 2019 and February 2022.

6. Are there exceptions to being included in the Settlement?

Yes. Excluded from the Settlement Classes are (1) any Judge or Magistrate presiding over this action and members of their families, (2) Defendants, Defendants’ subsidiaries, successors, predecessors, and any entity in which Defendants have a controlling interest, (3) persons who properly execute and file a timely request for exclusion from the class, and (4) the legal representatives, successors, or assigns of any such excluded persons.

7. What if I am still not sure whether I am part of the Settlement?

If you are still not sure whether you are a Settlement Class Member, you may go to the Settlement Website at www.OutsideViewROPSettlement.com or call the Settlement Administrator’s toll-free number at 1-888-818-4682.

THE SETTLEMENT BENEFITS—WHAT YOU GET IF YOU QUALIFY

8. What does the Settlement provide?

If you are a Settlement Class Member and you submit a timely and valid Claim Form, you may be eligible for a payment of an equal portion, or *pro rata*, share of your state-specific Settlement Fund, after payment of Settlement Administration Expenses, the Fee Award, and any service award to that Settlement Class’s respective Class Representative(s). The settlement creates seven state-specific Settlements Funds in the following amounts: Alabama, \$325,575.00; California, \$729,088.50; Illinois, \$501,975.00; Indiana, \$320,445.00; Nevada, \$115,256.25; Ohio, \$1,699,830.25; and South Dakota, \$7,830.00.

Injunctive Relief: Under the Settlement, in any revived version of the legacy website insideview.com, Defendants shall obscure information in any teaser “people” profiles of Settlement Class Members that are displayed to non-subscribers (e.g., free users) and that invite the purchase of a subscription (e.g., via the display of an “Upgrade to Pro” button on the profile) such that the teaser profiles do not precisely identify the specific person.

9. What am I giving up to receive Settlement Class Member benefits or stay in the Settlement Class?

If you are a Settlement Class Member, unless you exclude yourself (opt-out), you are choosing to remain in the Settlement Class. If the Settlement is approved and becomes final, all Court orders and any judgments will apply to you and legally bind you. You will not be able to sue, continue to sue, or be part of any other lawsuit against the Defendants or any of the Released Parties relating to the claims in the lawsuit. The specific rights you are giving up are called “Released Claims” and are described under Question 10 below.

10. What are the Released Claims?

The Released Claims for Settlement Class Members include any and all past and present claims and causes of action, known or unknown, contingent or absolute, pleaded or that could have been pleaded, arising from or that are in any way related to Defendants’ use of Settlement Class Members’ names, contact information, job titles, places of work, education histories, cities of residence, photographs, personas, or other personal or professional information, including any claims alleging the violation of any right of publicity laws in Alabama, California, Illinois, Indiana, Nevada, Ohio, or South Dakota. For questions regarding the Release or Released Claims and what the language in the Settlement Agreement means, you can also contact Class Counsel listed in Question 14 for free, or you can talk to your own lawyer at your own expense.

**Questions? Go to www.OutsideViewROPSettlement.com
or call 1-888-818-4682**

HOW TO GET BENEFITS FROM THE SETTLEMENT

11. How do I get a Settlement payment?

If you are a Settlement Class Member, you must submit a timely and valid Claim Form if you want to receive a Settlement payment.

Your Claim Form must be submitted online at www.InsideViewROPSettlement.com by **October 30, 2025**, or mailed to the Settlement Administrator at the address on the Claim Form, **postmarked by October 30, 2025**. Claim Forms are also available on the Settlement Website at www.InsideViewROPSettlement.com, by calling 1-888-818-4682 or by writing to:

Insideview Right-of-Publicity Settlement
Settlement Administrator
PO Box 2319
Portland, OR 97208-2319

12. What happens if my contact information changes after I submit a Claim Form?

If you change your mailing address or email address after you submit a Claim Form, it is your responsibility to inform the Settlement Administrator of your updated information. You may notify the Settlement Administrator of any changes by writing to:

Insideview Right-of-Publicity Settlement
Settlement Administrator
PO BOX 2319
Portland, OR 97208-2319

13. When will I receive my Settlement payment?

If you are a Settlement Class Member and you file a timely and valid Claim Form, Settlement payments will be provided by the Settlement Administrator after the Settlement is approved by the Court and becomes final.

It may take time for the Settlement to be approved and become final. Please be patient and check www.InsideViewROPSettlement.com for updates.

THE LAWYERS REPRESENTING YOU

14. Do I have a lawyer in this lawsuit?

Yes, the Court has appointed Sam Strauss, Raina Borrelli, and Brittany Resch of Strauss Borrelli PLLC, Michael Ram of Morgan & Morgan, and Benjamin Osborn of the Law Office of Benjamin R. Osborn PLLC as Class Counsel to represent you and the Settlement Classes for the purposes of this Settlement. You may hire your own lawyer at your own cost and expense if you want someone other than Class Counsel to represent you in this lawsuit.

15. How will Class Counsel be paid?

Class Counsel will file a motion asking the Court to award the attorneys' fees and unreimbursed costs of up to 35% of each State-Specific Settlement Fund. Class Counsel will also ask the Court to approve service awards for the Class Representatives of \$5,000 each for their efforts in achieving the Settlement. Each service award, as determined by the Court, shall be paid from their respective State-Specific Settlement Fund. The Court may award less than these amounts.

OPTING OUT OF THE SETTLEMENT

If you are a Settlement Class Member and want to keep any right you may have to sue or continue to sue the Defendants or any of the Released Parties on your own based about the legal claims in this lawsuit or released by the Released Claims, then you must take steps to get out of the Settlement. This is called excluding yourself from—or “opting out” of—the Settlement.

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16. How do I opt-out of the Settlement?

If you are a Settlement Class Member and you want to exclude yourself from the Settlement, you must mail a written request for exclusion, which includes the following:

- 1) The name of the case: *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois);
- 2) The State-specific Settlement Class you are seeking exclusion from (the Alabama Settlement Class, the California Settlement Class, the Illinois Settlement Class, the Indiana Settlement Class, the Ohio Settlement Class, the South Dakota Settlement Class, or the Nevada Settlement Class);
- 3) Your full name and current address;
- 4) Your personal physical signature; and
- 5) A statement that you want to be excluded from the Settlement Class, such as “I hereby request to be excluded from the Settlement in *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois).”

The exclusion request must be mailed or emailed (as a signed attachment) to the Settlement Administrator.

If mailed, the exclusion request must be sent to the following address and be **postmarked by September 30, 2025**:

Insideview Right-of-Publicity Settlement
Settlement Administrator
PO BOX 2319
Portland, OR 97208-2319

If emailed, the exclusion request must be physically signed (digital signatures will not be accepted) and sent as an attachment to exclusions@insideviewropsettlement.com no later than **September 30, 2025**.

No person may request to be excluded from a Settlement Class through “mass” or “class” opt-outs, meaning that each individual who seeks to opt out must send an individual, separate request to the Settlement Administrator that complies with all requirements listed above.

17. If I opt-out, can I still get anything from the Settlement?

If you opt-out, you will not be entitled to receive a Settlement payment, and you will not be bound by the Settlement or any judgments in this lawsuit.

18. If I do not opt-out, can I sue the Defendants for the same thing later?

No. Unless you opt-out, you give up any right to sue any of the Released Parties for the legal claims this Settlement resolves.

OBJECTING TO THE SETTLEMENT

19. How do I tell the Court that I do not like the Settlement?

If you are a Settlement Class Member, you can tell the Court you do not agree with all or any part of the Settlement.

To object, you must send timely written notice as provided below no later than **September 30, 2025**, by U.S. mail to the Clerk of the Court, Class Counsel, Defendants’ Counsel and the Settlement Administrator postmarked by **September 30, 2025**, stating you object to the Settlement in *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois).

To file an objection, you cannot exclude yourself from the Settlement Class. Your objection must include all of the following information:

- 1) Your full name and current address;
- 2) The case name *Hoffower et al. v. DemandBase, Inc. et al.*, Case No. 2025CH000014 (Circuit Court of LaSalle County, Illinois);

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- 3) A statement that you believe yourself to be a member of the Alabama Settlement Class, the California Settlement Class, the Illinois Settlement Class, the Indiana Settlement Class, the Ohio Settlement Class, the South Dakota Settlement Class, or the Nevada Settlement Class;
- 4) Whether the objection applies only to you, to a specific subset of your respective class, or to the entirety of your class;
- 5) The specific grounds for the objection;
- 6) All documents or writings that you want the Court to consider;
- 7) The name and contact information of any and all attorneys representing, advising, or in any way assisting you in connection with the preparation or submission of the objection or who may profit from the pursuit of the objection;
- 8) A statement indicating whether you intend to appear at the Final Approval Hearing (either personally or through counsel, who must file an appearance or seek *pro hac vice* admission); and
- 9) Your signature as the objector (an attorney's signature is not sufficient).

To be timely, written notice of an objection including all of the information above must be mailed to the Clerk of Court, Class Counsel, Defendants' Counsel, and the Settlement Administrator **postmarked by September 30, 2025**, at the following addresses:

COURT	CLASS COUNSEL	DEFENDANTS' COUNSEL	SETTLEMENT ADMINISTRATOR
Clerk of Court 119 W. Madison St Room 201 Ottawa, IL 61350	Raina Borrelli Strauss Borrelli PLLC 980 N. Michigan Ave, Suite 1610 Chicago, IL 60611	R. Adam Lauridsen Cody Gray Keker, Van Nest & Peters LLP 633 Battery St, San Francisco, CA 94111	<i>Insideview Right-of-Publicity Settlement</i> Settlement Administrator PO BOX 2319 Portland, OR 97208-2319

If you fail to comply with the requirements for objecting as detailed above, you waive and forfeit any and all rights you may have to appear separately and/or to object to the Settlement and you will be bound by all the terms of the Settlement and by all proceedings, orders, and judgments in the lawsuit.

20. What is the difference between objecting and asking to be excluded?

Objecting is simply telling the Court you do not like something about the Settlement or the requested attorneys' fees and costs. You can object only if you stay in the Settlement Class (meaning you do not opt-out of the Settlement). Opting out of the Settlement is telling the Court you do not want to be part of the Settlement Class or the Settlement. If you opt-out, you cannot object to the Settlement.

THE FINAL APPROVAL HEARING

The Court will hold a "Final Approval Hearing" to decide whether to approve the Settlement. You may attend and you may ask to speak if you file an objection by the deadline, but you do not have to.

21. When and where will the Court decide whether to approve the Settlement?

The Court will hold a Final Approval Hearing on **October 21, 2025, at 11:00 a.m.** via Zoom. At this hearing, the Court will consider whether the Settlement is fair, reasonable, and adequate and decide whether to approve the Settlement, Class Counsel's Application for Attorneys' Fees, Costs, and Service Awards to the Class Representatives.

If there are objections that were filed by the deadline, the Court will consider them. If you file a timely objection, and you would like to speak at the hearing, the Court will also listen to you or your lawyer speak at the hearing, if you so request.

Note: The date and time of the Final Approval Hearing are subject to change without further notice to the Settlement Class. The Court may also decide to hold the hearing via video conference or by telephone. You should check the Settlement Website www.OutsideViewROPSettlement.com to confirm the date and time of the Final Approval Hearing has not changed.

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22. Do I have to attend the Final Approval Hearing?

No. Class Counsel will answer any questions the Court may have. However, you are welcome to attend at your own expense. If you file an objection, you do not have to attend the Final Approval Hearing to speak about it. As long as you file your written objection by the deadline, the Court will consider it.

23. May I speak at the Final Approval Hearing?

Yes, as long as you do not exclude yourself (opt-out) and you file a timely written objection requesting to speak at the hearing, you can (but do not have to) participate and speak for yourself at the Final Approval Hearing. This is called making an appearance. You also can have your own lawyer speak for you, but you will have to pay for the lawyer yourself.

If you want to appear, or if you want your own lawyer instead of Class Counsel to speak for you at the hearing, you must follow all of the procedures for objecting to the Settlement listed in Question 19 above—and specifically include a statement as to whether you and your counsel will appear at the Final Approval Hearing.

IF YOU DO NOTHING

24. What happens if I do nothing at all?

If you are a Settlement Class Member and you do nothing, you will not receive Settlement payment, and you will give up rights explained in the “Opting Out from the Settlement” section of this Notice, including your right to start a lawsuit, continue with a lawsuit, or be part of any other lawsuit against any of the Released Parties about the legal issues in this lawsuit that are released by the Settlement.

GETTING MORE INFORMATION

25. How do I get more information?

This Notice summarizes the Settlement. Complete details about the Settlement are provided in the Settlement Agreement. The Settlement Agreement and other related documents are available at www.InsideViewROPSettlement.com. You may get additional information at www.InsideViewROPSettlement.com, by calling toll-free 1-888-818-4682, or by writing to:

Insideview Right-of-Publicity Settlement
Settlement Administrator
PO BOX 2319
Portland, OR 97208-2319

**PLEASE DO NOT TELEPHONE THE COURT OR THE COURT'S
CLERK OFFICE REGARDING THIS NOTICE.**

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