Additional US State-Specific Privacy Disclosures:

Last Updated: June 30, 2023

This additional state-specific privacy disclosure page ("Disclosure") supplements the Amazon Ad Server Privacy Policy (https://sizmek.com/privacy-policy/optedin). The Amazon Ad Server Privacy Policy describes the personal information that we collect, the purposes for which we use it, the circumstances under which we disclose personal information, and to whom we disclose it. These additional disclosures, which serve as a Notice of Collection under the California Privacy Rights Act, are required by the California Privacy Rights Act, Colorado Privacy Act, Connecticut Data Privacy Act, Utah Consumer Privacy Act, and the Virginia Consumer Data Protection Act (collectively, the "State Privacy Laws"):

1. **Categories of personal information collected and disclosed for a business purpose**. The personal information that Amazon Ad Server, a service provider as defined by California Privacy Rights Act, collects, or has collected from consumers in the twelve months prior to the effective date of this Disclosure, and has disclosed to the recipients identified in the Third-Party Disclosures section of the Amazon Ad Server Privacy Policy for a business purpose, falls into the following categories established by the CPRA:

   - identifiers such as IP address or device IDs;
   - Internet or other electronic network activity information, including advertising or content interaction information; and
   - geolocation data, such as the location of your device or computer.

2. **Your Data Rights**: You may delete or gain access in a portable format to personal information collected by Amazon Ad Server by visiting here: https://www.sizmek.com/rights-request/. Additionally, you may have the right to opt out of the processing of your personal data for targeted advertising, as defined by the Colorado Privacy Act, Connecticut Data Privacy Act, Utah Consumer Privacy Act, and Virginia Consumer Data Protection Act. To learn more, please visit "Your Privacy Choices." You, or your authorized agent under applicable laws, may correct your personal information or appeal the denial of any of these rights by contacting Amazon Ad Server Support by email at support@sizmek.com. If you are an authorized agent under applicable state law, please contact Amazon Server Support by email at support@sizmek.com regarding any of the above requests.

3. **No sale or sharing of personal information**. In the twelve months prior to the effective date of this Disclosure, Amazon Ad Server has not sold or shared any personal information of consumers, as those terms are defined under the California Privacy Rights Act. Amazon Ad Server's advertiser, ad agency, and other customers do use the services provided by Amazon Ad Server in its role as a service provider to collect and use personal information in connection with the creation and delivery of advertisements; however, if you would like to opt out of your personal information being received by our customers using our services, you may opt out at "Your Privacy Choices."

4. **California Privacy Rights Act Sensitive Personal Information Disclosure**. Amazon Ad Server does not collect or disclose "sensitive personal information" as defined under the California Privacy Rights Act.

5. **California Privacy Rights Act Retention Disclosure**. We keep your personal information for as long as it is required in order to fulfill the relevant purposes described in the Amazon Ad Server Privacy Policy, as permitted or required by law, or as otherwise communicated to you.

6. **California Privacy Rights Act Non-discrimination Disclosure**. Amazon Ad Server will not discriminate against any consumer for exercising their rights under the California Privacy Rights Act.

7. **Virginia Consumer Data Protection Act Targeted Advertising Disclosure**. Amazon Ad Server processes personal information for the purposes of targeted advertising as that term is defined under the Virginia Consumer Data Protection Act.

8. **California Privacy Rights Act, Colorado Privacy Act, Connecticut Data Privacy Act, Utah Consumer Privacy Act, and Virginia Consumer Data Protection Act De-Identified Data Disclosure**. Amazon Ad Server may use de-identified data in some instances. Amazon Ad Server either maintains such data without attempting to re-identify it or treats such data as personal data subject to applicable law.

9. **Colorado Privacy Act Profiling Disclosure.** Amazon Ad Server does not engage in profiling of consumers in furtherance of automated decisions that produce legal or similarly significant effects, as those terms are defined under the Colorado Privacy Act.