

## Quantcast Advertiser Pass Through Terms

Quantcast may update this document from time to time at its own discretion in order keep pace



accordance with the IAB Europe Transparency and Consent Framework, the conditions of (a), (b), and (c) above shall be deemed to be met.

2. To the extent that GDPR applies, including when Tagged Reachpoints are accessed by users in the European Economic Area, Switzerland, or the United Kingdom, and given Quantcast's role in determining purposes and means of processing, Quantcast will be considered a joint controller over the collection of personal data through the Tag and transmission of such personal data to Quantcast or other onboarding of data to Quantcast. The Advertiser agrees that, for any other processing of personal data in connection with the Services, there is no joint determination of the purposes and means, and Quantcast and the Advertiser remain separate and independent controllers. The Advertiser's responsibilities for compliance with the obligations under GDPR in connection with the processing of personal data of users in the European Economic Area, Switzerland, or the United Kingdom that is collected by Quantcast from Tagged Reachpoints are as follows:
  - a. In addition to the universal obligations set forth above, the Advertiser will ensure that it has a legal basis for the collection and processing of personal data. The Advertiser will make available information about its data processing and other information required by GDPR in its privacy policy.
  - b. The Advertiser will be responsible to ensure users are provided required notice and access to choices with respect to Quantcast's collection and processing of personal data from Advertiser's Reachpoints.
  - c. If any user contacts Advertiser to exercise data subject rights under GDPR with respect to the processing of personal data collected by Quantcast from Tagged Reachpoints, or if the Advertiser is contacted by a supervisory authority with regard to such processing, the Advertiser will, promptly and no later than seven (7) days following receipt of the request, forward all relevant information regarding such requests to Quantcast at [privacy.gil@quantcast.com](mailto:privacy.gil@quantcast.com). Quantcast will respond to such requests as required by GDPR. For the avoidance of doubt, the Advertiser is not authorized to answer on Quantcast's behalf.
  - d. If any user contacts Quantcast to exercise data subject rights under GDPR with respect to the processing of personal data collected by Quantcast from Tagged Reachpoints, Quantcast will respond as required by the GDPR. Quantcast will not respond to such requests on behalf of the Advertiser.

b. MANAGED SERVICE SOLUTION:

In addition to the Universal Terms above, for campaigns where Quantcast is providing a Managed Services solution, A



"Tag"

