

Numetrix Privacy Policy

Last updated: September 1, 2026

This Privacy Policy (“Policy”) describes how Numetrix LLC (“Agency,” “we,” or “us”) collects, uses, and discloses your information in connection with your use of our website(s) (the “Site”) and related marketing services we provide, including those described on this website. We provide surveys and marketing services (our “Services”), to provide information on consumer responses, consumer segments, audience measurements, and location intelligence. In the course of providing the Site and our Services, we collect information from visitors, our customers, and others. We may also use or disclose information received from third party data services, in order to provide or enhance our Services.

Some of our services are provided to entities that have entered into an agreement with us (“Clients”) whereby we are simply providing services as an agency. In such circumstances, Agency is the “data processor” or “service provider” (referred to here as “processor”) to the Client, and the Client is the “data controller.” Agency processes personal information under the instructions of the Client, or as the Client otherwise permits, as described in the applicable agreement or as otherwise required by applicable law.

If you are a customer, end user, authorized user, or employee of the Client and you have questions about how your information is collected and processed through the services, please contact the Client with whom you are affiliated or which has provided your information to us for more information; this Privacy Policy does not pertain to our Services as a processor.

Please read this Policy carefully so that you understand our information practices. If you do not agree with the terms of this Policy, please do not use the Services. This Policy may change from time to time, so please check the Policy periodically for updates.

1. Information We Collect

We collect data about from you when you respond to surveys, use the Sites, automatically when you visit the Sites, and from third parties. Some of this data may be considered “personal information” or “personal data”.

a. Information You Provide Directly to Us (Such as When Visiting the Site or Responding to Our Own Surveys)

We collect personal information directly from you when you use our Site or interact with us. For example, this includes when you fill out our Contact Us form, sign-up for newsletters, send us email messages, or participate in surveys.

You may provide the following types of information to us

- Responses to surveys that we conduct, in our own name. Your responses may on occasion contain sensitive information such as self-reported information about race, ethnicity or religion;
- Identifiers (such as name, email address, phone number, and other contact information);
- Commercial information (such as information provided to us in your communications and transaction data);
- Information about your interests and preferences;
- Professional data (such as company name);
- Photo, video, or video recording when you participate in our events, industry events, and conferences;
- Information when you interact with us (such as contacting us)
- Other information that identifies or can be reasonably associated with you, including information you voluntarily provide; and
- Inferences drawn from any of the above.

b. Information We Collect Automatically

We also may receive and store certain information about yourself and your device(s) automatically when you access or use the Site, or interact with our Services, including if you fill out surveys that we are conducting. This information may include:

- **Log Information.** When you use the Site, our servers or a third party, such as Google Analytics automatically record certain log file information, including your Internet Protocol ("IP") address, operating system, browser or device type and language, referring URLs, access times, pages viewed, links clicked and other information about your interactions with the Site.
- **Mobile Device Information.** We may collect information about the mobile device you use to access or use the Site, including the hardware model, operating system and version, unique device identifiers, and mobile network information.
- **Activity information.** We may store information about your use of the Site, such as website pages visited, date and time of your visit, transactions you initiate, and emails you receive, open, and click.
- **Cookies (and cookie identifiers).** We and our third-party service providers, which include ad networks and analytics companies such as Google Analytics, may use

cookies, web beacons, and other tracking technologies to collect information – including the above information -- about the computers or devices (including mobile devices) you use to access the Site, including the above information. Sometimes, we work with third parties who deploy these cookies on our behalf. When we use these cookies to target ads to you – for instance, to “retarget” you on other services with information about services, after you’ve visited our Site – we give you the opportunity to “opt out” of these ads: see Section 4(b) for information about those “opt out” methods. We also use cookies for analytics, and other purposes, as described further in Section 4(a).

c. Information We Collect From Other Sources

We may collect personal information about you from third parties, including public sources (such as public records) and commercial sources (such as survey providers or data aggregators, who themselves may work with both publicly available and commercially provided information). We may use this information for our own corporate purposes or in the course of providing our Services to clients. In particular, we may collect:

- Contact information (which may include an email address or other unique identifier tied to personal information).
- Name and demographic information, employment information, company profiles (such as company size and/or revenue, service offerings and sectors).
- Interest about individuals’ demographic information, interests or purchases, such as (simply by way of example) whether they have pets or buy pet products, travel frequently, or frequently purchase luxury apparel; or what their age or income range appears to be.
- Location information (including precise location information with time stamps).

2. Use of Information

We may use your information for any of the following reasons:

- Conducting surveys and deriving insights;
- Providing and operating our services, including the Site;
- Developing new products and services, including conducting analysis;
- Creating “audience segments” (described below)
- Communicating with you, including through advertising, promotions and email, which may be through social media platforms;
- Analyzing how people use our services including the Site, or respond to our marketing and communications;
- Creating reports for Clients on visitors to certain locations and general traffic patterns;
- Internal auditing and recordkeeping purposes,

- Communicating with you on behalf of a client of ours and/or in response to a survey;
- Protecting our users, Site, and services, and complying with the law;
- Detecting, investigating, and preventing improper or fraudulent use of our Services or the Site,
- Protecting our rights, and complying with the law; and
- Other uses about which we notify you.

We may also combine information that we collect from you with information we obtain about you from third parties in accordance with this Policy. Where we combine the information with any other personal information we collect from you, we treat all of that combined information as personal information.

We may aggregate and/or de-identify information collected through the Site. We may use de-identified or aggregated data for any purpose, including without limitation for research and marketing purposes, and may also disclose such data to any third parties.

For purposes of our Services, we may collect and use personal information (also called personal data) regarding you, including from third party data sources for the following more specific uses:

- **Marketing and Analytics Purposes.** We collect personal information through surveys to create aggregated insights to provide anonymous market research services. We also may use survey responses to enrich the information we have about consumers, including customers of our clients. While we usually collect this information from our own customer surveys, sometimes we collect it from third party data sources. This information then assists Numetrix and its Clients with predicting future consumer and marketing preferences.
- **Audience Segments.** We may create groups of individuals we believe are interested in particular types of business products or services or have other common interests or characteristics (“Audience Segments”), such as by using mobile ad identifiers tied to precise geolocation coordinates (for instance, if a particular device has visited a particular commercial venue). We may license them to our clients as part of our Services. We also may link, or work with other platforms such as digital platforms that link those Audience Segments to other identifiers or personal information that are then used to help target and advertise in a relevant way to those groups of individuals.
- **Operation and Improvement of Numetrix’s Services.** More generally, we utilize personal data from our own and third party data sources in connection

with: (i) testing, improving, updating and otherwise modifying our Services; (ii) developing new products and services; and (iii) analyzing and securing the Services.

3. Disclosure of Information

We may disclose your information as follows:

- To vendors and service providers who perform services on our behalf. These parties provide a variety of services to us, including without limitation billing and collections, marketing and advertising, market research, data storage, web hosting, customer and tech support, security, data enhancement, analysis and processing, auditing, accounting and legal services.
- To provide Services you have requested.
- To provide Services a Client has requested, such as to third party advertising or marketing platforms, social media platforms, or campaign analytics or measurement companies.
- To Numetrix affiliates, including any subsidiaries or affiliates of Stagwell.
- If required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process; (b) protect and defend our rights or property; and/or (c) act under exigent circumstances to protect the personal safety of us, our Clients, or the public.
- In connection with, or during negotiations of, any merger, acquisition, sale of assets or any business, other change of control transaction or financing between any future parent, subsidiary, and/or affiliated company.
- In other situations, with your consent or at your direction

4. Your Opt-Out Choices for Our Own Analytics and Marketing

As to our own website or corporate practices, and separate from the Services we provide, you may exercise rights and control the marketing we send you as set out below.

[Section 8](#) on the other hand describes how to exercise rights with respect to personal data (including data received from third parties) that we may collect and use for purposes of delivering our Services.

a. Analytics

We may use third-party web analytics services on the Site, such as those of Google Analytics. These services use the sort of technology described in the “Information We Collect Automatically” section above to help us analyze how users use our Site, including by noting the third-party website from which you arrive. The information

collected by the technology will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Site. We also use Google Analytics for certain purposes related to advertising, as described in the following section. To prevent Google Analytics from using your information for analytics, you may install the [Google Analytics Opt-Out Browser Add-on](#).

b. Tailored Advertising

We may allow certain third parties (e.g., ad networks and ad servers) to serve targeted marketing to you on our behalf (for instance, when you are on our website) and to access their own cookies or other tracking technologies on your computer, mobile phone, or other device you use to access the Site. We neither have access to, nor does this Policy govern, the use of cookies or other tracking technologies that may be placed on your computer, mobile phone, or other device you use to access the Site by non-affiliated, third-party ad technologies, ad servers, ad networks or any other non-affiliated third parties. However, the parties that use these technologies may offer you a way to opt out of targeted advertising as described below.

Targeted advertising in turn often employs cookies and other device identifiers, to identify you, your browser or your device. In turn, sometimes these cookies may be associated with de-identified data linked to or derived from data you have submitted to us (e.g., your email address) that we may disclose with a service provider in hashed format.

For more information about tailored browser advertising and how you can generally control cookies from being put on your computer to deliver tailored marketing, you may visit the Network Advertising Initiative's ("NAI") [Consumer Opt-Out Link](#) and/or the Digital Advertising Alliance's ("DAA") [Consumer Opt-Out Link](#). Those pages also may provide instructions as to how to opt-out of receiving tailored advertising or (to the extent those organizations maintain it) to opt out through tools they offer. To opt out of Google Analytics for Display Advertising or customize Google Display Network ads, you can visit the [Google Ads Settings page](#). Please note that to the extent advertising technology is integrated into the Site, you may still receive advertising content even if you opt out of tailored advertising. In that case, the advertising content will just not be tailored to your interests. We do not control any of the above opt-out links and are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms. If your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer or change web browsers, your NAI or DAA opt-out may no longer be

effective. Additional information is available on NAI's and DAA's websites, accessible by the above links.

c. Email Marketing.

You may opt out of any email marketing communications you have received from us in our corporate capacity (e.g., if you are our client) at any time by following the instructions in those communications, such as an "unsubscribe" link in emails we may send to you.

5. Links

The Site may contain links or other connections to other third-party websites, platforms, products, services or applications that are independent of our Site. The information collection practices and privacy policies of these third parties may differ from ours. We provide links to you only as a convenience, and the inclusion of any link does not imply affiliation, endorsement or adoption by Numetrix of any site or any information contained therein.

6. Security and Retention of Personal Information

We have implemented various administrative, technical, and physical security measures intended to protect against the loss, misuse and/or alteration of your personal information. However (like any organization), we cannot and do not guarantee that these measures will prevent every unauthorized attempt to access, use, or disclose your information since despite our efforts, no Internet and/or other electronic transmissions can be completely secure.

We generally retain personal data for so long as it may be relevant to the purposes above. In determining how long to retain information, we may consider the amount, nature and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure of the information, the purposes for which we process the information, applicable legal requirements, and our legitimate interests.

7. Children's Privacy

We do not knowingly collect personal information from children under 18. If you are under 18, please do not send any personal information about yourself to us. If you inform us that we have collected personal information from a child under age 18, we will delete that information or take other appropriate action. If you believe that a child under

18 may have provided us personal information, please contact us as set out in the “Contact Us” section below.

8. Privacy Rights You May Have With Respect to Our Services

Certain jurisdictions grant residents particular privacy rights. If you live in one of these jurisdictions, you may have the following rights with respect to your “personal information” or “personal data” (as such terms are defined under applicable law and collectively referred to herein as “personal information”). A subset of these states may provide you the right to exercise your rights through an authorized agent, including California (as to which a separate “[Addendum](#)” is provided below), as well as Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, New Hampshire, Nebraska, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, and Virginia, and at various dates during 2027, Alabama, Louisiana, and Oklahoma.

Deletion and Access Rights: As to personal information we use in the course of our Services you in turn may have the right to request (without being discriminated against for asking) that we:

- Delete certain personal information we have about you.
- Provide you access to and/or a copy of certain personal information we hold about you (sometimes called the “right to know”).
- Correct or update personal information we hold about you (which we will respond to by “deleting” your information).

To exercise the above rights, please visit this page <https://www.numetrix.io/data-subject-request-form>.

Opt-out rights: You also may have the right to opt out of the “sale” or “sharing” of your personal information, including the use of that information for targeted advertising (also called a “do not sell or share” right). To exercise the above rights, please visit our Opt Out Page at <https://www.numetrix.io/opt-out-form>.

Consumers in certain states have the right to request a list of third parties to which information was disclosed. While you may make such a request, note that we are permitted to withhold certain third parties’ names where doing otherwise would infringe upon trade secret rights. (Consumers also have a right to opt out of the processing of personal information for purposes of profiling in furtherance of decisions that produce legal or similarly significant effects, if applicable. We do not engage in such processing.)

Certain information may be exempt from the above requests under applicable law. For example, we need to retain certain information in order to provide our services to you. In addition, if you ask for a copy of your personal information, we will take reasonable steps to verify your identity before responding to a request, which may include, at a minimum, verifying your name and email address. If we cannot verify you, we may be unable to respond to your requests.

Authorized Agents. You may designate an authorized agent to make requests on your behalf. In order for an authorized agent to be verified, you must provide the authorized agent with signed, written permission to make such requests or a power of attorney. We may also follow up with you to verify your identity before processing the authorized agent's request.

Right to Appeal. In certain states, residents have the right to appeal our decision to deny your request, if applicable. If you wish to do this, please send an email at privacy@numetrix.io with the word "Privacy Appeal" in the subject line.

9. International Users

If you live in the European Union, United Kingdom, or other regions with laws governing data collection and use, please note that you are agreeing to the transfer of your personal information outside the country in which you reside, including, but not limited to the United States, where data protection and privacy regulations may not offer the same level of protection as in other parts of the world. Your personal data may be transferred for processing and storage by Numetrix and our affiliates and third parties. By providing your personal data you consent to any transfer and processing in accordance with this Policy.

10. Updates to this Policy

We reserve the right to change this Policy from time to time and will notify you of changes as required by law. Your continued use of the Site after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by that Policy.

11. Contact Us

If you have questions or comments regarding our privacy practices or this Policy, please contact us at privacy@numetrix.io.

12. Additional Detail for California Residents

CALIFORNIA PRIVACY ADDENDUM: Privacy Notice to California Residents

Effective Date:

This Section 12 applies only to “personal information” about California residents, as that term is defined in the California Consumer Privacy Act (“CCPA”), and it supplements (and, in some cases, repeats) the information in the rest of our Policy above (“Privacy Notice”). Data about individuals who are not residents of California is handled differently and is not subject to the same rights described in this Privacy Notice. This Privacy Notice does not apply to data or activities that are exempt to the relevant provisions of the CCPA.

1. The Personal Information We Collect

Similar to the description in our fuller Privacy Policy, the below chart provides a concise summary of the categories of information we collect, our sources of information, and the purposes for use.

Categories of personal information we collect	Purposes of use	Sources of Information
Identifiers e.g., name, IP address, email address, phone number, and other contact information	• Provide the Services • Personalize the experience • Send you marketing or advertising • Protect our users, Site, and services • Improve the manner in which we provide the services	• You or your devices • Public sources • Survey providers and data aggregators.
Other information that directly or indirectly identifies you and information about your interests and preferences e.g., age, gender and interests	• Provide the Services • Send you marketing or advertising • Protect our users, Site, and services • Improve the manner in which we provide the services	• You or your devices • Public sources • Survey providers and data aggregators.

Characteristics of protected classifications under California or U.S. law, including Sensitive Personal Information, including inferences e.g., race, ethnicity or religion.	• Provide the Services • Send you marketing or advertising • Improve the manner in which we provide the services	• You • Public sources • Survey providers and data aggregators
Commercial or transactions information e.g., information provided to us in your communications and transaction data.	• Provide the Services • Send you marketing or advertising • Protect our users, Site, and services • Improve the manner in which we provide the services	• You or your devices • Public sources • Survey providers and data aggregators.
Internet or other electronic network activity information e.g., information on a consumer's interaction with our website.	• Provide the Services • Send you marketing or advertising • Protect our users, Site, and services • Improve the manner in which we provide the services	• You or your devices
Location information e.g., places you visited	• Provide the Services • Send you marketing or advertising • Protect our users, Site, and services • Improve the manner in which we provide the services	• Data aggregators
Information you provide during events and surveys e.g., photo, video, or video recording	• Provide the Services • Send you marketing or advertising • Protect our users, Site, and services • Improve the manner in which we provide the services	• You • Public sources • Survey providers and data aggregators

Inferences drawn from any of the above	• Provide the Services • Send you marketing or advertising • Protect our users, Site, and services • Improve the manner in which we provide the services	• You or your devices • Public sources • Survey providers, and data aggregators
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2. Our Purposes in Using Personal Information

We may use your personal information for any of the following reasons:

- To conduct surveys and derive insights;
- Providing and operating our services, including the Site;
- Developing new products and services, including conducting analysis;
- Communicating with you, including through advertising, promotions and email, which may be through social media platforms;
- Analyzing how people use our services including the Site, or respond to our marketing and communications;
- Creating reports for Clients on visitors to certain locations and general traffic patterns;
- Creating “audience segments” about individual interests, such as based on what types of venues a mobile device has visited;
- For internal auditing and recordkeeping purposes,
- Communicating with you on behalf of a client of ours and/or in response to a survey;
- Protecting our users, Site, and services, and complying with the law;
- Detecting, investigating, and preventing improper or fraudulent use of our Services or the Site,
- Protecting our rights, and complying with the law; and
- Other uses about which we notify you.

We may also combine information that we collect from you with information we obtain about you from third parties in accordance with the Policy and this Privacy Notice.

Where we combine the data with any other personal data we collect from you, we treat all of that combined data as personal data.

We may aggregate and/or de-identify information collected through the Site. We may use de-identified or aggregated data for any purpose, including without limitation for research and marketing purposes, and may also disclose such data to any third parties.

3. Selling and Sharing Personal Information

As described further below, some of our disclosures of personal information qualify under the CCPA as what it defines as a “sale” or “sharing” of personal information. During the 12 months leading up to the effective date of this Privacy Notice, we “sold” and “shared” (as those terms are defined under the CCPA), the following categories of information:

- personal identifiers (such as email addresses, including in hashed form),
- internet or other electronic network activity information” (such as information regarding an individual’s browsing interactions on a website),
- commercial information” (like the fact that a browser visited a page directed to people who are considering purchasing from us)
- information about your interests and preferences (demographic information like gender or estimated age or income, or interest information like hobbies, pet ownership or homeownership)
- inferences about or drawn from any of the above.

We may in turn sell or share any or all of the above information with third parties that provide advertising and marketing-related services and platforms, including social media platforms, digital advertising platforms (whether mobile, web-based or connected-TV), other marketing services and companies that service or work with them.

You can exercise your right to opt out of those disclosures by following the instructions on our Your Privacy Choices page. To opt out of our disclosures of contact information to advertising partners, please visit our privacy page at <https://www.numetrix.io/opt-out-form>.

Opting out of “sales” and “sharing” limits only some types of disclosures of personal information, and there are exceptions to all of the rights described in this Section.

We use personal information we collect from data partners to provide and improve its services. This includes creating databases or “audience segments” correlated to devices that can be matched to physical places. In doing the above, we (or our data partners) remove sensitive location data (as that term has been defined by the U.S. FTC), which is precise location data potentially correlated to sensitive U.S. locations such as health providers and houses of worship. We may also create deidentified,

partially deidentified or carefully segregated and siloed datasets in order to preserve and enhance consumers' privacy.

4. California Residents' Privacy Rights

If you are a California resident, you also have the right (without being discriminated against for asking) to request that we:

Deletion and Access Rights: As to personal information we use in the course of our Services you in turn may have the right to request (without being discriminated against for asking) that we:

- Delete certain personal information we have about you.
- Provide you access to and/or a copy of certain personal information we hold about you (sometimes called the "right to know").
- Correct or update personal information we hold about you (which we will respond to by "deleting" your information).

To exercise the above rights, please visit this page <https://www.numetrix.io/data-subject-request-form> or you can call us toll-free at 877-511-2345.

Opt-out rights: You also may have the right to opt out of the "sale" or "sharing" of your personal information, including the use of that information for targeted advertising (also called a "do not sell or share" right). To exercise the above rights, please visit our Opt Out Page at <https://www.numetrix.io/opt-out-form>.

(Consumers also have a right to opt out of the processing of personal information for purposes of profiling in furtherance of decisions that produce legal or similarly significant effects, if applicable. We do not engage in such processing.)

Authorized Agents. You may designate an authorized agent to make requests on your behalf. In order for an authorized agent to be verified, you must provide the authorized agent with signed, written permission to make such requests or a power of attorney. We may also follow up with you to verify your identity before processing the authorized agent's request.

The CCPA also allows you to limit the use or disclosure of your "sensitive personal information" (as defined in the CCPA) if your sensitive personal information is used for certain purposes. However, in the limited circumstances that we process sensitive personal information as defined in the CCPA, we do not use or disclose it other than for disclosed and permitted business purposes for which there is not a right to limit under the CCPA.

5. Security And Retention of Your Information

We have implemented administrative, technical, and physical security measures intended to protect against the loss, misuse and/or alteration of your information. However (like any organization), we cannot and do not guarantee that these measures will prevent every unauthorized attempt to access, use, or disclose your information since despite our efforts, no Internet and/or other electronic transmissions can be completely secure.

We intend to retain this information for as long as we feel it is necessary for the purposes described further below, or for any longer period required by law. Because we may collect and use the same category of personal information for different purposes and in different contexts, there is no general fixed retention period that always will apply to a particular category of personal information.