

## DATA SUBJECT RIGHTS REQUEST FORM

**Content IQ LLC.**, part of the Perion Network Ltd. and its affiliated companies and subsidiaries (collectively "**Company**") values privacy rights. As required under applicable laws, and specifically the EU General Data Protection Regulations ("**GDPR**"), the California Consumer Privacy Act of 2018 ("**CCPA**"), the California Privacy Rights Act of 2020 effective January 1, 2023 ("**CPRA**"), the Virginia Consumer Data Protection Act of 2021 ("**CDPA**"), the Colorado Consumer Protection Act ("**CPA**") and other federal, state laws, the Israeli Protection of Privacy Law ("**IPPL**"), etc. (all collectively shall be defined as "**Data Protection Laws**"), individuals are permitted to make certain requests and exercise certain rights regarding their Personal Data or Personal Information (as such term is defined under Data Protection Regulations) and depending on their jurisdiction.

In order to submit a request to exercise individual rights pursuant to the Data Protection Laws, please complete this form and send it to our privacy team at: [privacy@contentiq.com](mailto:privacy@contentiq.com).

Upon receipt of your completed request, we will process it and respond within the timelines required under applicable Data Protection Laws. If additional information is necessary, we will contact you using the contact information you provided in this form. Information provided in connection with this request will be processed only for the purpose of processing and responding to your request and will be deleted immediately thereafter, unless we are required to maintain a copy of some or all of the information to meet our compliance obligations. For more information, please review our Privacy Policy.

### 1) CONTACT INFORMATION:

Full Name:

Email Address:

If applicable, US State:

Country, if not US:

### 2) WHAT IS YOUR RELATIONSHIP WITH US?

- User
- Customer
- Employee
- Vendor
- Other:

### 3) YOUR REQUEST:

Detailed below are various rights and requests you may submit depending on your residence. Please check the applicable right you are requesting to execute. Please note by exercising your right to deletion, **you will lose all information we have about you, including your account information.**

#### A. CALIFORNIA:

Note: Under the CCPA your rights only apply to the Personal Information collected 12 months prior to the request and you are not entitled to submit more than 2 requests in a 12 months period.

Please check the applicable right you are requesting to execute:

- Right to Know (Personal Information Content IQ Has About Me);
- Right to Deletion;
- Right to Know (Obtain a Copy of My Data);
- Right to Correct;
- Limit the Use of My Sensitive Personal Information;
- Other.

**CCPA Opt-Out Rights:**

The Right to Opt-out of Sale; Opt-Out of Sharing for Cross-Contextual Behavioral Advertising; can be executed without filling the form by:

- Through the "DO NOT SELL MY PERSONAL INFORMATION" link presented in the footer of our website.
- Limit the use of Sensitive Personal Information in the footer of our website.
- Through Device-Level Choices: if you do not want to receive interest-based advertisements, you can limit the collection of certain information through your device settings.
- Opt-Out through Industry Consumer-Choice Platforms. Finally, you can make choices about data collection for certain companies which participate in such tools, by visiting an industry consumer-choice platform, such as the [NAI](#) or [DAA](#).
- Use the [Global Privacy Control](#) ("GPC") signals.

Please know that opting out of interest-based advertising does not mean that you will not receive advertising. You may still receive ads, but those ads may be less relevant to your interests

**Authorized Agency:** Authorized agents may submit opt out requests on a consumer's behalf. If you have elected to use an authorized agent, or if you are an authorized agent who would like to submit requests on behalf of a consumer, the following procedures will be required prior to acceptance of any requests by an authorized agent on behalf of a California consumer. Usually, we will accept requests from qualified third parties on behalf of other consumers, regardless of either the consumer or the authorized agent's state of residence, provided that the third party successfully completes the following qualification procedures. When a consumer uses an authorized agent to submit a request to know or a request to delete, a business may require that the consumer do the following:

1. Provide the authorized agent signed permission to do so or power of attorney.
2. Verify their own identity directly with the business.
3. Directly confirm with the business that they provided the authorized agent permission to submit the request.

A business may deny a request from an authorized agent that does not submit proof that they have been authorized by the consumer to act on their behalf.

**B. VIRGINIA:**

- Right to Confirm if the Data is Being Processed and to Access That Personal Data;
- Right to Deletion;
- Right to Data Portability;
- Right to Correct Inaccuracies; or
- Other.

**C. COLORADO:**

- Right of Access;
- Right to Correction;
- Right to Deletion of Personal Data;
- Right to Data Portability – to obtain a portable copy of the data; or
- Other.

If you are a Colorado, Virginia, or Connecticut consumer, and we refuse to take action on your request, you may **appeal** our refusal within a reasonable period after you have received notice of the refusal.

**D. EU, UK, EEA AND OTHER JURISDICTIONS:**

- Right to be Informed to the Processing of Personal Data;
- Right to Access to Your Personal Data;
- Right to Rectification and Amendment;
- Right to Deletion / Erasure;
- Right to Restrict Processing;
- Right to Data Portability;
- Right to Object to the Processing of Personal Data;
- Rights Related to Automated Decision-Making and Profiling; or
- Other.

**For EU and UK data subjects, you can also submit a Data Subject Request to our representative:**

We value your privacy and your rights as a data subject and have therefore appointed the **Prighter Group** with its local partners as our privacy representative and your point of contact. Prighter gives you an easy way to exercise your privacy-related rights (e.g. requests to access or erase personal data).

If you want to contact us via our representative- Prighter or make use of your data subject rights, please visit the following website. <https://prighter.com/q/11106546394> -OR- If you need you can also use the email "[rep\\_perion@prighter.com](mailto:rep_perion@prighter.com)".

#### 4) **VALIDATION**

The verifiable request must provide enough information that allows us to reasonably verify you as the person about whom we collected Personal Information or an authorized representative of such person. In order for us to process your request, we may need additional information in order to verify your identity. We will contact you if we need more information in order to verify your request.

We cannot respond to your request if we cannot verify your identity or authority to make the request and confirm the Personal Information or Personal Data is relates to you.

*Thank you for filling in the form, please send it to: [privacy@contentiq.com](mailto:privacy@contentiq.com). We will process the request within the time frame under the applicable Data Protection Law. We reserve the right to extend the aforementioned period by the time specified in the Data Protection Laws if the request is complex or numerous or we require additional information.*

*The processing of the request is free of charge; however, we may want to reserve the right to charge a reasonable fee to cover certain administrative costs (such as providing additional copies of the data) or for handling manifestly unfounded or excessive requests.*

*Note that, you might not be eligible to exercise all or part of the rights detailed above – this depends on your jurisdiction and the applicable Data Protections Law, our relationship, and our rights to refuse or retain data under applicable Data Protection Law. Where we are not able to provide you with the information for which you have asked or otherwise fulfil your request, we will endeavor to explain the reasoning for this and inform you of your rights.*