

DPA Schedule for U.S. Privacy Laws

The parties hereby agree to comply with this DPA Schedule for U.S. Privacy Laws (including its exhibits and annexes, “this “Schedule”) when Lotame Data includes Personal Data subject to any U.S. Privacy Laws.

1. Definitions. Capitalized words used but not defined in this Schedule have the meanings given in the DPA or the Agreement.

“business” has the meaning given in the California Privacy ~~Act~~Law.

“California Privacy ~~Act~~Law” means the California Consumer Privacy Act of 2018, as amended by the California Privacy Rights Act of 2020 (Cal. Civ. Code §§1798.100 *et seq.*), and its implementing regulations, as both may be amended from time to time.

“controller” has the meaning given in the Colorado Privacy ~~Act~~Law, the Connecticut Privacy Law, the Florida Privacy Law, the Montana Privacy Law, the Texas Privacy Law, the Utah Privacy ~~Act~~Law, and the Virginia Privacy ~~Act~~Law.

“Colorado Privacy ~~Act~~Law” means the Colorado Privacy Act (Colo. Rev. Stat. §§ 6-1-1301 *et seq.*), as may be amended from time to time.

“Connecticut Privacy Law” means the Connecticut Personal Data Privacy and Online Monitoring Act (Conn. Gen. Stat. §§ 42-743j *et seq.*), as may be amended from time to time.

“DPA” means the Data Processing Agreement currently posted at <https://www.lotame.com/privacy/dpas/dpa-dmbms/>.

“Florida Privacy Law” means the Florida Digital Bill of Rights (Fla. Stat. §§ 501.701 *et seq.*), as may be amended from time to time.

“Montana Privacy Law” means the Montana Consumer Data Protection Act (Mont. Code Ann. §§ 30-15-2801 *et seq.*), as may be amended from time to time.

“Nevada Privacy ~~Act~~Law” means the Nevada Internet Privacy Act (N.R.S. 603A.300 *et seq.*), as may be amended from time to time.

“Oregon Privacy Law” means the Oregon Consumer Privacy Act (ORS 646A.570-646A.589), as may be amended from time to time.

“Processing” or “Process” has the meaning given in U.S. Privacy Laws.

“processor” has the meaning given in the Colorado Privacy ~~Act~~Law, the Connecticut Privacy Law, the Florida Privacy Law, the Montana Privacy Law, the Texas Privacy Law, the Utah Privacy ~~Act~~Law, and the Virginia Privacy ~~Act~~Law.

“sale,” “sell,” or “sold” has the meaning given in the California Privacy ~~Act~~Law, the Colorado Privacy ~~Act~~Law, the Utah Privacy ~~Act~~Law, and is the same as “sale of personal data” as defined in the ~~Virginia~~Florida Privacy ~~Act~~Law, the Connecticut Privacy Law, the Montana Privacy Law, the Texas Privacy Law, and the Virginia Privacy Law.

“share,” “shared,” or “sharing” has the meaning given in the California Privacy ~~Act~~Law.

“Texas Privacy Law” means Texas Data Privacy and Security Act (Tex. Bus. & Com. §541.001 *et seq.*), as may be amended from time to time.

“third party” has the meaning given in the California Privacy ~~Act~~Law, the Colorado Privacy ~~Act~~Law, the Connecticut Privacy Law, the Florida Privacy Law, the Texas Privacy Law, the Utah Privacy ~~Act~~Law, and the Virginia Privacy ~~Act~~Law.

“U.S. Privacy Laws” means the California Privacy ~~Act~~Law, the Colorado Privacy ~~Act~~Law, the Connecticut Privacy Law, the Florida Privacy Law, the Montana Privacy Law, the Nevada Privacy ~~Act~~Law, the Oregon Privacy Law, the Texas Privacy Law, the Utah Privacy ~~Act~~Law, and the Virginia Privacy ~~Act~~Law.

“Utah Privacy ~~Act~~Law” means the Utah Consumer Privacy Act (Utah Code § 13-61 *et seq.*), as may be amended from time to time.

“Virginia Privacy ~~Act~~Law” means the Virginia Consumer Data Protection Act (Va. Code §§ 59.1-575 to 59.1-584), as may be amended from time to time.

2. Scope. This Schedule is incorporated by reference into the DPA and is applicable *only when* Lotame Data is or includes Personal Data subject to any U.S. Privacy Laws.

3. Processing of Lotame Data by Customer.

3.1. Role of the Parties

(a) Under the California Privacy [ActLaw](#), Lotame is a “business” that shares Lotame Data with Customer, and Customer is a “third party” that receives Lotame Data from Lotame for Processing.

(b) Under the Colorado Privacy [ActLaw](#), the [Connecticut Privacy Law](#), the [Florida Privacy Law](#), the [Montana Privacy Law](#), the [Oregon Privacy Law](#), the [Texas Privacy Law](#), the Utah Privacy [ActLaw](#), and the Virginia Privacy [ActLaw](#), Lotame is a “controller” that shares Lotame Data with Customer, and Customer is a “third party” that receives Lotame Data from Lotame for Processing.

(c) Under the Nevada Privacy Law, Lotame is a “data broker” that sells Lotame Data to Customer.

3.2. U.S. Privacy Laws Contractual Requirements and Obligations.

(a) Customer will Process Lotame Data only for the limited and specified purposes and uses set forth in the Agreement and only in accordance with the Agreement, the DPA, and this Schedule.

(b) The types of Personal Data subject to Processing is given in the definition for Lotame Data in the Agreement.

(c) The rights and obligations of Customer and Lotame are set forth in the Agreement, the DPA and this Schedule.

(d) Customer will maintain security and confidentiality of Lotame Data in accordance with industry standard technical and organizational measures.

(e) Upon request of Lotame, Customer will delete the Lotame Data unless a longer retention period is required by law, in which case Customer may continue to Process the Lotame Data requested to be deleted no longer than the applicable law requires.

(f) Customer will delete the Lotame Data no later than 6 months after the termination or expiration of the Agreement unless a longer retention period is required by law, in which case Customer may continue to Process Lotame Data no longer than the applicable law requires.

(g) Customer shall undertake an annual independent audit of its technical and organizational measures using an appropriate and accepted control standard or framework and audit procedure for such audits.

3.3. Additional California Privacy [ActLaw](#) Contractual Requirements and Obligations.

(a) Customer acknowledges that Lotame is sharing Lotame Data with Customer.

(b) Customer shall use Lotame Data only for the limited and specified purposes set forth in the Agreement.

(c) Customer will Process Lotame Data in accordance with the California Privacy [Act’sLaw’s](#) provisions applicable to its role as stated in Section [3-13.1\(a\)](#) of this Schedule and in compliance with the Agreement, the DPA, and this Schedule.

(d) Customer will Process Lotame Data with the level of privacy protection as a business is required to provide by the California Privacy [ActLaw](#).

(e) Lotame may request records or other documentation from Customer regarding its compliance with the Agreement, the DPA, this Schedule, and the California Privacy [ActLaw](#).

(f) Customer will notify Lotame if it makes a determination that it can no longer meet its obligations under the Agreement, the DPA, this Schedule, or the California Privacy [ActLaw](#).

(g) If Lotame notifies Customer of any Processing of Lotame Data that Lotame in good faith believe is not in compliance with the Agreement, the DPA, this Schedule, or the California Privacy [ActLaw](#), Lotame may take reasonable and appropriate steps to stop and remediate the non-compliant Processing of Lotame Data.

~~**Impact Assessments.** Upon a Party’s request: (1) the other Party shall provide the requesting Party with reasonable cooperation and assistance needed for the requesting Party to fulfil its obligations under any U.S. Privacy Law to complete any required impact assessments related to the Processing of Lotame Data, to the extent the requesting Party does not otherwise have access to the relevant information, and to the extent such information is available to the other Party and (2) the other Party shall provide reasonable assistance to the requesting Party for any consultation or investigation by the state regulatory agencies or the Federal Trade Commission.~~

Exhibit 1 to Schedule 1

Subject Matter and Details of the Data Processing

Subject Matter: Lotame's provision of the Services and any related technical support to Customer.

Duration of the Processing: See Schedule 1.

Nature and Purpose of the Processing: Lotame will process (including, as applicable to the Services and the Instructions collecting, recording, organizing, structuring, storing, altering, retrieving, using, disclosing, combining, erasing and destroying) Customer Data for the purpose of providing the Services and any related technical support to Customer in accordance with this State Privacy Laws Addendum, or as otherwise permitted by processors under Applicable State Privacy Laws..

Types of Personal Data: Customer Data may include the types of personal data described under the applicable U.S. Privacy Laws.

Categories of Data Subjects: Customer Data will concern data subjects whose personal data is transferred to Lotame in connection with the Services by, at the direction of, or on behalf of Customer.

Depending on the nature of the Services, these data subjects may include individuals: (a) to whom online advertising has been, or will be, directed; (b) who have visited specific websites or applications in respect of which Lotame provides the Services; and/or (c) who are customers or users of Customer's products or services.