

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 or Sightings 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 Law.

“**California Privacy 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 Law, the Connecticut Privacy Law, the Florida Privacy Law, the Montana Privacy Law, the Texas Privacy Law, the Utah Privacy Law, and the Virginia Privacy Law.

“**Colorado Privacy 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. §§ 42-743jj *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-pidet/>.

“**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 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 Law, the Connecticut Privacy Law, the Florida Privacy Law, the Montana Privacy Law, the Texas Privacy Law, the Utah Privacy Law, and the Virginia Privacy Law.

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

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

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

“**Virginia Privacy 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 or Sightings Data is or includes Personal Data subject to any U.S. Privacy Laws.

3. Processing of Sightings Data by Lotame.

3.1. Role of the Parties.

(a) Under the California Privacy Law, Client is a “business” that shares Sightings Data with Lotame, and Lotame is a “third party” that receives Sightings Data from Client for Processing.

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

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

(a) Lotame will Process Sightings 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 are provided in the definitions for Sightings Data in the Agreement.

(c) The duration of Processing for Sightings Data is 12 weeks.

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

(e) Lotame will maintain security and confidentiality of Sightings Data in the Lotame Platform in accordance with the Security Measures attached as Schedule 1 of the DPA.

(f) Upon termination of the Agreement, Lotame will delete Sightings Data in accordance with the durations set forth in subsection (c) of this Section, unless a longer retention period is required by law.

(g) Lotame undergoes an annual independent audit of its technical and organizational measures as set forth in Section 4.5(b) of the DPA.

3.3. Additional California Privacy Law Contractual Requirements and Obligations.

(a) Lotame acknowledges that Client is sharing Sightings Data with Lotame.

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

(c) Lotame will Process Sightings Data in accordance with the California Privacy Law’s provisions applicable to its role as stated in Section 3.1(a) of this Schedule and in compliance with the Agreement, the DPA, and this Schedule.

(d) Lotame will Process Sightings Data with the level of privacy protection as a business is required to provide by the Act.

(e) Client may request records or other documentation from Lotame regarding its compliance with the Agreement, the DPA, this Schedule, and the California Privacy Law.

(f) Lotame will notify Client if it makes a determination that it can no longer meet its obligations under the Agreement, the DPA, this Schedule, and the California Privacy Law.

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

4. Processing of Lotame Data by Client.

4.1. Role of the Parties

(a) Under the California Privacy Law, Lotame is a “business” that shares Lotame Data with Client, and Client is a “third party” that receives Lotame Data from Lotame for Processing.

(b) Under the Colorado Privacy Law, the Connecticut Privacy Law, the Florida Privacy Law, the Montana Privacy Law, the Oregon Privacy Law, the Texas Privacy Law, the Utah Privacy Law, and the Virginia Privacy Law, Lotame is a “controller” that shares Lotame Data with Client, and Client 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 Client.

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

(a) Client 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 Client and Lotame are set forth in the Agreement, the DPA and this Schedule.

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

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

(f) Client 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 Client may continue to Process Lotame Data no longer than the applicable law requires.

(g) Client 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.

4.3. Additional California Privacy Law Contractual Requirements and Obligations.

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

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

(c) Client will Process Lotame Data in accordance with the California Privacy Law's provisions applicable to its role as stated in Section 4.1(a) of this Schedule and in compliance with the Agreement, the DPA, and this Schedule.

(d) Client will Process Lotame Data with the level of privacy protection as a business is required to provide by the California Privacy Law.

(e) Lotame may request records or other documentation from Client regarding its compliance with the Agreement, the DPA, this Schedule, and the California Privacy Law.

(f) Client 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 Law.

(g) If Lotame notifies Client 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 Law, Lotame may take reasonable and appropriate steps to stop and remediate the non-compliant Processing of Lotame Data.