

# Resonate

## Description

Resonate combines continuous, proprietary market research with real-time, contextual online behavior analysis, A.I. and predictive modeling.

## Privacy Policy

Resonate Networks (“Resonate”) is a marketing analytics and digital advertising technology company. We provide marketers a way to identify audiences of interest to them using our proprietary data, to learn more about those audiences, and to reach highly targeted audiences with Values Targeting™. Our Values Targeting technology and methodology enable us to deliver advertising to the desired audience for our clients based upon proprietary research on the values, attitudes, and beliefs of the digital population.

Resonate provides this privacy policy (“Privacy Policy”) to explain our information collection, use and disclosure practices. If you do not wish for us to maintain information associated with you for the purpose of targeting you with advertisements, you may choose to opt-out by clicking [here](#).

Definitions.

When we refer to personally identifiable information (“PII”) in this Privacy Policy, we mean name, mailing address, email address or telephone number. When we refer to non-personally identifiable information (“Non-PII”) in this Privacy Policy, we mean information that is neither used, nor intended to be used, to personally identify an individual.

### Operating Region

Resonate is a United States based company headquartered in Reston, Virginia. We offer products and services for use in the United States only. Accordingly, our services are governed by applicable privacy and data security laws in the United States; please see the website terms of service or your contract with us for more information.

### RESONATE.COM WEBSITE PRIVACY PRACTICES

This section describes our privacy practices for information we collect about you when you visit the <http://www.resonate.com> website (the “Website”).

Collection: Resonate collects PII about you for sales and marketing purposes. This occurs when you submit it voluntarily such as when you request that a sales person contact you or you download a white paper. When you request information from us, we may require certain PII, such as your email address, so we can provide you that information. To gather additional leads, we also use a third party web analytics tool that identifies the Internet Protocol or IP address and domain of a visitor to the Website and the pages viewed during the visit.

As you use the Website, we use cookies, small pieces of text that attach to your browser,

which we use to gather certain Non-PII, such as browser type, pages viewed, and access times.

Use: We will use your PII to: (i) provide you with customer support; (ii) market products and services we believe may be of interest to you; (iii) respond to your requests, resolve disputes and/or troubleshoot problems; (iv) improve the quality of the Website, and (v) communicate with you about the Website. We may use the Non-PII for purposes including the following: (i) understand more about the audience of visitors that comes to our Website; (ii) improve our internal operations and the content of our Website and software, (iii) to provide you, both on the Website and other websites, information about products and services we think will be of interest to you; (iv) customize the content and layout of our Website for you; and (v) deliver targeted advertisements to you.

Disclosure: We may disclose your PII: (i) to third party vendors who help us maintain the Website or otherwise assist us in the operation of our business; (ii) to third parties to whom you ask us to send PII; (iii) to a parent company, any subsidiaries, joint ventures, or other companies under common control with us (collectively, "Affiliates"); (iv) to a company that merges with us, acquires us, or purchases our assets, in which case such company may continue to process your PII and Non-PII as set forth in this Privacy Policy; (v) as part of a bankruptcy proceeding; or (vi) if we believe that such disclosure is necessary to: (a) resolve disputes, investigate problems, or enforce our Terms of Service; (b) comply with relevant laws or to respond to requests from law enforcement, other government officials and legal process, and (c) protect and defend our rights or property or the rights and property of you or third parties. We may disclose your Non-PII that we collect through the Website without restriction.

Your PII & Choice: If you do not want us to contact you using your PII, please email your request to [info@resonate.com](mailto:info@resonate.com). We will comply with your request with the understanding that the information will be suppressed from our active database, which helps ensure we do not contact you in the future using this data. We may be required (by law or otherwise) to keep certain information for a limited period of time, in which case we will comply with your request only after we have fulfilled such requirements.

Interest-Based Advertising: We may work with third party advertising companies ("Ad Companies") that gather information about your visits to the Website and elsewhere on the Internet. Ad Companies may use this information to provide you with more relevant advertising, content, and for other ad-related purposes. You may visit the Digital Advertising Alliance's ("DAA") website at [www.aboutads.info](http://www.aboutads.info) to learn more about this type of advertising, as well as opt-out of this form of advertising on your browser for those companies participating in DAA's self-regulatory program. If you opt-out of this type of advertising, you will still see advertising on the Internet, but those ads may be less relevant to you.

Third Party Websites: The Website may contain links to websites operated by third parties whose privacy practices may differ from Resonate's policies. Resonate cannot guarantee that the privacy practices of other websites will conform to our own. As a result, we encourage you to check the privacy policies of all websites that you visit.

## **OUR VALUES TARGETING TECHNOLOGY, PRODUCTS & SERVICES**

The section below describes our privacy practices for information we collect in association with our Values Targeting technology. Resonate is a research company, an analytics company, and a digital advertising technology company and as a result our activities are split into research, analytics, and ad delivery phases. We describe the collection, use and disclosure of each phase below.

### **COLLECTION AND USE**

(a) Research Phase. Resonate performs research, often in conjunction with research partners, who assist us in collecting information about the attitudes, values, and beliefs of individuals (“Research Members”) and the websites the Research Members visit online. For example, we may have an interest in understanding the views of the online population generally regarding the values that affect their purchasing of different products, or their stance on particular issues, such as climate change or healthcare reform and what a segment of this online population reads online. We may also work with partners to collect data from browsers or devices to help predict possible relationships among different browsers and devices to help us provide more relevant advertising across such devices and browsers. To assist us in better targeting advertisements, Resonate may receive non-PII through partnerships with online and offline third-party data providers. We may use this third party non-PII in conjunction with the information and cookie we associate with your browser, to provide more precise feedback to our customers and otherwise deliver and improve our services. The research techniques that we or our research partners use in collecting information about Research Members are tailored based on our business needs, but in all cases where Resonate directly collects information from Research Members, we disclose what information we collect and how we may use this data. We use the research to predict the online ads that are most likely to be of interest to you and others as more fully described in the ad delivery phase below. We do not use the information collected during the research phase to explicitly target Research Members with online advertising during the ad delivery phase described below. To the extent that an individual might be a Research Member and the recipient of advertisement delivered by Resonate this would be coincidental.

(b) Analytics Phase. During the analytics phase, we use the research to help marketers further understand audiences of interest, so they may ultimately create more engaging content, or highlight more relevant products.

(c) Ad Delivery Phase. By analyzing the research information, Resonate’s proprietary technology will predict the online ads that are most likely to be of interest to you. We deliver advertisements to: (i) the websites where consumers with the desired attitudes are most likely to visit or (ii) to a webpage you are visiting if we believe you have the desired attitudes and attributes based on the information we have collected about you (as described below). In addition, we may ask our third party advertising partners to deliver an advertisement to you if they have associated you with a particular attribute (e.g., demographic or geographic information) or desired attitude.

When we serve an advertisement, we, a company working on our behalf or one of our data partners, may set a cookie on your browser or request that you complete a survey. The cookie or survey may collect information about the attributes and/or attitudes associated with the advertisement and your interactions with it including whether you have clicked the ad. In the event that we see your cookie somewhere on the Internet again at a later date, we

use the cookie and the information associated to it to determine if we should deliver to you an advertisement that may be of interest to you. We, and/or our data partners, also use the information associated with the cookie or collected through the survey to improve our services and to calculate and measure the effectiveness, reach and/or frequency of our advertising campaigns. Our data partners are required to use the information associated with these cookies or surveys in conformance with applicable law.

We do not collect PII in or related to our delivery of advertisements.

Disclosure: We currently disclose the Non-PII collected during the research phase in aggregated form to support our sales and marketing efforts with unaffiliated third parties. We may also disclose the Non-PII in raw form, without restriction as well as Non-PII obtained through our delivery of advertisements and from third parties.

### **DATA RETENTION**

We retain the information collected through our Values Targeting services for a period of up to 3 years.

### **CHOICE**

If you do not wish for us to collect and use non-PII collected across non-affiliated sites over time (i.e., Web Viewing Data) or maintain information associated with your browser or device for the purpose of targeting you with advertisements, you may choose to opt-out by either clicking opt-out in the footer or by clicking **here**. In addition, you may opt out of collection and use of Web Viewing Data for advertising purposes from us, our ad server DoubleClick, or by our data partners that participate in industry self-regulatory programs by opting out at <http://www.aboutads.info/choices/>. Resonate adheres to the Digital Advertising Alliance Self-Regulatory Principles for Online Behavioral Advertising. You may also opt-out of our collection of data through applications you use via your mobile operating system's setting. For some versions of iOS, you may be able to limit "ad tracking" by opening Settings > Privacy > Advertising > Limit Ad Tracking. For some versions of Android, you may be able to opt out of interest-based ads by opening your Google Settings app > Ads > Enable "Opt out of interest-based advertising." Choice is device specific. You may need to repeat this process for your other devices. Please note, however, that opting out will not prevent us or others from delivering advertising to you. This advertising, however, may not be as relevant to you. It will simply prevent us from identifying you as a user to whom we have previously delivered certain advertising. We may also continue to collect data for analytics, research, reporting and other similar purposes.

### **INFORMATION SECURITY**

Resonate has implemented reasonable security measures to help protect your PII in an effort to prevent loss, misuse and unauthorized access, disclosure, alteration and destruction. No method of transmission over the Internet or method of electronic storage is 100% secure; as a result, while the company strives to use commercially reasonable standards to protect your information, we cannot guarantee absolute security.

### **CHANGES TO THIS PRIVACY POLICY**

This Privacy Policy is subject to revision from time to time. We will post any revised version of the Privacy Policy on this page. Continued use of our Website or Services following notice

of such changes will indicate your acknowledgement of such changes and agreement to be bound by such changes.

### **CONTACT US**

If you have questions or concerns about our Privacy Policy, please contact us by sending an email to: [info@resonate.com](mailto:info@resonate.com) or by mail to:

Resonate Networks, Inc.

Attn: Privacy Officer

11720 Plaza America Drive

3rd Floor

Reston, VA 20190

This Privacy Policy was last revised: April 17, 2018.

### Resonate Opt-out

<https://www.resonate.com/privacy-policy/opt-out-success/>