WEBSITE PRIVACY POLICY

Last updated: [DATE]

This Website Privacy Policy describes how Viant Technology Inc. and our subsidiary and affiliate companies that share common branding (collectively, "Viant," "we," or "us") collect, use, and disclose information about you if you use our corporate websites, client-facing tools and portals, or if you otherwise interact with us in a business or professional capacity ("Viant Corporate Properties").

If you are interested in our privacy practices for Viant's advertising platform, please review our Platform Privacy Policy and more information found on our Viant Privacy Center.

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1. INFORMATION WE COLLECT

Information You Provide to Us

Certain parts of the Viant Corporate Properties enable visitors to provide information voluntarily. For example, we collect information when you register for a Viant client account, contact client support, request additional information about Viant's products and services, subscribe to our marketing communications, or otherwise contact us. The information we collect may include contact information (such as name, email address, phone number, or postal address), professional information (such as job title and employer), and other information included in your request or communication with us or that you choose to provide.

Information We Collect Automatically

We automatically collect certain information about your interactions with the Viant Corporate Properties. For example, we collect information about how you access the Viant Corporate Properties, such as including IP address, device type, mobile device identifier, browser type and version, operating system type and version, and other information about your activity on the Viant Corporate Properties, such as pages you visit, links you click, and the page you visited prior to arriving on the Viant Corporate Properties.

We and our third-party partners may use tracking technologies, such as cookies and pixels to collect information about your interactions with the Viant Corporate Properties.

If you contact Viant professionals via phone or video conference, Viant may monitor and retain those conversations, including for training purposes.

Information We Receive from Other Sources

We may also receive information from third parties, such contact information of prospective clients from data partners or publicly available sources.

Information We Derive

We may derive information or draw inferences about you based on the other information we collect. For example, we may infer your approximate location based on your IP address or that you are interested in certain services we offer based on past purchases by your company.

2. HOW WE USE INFORMATION

We use information we collect under this Website Privacy Policy to:

- Provide, maintain, and improve the Viant Corporate Properties;
- Manage client accounts and provide customer support and similar services;
- Communicate with you about our products and services and provide news and information that we think will interest you (see "Your Choices" below for information about how to opt out of these communications at any time);
- Target advertisements to you on third-party platforms and websites (for more information and instructions about how to opt out, see "Your Choices" below);
- Monitor and analyze trends, usage, and activities in connection with the Viant Corporate Properties and our products and services;
- Detect investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and help protect the rights and property of Viant and others;
- Operate our business, such as to contact you in connection with billing or similar matters; and

- Comply with our legal and financial obligations.

3. HOW WE DISCLOSE INFORMATION

We may disclose information we collect under this Website Privacy Policy in the following circumstances:

Affiliates. We may disclose your information within our family of companies for the purposes described in this Policy.

With our vendors, consultants, and other service providers. We may share your information with service providers, vendors, contractors, or agents who perform functions on our behalf. Examples include providing data storage and processing services, direct marketing, lead management, technical support, and fraud prevention.

With Advertising Partners. We may disclose or permit third parties to collect information about your activity on the Viant Corporate Properties to deliver ads to you about Viant services on non-affiliated websites and services and for related purposes. For information about how to opt out, see "Your Choices" below.

Business transfers. We may share your information with a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceedings).

Legal purposes. We may share your information as we believe to be necessary or appropriate: (a) under applicable law; (b) to comply with subpoenas, warrants, or other legal process; (c) to respond to requests from public and government authorities; (d) to enforce our terms and conditions; (e) to protect our operations or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to establish or exercise our legal rights or defend against legal claims.

Consent. We may disclose information with your consent or at your direction.

4. YOUR CHOICES

Opt out of receiving marketing communications from us. If you no longer want to receive marketing-related emails from us, you may opt out by clicking on the opt-out link within such communications. Please also note that if you do opt out of receiving marketing-related emails from us, we may still send you transactional and administrative messages relating to our services from time to time.

Cookie Choices on Viant Corporate Properties. Through cookies and similar tracking technologies, we may disclose or permit third parties to collect information about your activity on the Viant Corporate Properties to deliver ads to you about Viant services on non-affiliated websites and services and for related purposes. Some of these activities may be considered "sales" or "sharing" of your personal information under certain privacy laws and you may opt out by following the instructions HERE.

5. CHILDREN'S INFORMATION

The Viant Corporate Properties are not intended for nor directed to individuals under 18 years of age.

6. DATA RETENTION

We store personal data for so long as necessary for the purposes for which it is collected and our legitimate business purposes. The length of time for which we retain information depends on the purposes for which we collected and use it and your choices, after which time we aggregate or delete it.

7. ADDITIONAL INFORMATION FOR CALIFORNIA RESIDENTS

The California Consumer Privacy Act ("CCPA") requires companies to explain some information using certain definitions and categories set out in that law. If you reside in California, this section applies to you. In the preceding sections of this policy, we explain the information we collect, how we use it, and the circumstances in which we disclose it in connection with your use of the Viant Corporate Properties and business contact relationship with us.

Below we use two tables to explain this same information, including the categories of personal information we collect (and have collected over the preceding twelve (12) months), types of entities to which we disclose such information, and the ways we use each category of information. We collect personal information that you provide to us directly, automatically when you use the Viant Corporate Properties, and from third parties, as described above.

Collection, Use, and Disclosure of Personal Information for Business Purposes

Categories of Personal Information	**Categories of Recipients**	**Uses of Personal Information**
• Identifiers (such as your email address, phone number, and cookie IDs) • Professional and employment information (such as your role and your employer) • Commercial information (such as services your company purchases from Viant) • Internet or other electronic network activity information (such as information about your visits to Viant Corporate Properties) • Audio and video information (such as records of video conferences with Viant professionals) • Location information, (such as inferred location based on IP address) • Inferences (such as services you might be interested in purchasing as a Viant client)	• Our affiliates • Vendors, consultants, and other service providers • Others in connection with business transfers • Government authorities and others as needed for legal reasons • Others with your consent or at your direction	• Provide, maintain, and improve the Viant Corporate Properties; • Manage client accounts and provide customer support and similar services; • Communicate with you about our products and services and provide news and information that we think will interest you • Monitor and analyze trends, usage, and activities in connection with the Viant Corporate Properties and our products and services; • Detect investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and help protect the rights and property of Viant and others; • Operate our business, such as to contact you in connection with billing or similar matters; and • Comply with our legal and financial obligations.

"Sales," "Sharing," and Your Opt-Out Rights under the CCPA Through cookies and similar tracking technologies, we may disclose or permit third parties to collect information about your activity on the Viant Corporate Properties to deliver ads to you about Viant services on non-affiliated websites and services and for related purposes. Some of these activities may be considered "sales" or "sharing" of your personal information under the CCPA and you have the right to opt out, which you can exercise by following the instructions HERE. We do not knowingly sell or share personal information about consumers under the age of 18.

The types of information we may have disclosed pursuant to this Website Privacy Policy for purposes that constitute sales or sharing under the CCPA, and the categories of recipients are set out in the table below:

Categories of Personal Information	**Categories of Recipients**
● Identifiers (such as cookie IDs) ● Internet or other electronic network activity information (such as pages you visit on our Viant Properties and links you click)	● Advertising partners and networks

To review the rights and choices available to you as a consumer in connection with Viant's advertising platform and services, please visit our Viant Privacy Center and view the Platform Privacy Policy.

Your Access, Deletion, and Correction Rights under the CCPA. You have the right to request access to, or deletion or correction of, your personal information. To make such a request with respect to your personal information subject to this Website Privacy Policy, please use our Consumer Rights Request Portal. We will take steps to verify your request, such as by asking you to confirm information related to an account you have with us.

Authorized Agents. You may designate an agent to make rights requests on your behalf, subject to appropriate verification of the agent's authority to submit requests on your behalf. For example, we may ask authorized agent for proof of their authority to operate on your behalf, such as power of attorney, or we may ask you to provide confirmation that you gave the agent permission to make such a request. If you are an agent seeking to make a request for a consumer, please use our Consumer Rights Request Portal.

Nondiscrimination. We will not discriminate against you for exercising your privacy rights.

8. ADDITIONAL INFORMATION FOR INDIVIDUALS IN EUROPE

Viant Technology LLC and its U.S. subsidiaries, including Viant US LLC, Adelphic LLC, and IRIS.TV LLC (collectively, “Viant”), are in the process of recertifying that they adhere to the EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF), as set forth by the U.S. Department of Commerce.

Viant collects and uses personal information only for the purposes for which it was collected and in accordance with the DPF Principles. Viant also takes steps to protect the security of personal information, including using appropriate technical and organizational security measures. Viant commits to adhere to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF. If there is any conflict between the terms in this privacy policy and the EU-U.S. DPF Principles, the Principles shall govern. Viant commits to adhere to the Swiss-U.S. Data Privacy Framework Principles (Swiss-U.S. DPF Principles) with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF. If there is any conflict between the terms in this privacy policy and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and, once our recertification is finalized, to view our certification, please visit https://www.dataprivacyframework.gov/.

In compliance with the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF, Viant commits to refer unresolved complaints concerning its handling of personal data received in reliance on the DPF to BBB National Programs, an alternative dispute resolution provider based in the United States. If you do not receive timely acknowledgment of your DPF Principles-related complaint from us, or if we have not addressed your complaint to your satisfaction, please visit https://bbbprograms.org/programs/all-programs/dpf-consumers for more information or to file a complaint. The services of BBB National Programs are provided at no cost to you.

Viant remains responsible for any of your personal information that is shared under the onward transfer principle for external processing on our behalf, as described in the “How We Disclose Information” section above. Viant remains liable under the DPF Principles if a third party to which it onward transfers your personal information processes it in a manner inconsistent with the DPF Principles, unless Viant proves that it is not responsible for the event giving rise to the damage. Viant may be required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

The Federal Trade Commission has jurisdiction over Viant’s compliance with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF, and the

Swiss-U.S. DPF. An individual has the possibility, under certain conditions, to invoke binding arbitration for complaints regarding DPF compliance not resolved by any of the other DPF mechanisms. More information on the arbitration process can be found on the DPF website here.

Viant provides individuals with the opportunity to choose (opt out) whether their personal information is (a) to be disclosed to a third party or (b) to be used for a purpose that is materially different from the purpose(s) for which it was originally collected or subsequently authorized. Individuals may exercise this choice by following the instructions as set forth in the "Your Choices" section of this policy, or by contacting Viant as set forth in the "Contact Information" section of this policy. Individuals in the EU, UK, and Switzerland also have the right to access personal information that Viant maintains about them and to correct, amend, or delete that information where it is inaccurate or has been processed in violation of the DPF Principles. To exercise these rights, please contact us at privacy@viantinc.com.

9. CHANGES TO OUR POLICY

We will review and update this Website Privacy Policy periodically and will note the date of its most recent version at the "Last Updated" date above. If we make any material changes, we will post the revised Policy on our website and may take additional measures to inform you, such as by sending you an email. We encourage you to review this Policy frequently.

10. CONTACT INFORMATION

If you have any questions about this Website Privacy Policy, please contact us by email at privacy@viantinc.com