

Outbrain is committed to protecting your personal data. This privacy policy (“**Privacy Policy**”) governs Outbrain’s use of data collected by us, including any and all personal data. Personal data is information that relates to you and may identify you as an individual. We use your personal data in line with all applicable laws. To ensure compliance and to align with Outbrain’s values around Trust & Transparency, we have a team of privacy champions responsible for continuously implementing our global privacy program.

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1. Who we are, What we do, How you can contact Outbrain, our DPO or the relevant authorities



Who we are:

Outbrain means Outbrain Inc., a Delaware, USA corporation with headquarters in New York; and its affiliated subsidiaries (collectively, “Outbrain,” or “we”, “us”, “our”). We operate out of 12 global offices and we partner with publishers and marketers across the globe.

What we do:

Outbrain’s mission is to serve interesting recommendations to its Users based on their interests. To achieve our mission we enter into agreements with:

- online publishers and partners who want to recommend relevant content to their readers (this is Outbrain Engage); and
- advertisers who want readers to view their content (this is **Outbrain Amplify**).

How to contact us:

We regularly review our compliance with this Privacy Policy. Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to PrivacyQuestions@outbrain.com or by mail to Outbrain Inc., 39 West 13th Street, 3rd floor, New York, NY 10011, Attn: Privacy Questions.

If Outbrain does not satisfactorily answers your questions or concerns, you may also contact the following for advice, support or complaints:

- Outbrain’s external Data Protection Officer (“DPO”): ePrivacy GmbH, represented by Prof. Dr. Christoph Bauer. ePrivacy GmbH can be reached directly at privacy@eprivacy.eu ; and/or
- the **Information Commissioner’s Officer**, which is Outbrain’s lead supervisory service within the European Territories.

Self-Regulatory Bodies

Outbrain adheres to the Self-Regulatory Principles set forth by the **Digital Advertising Alliance** (DAA) and the **European Interactive Digital Advertising Alliance** (EDAA). We are members in good standing of the **Network Advertising Initiative** (NAI), an association dedicated to responsible data collection and its use for digital advertising. We adhere to the NAI Code of Conduct for Web and Mobile. Outbrain also adheres to the Interactive Advertising Bureau’s (IAB) Self-Regulatory Principles for Online Behavioral

2. Outbrain User Types (including Opt Out Options)



Much of this Privacy Policy is divided into sections based on the way you may interact with Outbrain. Please determine what user type you are. For each user type we've explained what information we collect and why, what cookies and other similar technologies we use, how we share such information, and your rights.

Site Visitors: You are a Site Visitor when you visit and interact with our web sites, web pages, interactive features, blogs and their respective contents at **Outbrain.com** (or any derivation, such as Outbrain.co.uk; Outbrain.fr; outbrain.de etc.) and MyOutbrain.com ("Our Sites"). See more [here](#).

Users: You are an User when you visit a page of a website or application of one of Outbrain's partners where the Outbrain widget is installed ("Partner Sites"). For example, if you visit <https://news.sky.com/uk>, www.spiegel.de or www.cnn.com, the Outbrain widget is implemented on those websites. You know you are engaging with an Outbrain widget when you see text referencing Outbrain (e.g., "Recommended by Outbrain", "by Outbrain" near recommendations). If you click on the hyperlinked reference to Outbrain you will see a **detailed notice** that enables you to navigate to **Outbrain's Interest Portal**, which provides a general visualization of the types of Outbrain data categories that may be used to make its recommendations. It also gives you the ability to opt out of personalized recommendations. See more [here](#).

Example of an Outbrain Widget.

The screenshot displays an Outbrain widget with the following content:

- SPONSORED HEADLINES**
- Recommended by Outbrain** (with a play button icon)
- 10 Ways to Build Wealth in Retirement** (with a photo of an elderly couple on a boat) - Fisher Investments
- 15 Most Forgotten NCAA Superstars: Where Are They Now?** (with a photo of a basketball player) - The Sports Drop
- RANKED: The 32 Greatest Players In NBA History** (with a photo of a basketball player) - New Arena | Sports, Entertainment, Pop Culture

Business Partners: You are a Business Partner when you register (or email with Outbrain) on behalf of the company you work for to use the Outbrain Amplify or Outbrain Engage Services. See more [here](#).

3. How We Keep Information Safe, Transfers Outside the EEA, Sharing and Retention



Security

Outbrain has a dedicated security team. We maintain tight controls over the personal data we collect, retaining it in firewalled and secured databases with strictly limited and controlled access rights, to ensure it is secure. Please see our [security standards](#) for more information.

Business Partners have access to certain password-protected features of the Amplify or Engage service. They are responsible for keeping this password confidential. Please remember that unfortunately, the transmission of information via the internet is not completely secure. A common Internet scam is known as "spoofing" or "phishing." This occurs when you receive an email from what appears to be a legitimate source requesting personal data from you. Please be aware that we will not send you any emails

requesting you to verify credit card, bank information, or any other personal data. If you ever receive an email that appears to be from us requesting such information from you, do not respond to it, and do not click on any links appearing in the email. Instead, please forward the email to us at legal@outbrain.com, as we will investigate instances of possible Internet fraud.

Data Transfers Outside the EU/EEA

When we transfer personal data from the European Economic Area to other countries in which applicable laws do not offer the same level of data privacy protection as in the [European Territories](#), we take measures to provide an appropriate level of data privacy protection. In other words, your rights and protections remain with your data. For example, we use approved contractual clauses and other measures designed to ensure that the recipients of your personal data protect it.

Sharing

In addition to the description of how we may disclose your personal data for each user type, we may also disclose personal data as follows:

- Within the family of companies controlled by Outbrain for internal reasons, primarily for business and operational purposes;
- If we go through a business transition, such as a merger, acquisition by another company, or sale of all or a portion of our assets, your personal data will likely be among the assets transferred;
- When legally required to do so (e.g., to cooperate with law enforcement investigations or other legal proceedings); and/or
- To respond to a genuine emergency.

In addition, we combine your personal data with those of other users in order to share trend information and aggregate user statistics with third parties, always in aggregated and anonymized form.

Data Retention

The retention period for each of the cookies Outbrain uses (whether its own or on our behalf by third parties) is stated on the [Cookie Table](#).

Outbrain also maintains a Data Retention Policy that details the retention period for personal data based on our analysis of how long the specific data is reasonably required for legal or business purposes. When we no longer need personal data, we securely delete or destroy it. Aggregated data, which cannot identify a device/browser (or individual) and is used for purposes of reporting and analysis, is maintained for as long as commercially necessary.

4. Children



None of our services are directed to children under 16. We do not knowingly collect personal data from anyone under 16 years of age. If we determine upon collection that a Site Visitor, a User or a Business Partner is under 16, we will not use or maintain his/her personal data. If we become aware that we have unknowingly collected personal data from a child under the age of 16, we will make reasonable efforts to delete such information from our records. If you're a kid, please go play in the yard, don't use or interact with Outbrain!

5. European Territory Citizens



In compliance with European privacy laws, in particular the European General Data Protection Regulation (GDPR), Outbrain provides specific additional rights for citizens of the European Territories such as the right to access, rectification, right to object, to complaint, erasure and blockage. More specifically:

- the right to request information about whether and which personal data is processed by us, and the right to demand that personal data is rectified or amended.
- under certain circumstances, the right to request that personal data should be deleted.

- under certain circumstances, the right to demand that the processing of personal data should be restricted.
- withdraw your consent to the processing and use of your data completely or partially at any time with future application.
- have the right to obtain your personal data in a common, structured and mechanically readable format.
- contact our data protection officer if there are any questions, comments, complaints or requests in connection with our statement on data protection and the processing of your personal data.
- the right to complain to the responsible supervisory authority if believed that the processing of your personal data is in violation of the legislation.

In addition to the above, we reference certain rights for European Territory citizens throughout this Privacy Policy. Pursuant to the GDPR, citizens from "European Territories" mean the European Economic Area (EEA) and Switzerland. For the purpose of this Privacy Policy, the term "European Territories" shall continue to include the United Kingdom, even after the United Kingdom leaves the European Economic Area following Brexit.

Please email PrivacyQuestions@outbrain.com with any questions about exercising any of the above rights.

6. California Privacy Rights



Under California Civil Code sections 1798.83-1798.84, California residents are entitled to ask us for a notice describing what categories of personal information we share with third parties or corporate affiliates for those third parties or corporate affiliates' direct marketing purposes. That notice will identify the categories of information shared and will include a list of the third parties and affiliates with which it was shared, along with their names and addresses. If you are a California resident and would like a copy of this notice, please submit a written request to PrivacyQuestions@outbrain.com or send to the following address: Outbrain Inc., 39 West 13th Street, 3rd floor, New York, NY 10011. Please allow 30 days for a response.

7. "Do Not Track" Disclosure



Some browsers transmit Do Not Track (DNT) signals to websites. Because there is no common understanding of how to interpret the DNT signal, Outbrain does not currently alter, change, or respond to DNT requests or signals from these browsers. We will continue to monitor industry activity in this area and reassess our DNT practices as necessary. In the meantime, you can use the range of other tools we provide to control data collection and use, including the ability to [opt out of receiving personalized recommendations](#) in the Users section.

8. How This Privacy Policy May Change



We may change this Privacy Policy from time to time. We will place a prominent notice that will be visible to you as a Site Visitor or Business Partner, but we do not have a means of advising Users of an update. You should check back here periodically to see if the Privacy Policy has been updated. We will always show the date of the latest modification of the Privacy Policy at the top of the page so you can tell when it was last revised.