



## IRI U.S. PRIVACY NOTICE

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EFFECTIVE JANUARY 2020

This privacy notice explains how Information Resources, Inc. (“IRI”, “we”, “our” or “us”) collects, uses, and shares information in the course of our United States business activities, including the offering of goods and services to businesses, and the processing of data about individuals in the U.S.

This privacy notice supplements the information contained in the IRI Global Privacy Policy and its affiliated processes and procedures. This notice is intended to comply with U.S. privacy laws. Any terms defined in the CCPA have the same meaning when used in this notice.

### Information We Process

We receive deidentified information about individuals and households from third parties, including retailers, data partners, manufacturers, and U.S. data providers (“Data Providers”). In some cases, we use third parties, like Experian and LiveRamp, to link data from these Data Providers into an IRI internal dataset, all of which remains deidentified to IRI (“US Consumer Data”).

We utilize the US Consumer data, along with our consulting services and technology products, to provide our business clients with insights into the purchasing behavior and preferences of their consumers.

**We do not collect, process, sell, or disclose directly identifiable information such as real names, account numbers, social security numbers, or personal contact information.**

### Categories of Sources of Information IRI Processes

The consumer data we collect and maintain is generally de-identified data, and includes:

- Identifiers, such as [a unique identifier that we assign, or that is assigned by our data providers; we are not able to associate this identifier is name, contact information or other directly identifying or identifiable data];
- Commercial information, including records of products or services purchased or considered;
- Internet and other electronic activity information;
- Inferences drawn from the above that reflect preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.

- We may work with third party providers, such as Experian and LiveRamp, to de-identify and enhance the consumer information we collect or to help us reach individuals with more relevant online advertising on behalf of our customers. These third-party providers may be able to identify a consumer; however, IRI is not.

While the consumer information we collect may be associated with unique identifier (a “pseudonym”), we are not able to nor do we take steps to identify you from this information, and we have implemented safeguards to prevent us from re-identifying this consumer information.

### Use of Information

We may use or disclose the information we collect for one or more of the following business purposes:

#### *IRI Lift and Measurement Services*

IRI measurement services help our clients understand the effectiveness of their advertising content. These services require that we work with our Data Providers, publishers, and advertising agencies to analyze exposure data (data that shows whether a deidentified media user encountered or engaged with an advertisement) by linking purchase behavior from the US Consumer Data with the exposure data.

The exposure data is collected by Data Providers using technology that gathers information about the advertising content the device identifiers associated with a household is exposed to. The IRI Lift and Measurement Services produce reports that contain aggregated data only and do not identify individuals or households.

#### *IRI Audiences*

IRI Audiences utilize the US Consumer Data to create and offer segmentation services. These services include groupings of households that exhibit certain behaviors, either observed from the US Consumer Data or modeled by IRI, that can help our clients deliver more relevant and insightful advertisements without utilizing additional directly identifiable information about a household.

The audience that we create is deidentified and no one at IRI can directly identify an individual or household from within the audience. To activate an audience, our clients utilize a third party, like LiveRamp, to match unique IRI IDs to the device IDs of the ad recipient.

#### *Other IRI Products and Services*

We utilize the US Consumer Data in other products, including but not limited, to Gateways, Shopper Loyalty, and ProScores. These IRI products utilize and produce deliverables that are completely deidentified or aggregated and do not involve the third-party linkage of exposure data or household IDs.

## Changes to Our Privacy Notice

We reserve the right to amend this privacy notice at our discretion and at any time. When we make changes to this privacy notice, we will notify you by email or through a notice on our website homepage.

## Contact Information

If you have any questions or comments about this notice, our Global Privacy Policy, the ways in which we collect and use information, your choices and rights regarding such use, or wish to exercise your rights, please do not hesitate to contact us at:

Phone: 312.762.1221

Website: [www.IRIWorldWide.com](http://www.IRIWorldWide.com)

Email: [Privacy@IRIWorldWide.com](mailto:Privacy@IRIWorldWide.com)

Postal Address: 150 N Clinton, St. Chicago, IL 60661

Attn: Privacy Office

## California Notice

The California Consumer Privacy Act (the “CCPA”) provides consumers (California residents) with specific rights regarding their personal information. This section describes your CCPA rights and explains how to exercise those rights.

### *Opt-Out of the Sale of Personal Information*

California residents have the right to opt out of the sale of their personal information. As defined by the CCPA, we may sell deidentified information when we create an audience for targeted advertising. But because IRI never holds directly identifiable information about a consumer or household we are unable to opt a consumer or household out of the sale of this deidentified information.

If you would like to opt out of targeted advertising, you should opt out directly with the retailers and other first party data collectors that you interact with. You may opt out of targeted advertising directly with LiveRamp by visiting the LiveRamp privacy page found here: [https://liveramp.com/opt\\_out/](https://liveramp.com/opt_out/)

You can learn more about online advertising and opt out of interest-based advertising from online advertising companies that are also members of applicable self-regulatory organizations by visiting their opt-out links below.

- Network Advertising Initiative (NAI) – <http://optout.networkadvertising.org/>
- Digital Advertising Alliance (DAA) – <http://optout.aboutads.info/>
- DAA AppChoices page – <http://www.aboutads.info/appchoices>

### *Deletion of Personal Information*

California residents also have the right to request the deletion of personal information that a business has collected from them and retained, subject to certain exceptions. Because IRI only collect deidentified information, we are unable to delete this deidentified information. Consumers should direct requests for deletion to the retailers and first party data collectors that they interact with.

### *Access to Personal Information*

California residents also have the right to request disclosure of personal information collected about them.

Again, because IRI only collects deidentified information about consumers and households, we are unable to respond to consumer requests for access to their personal information.