

This Data Sharing Agreement ("**DSA**") is entered into by the Zemanta Inc. ("**Zemanta**") and the individual or company (the "**Customer**") identified in the Order Form (governed by the [Zemanta Master Services Agreement](#)) between the parties from time to time (together, the "**Terms**") and/or using the Zemanta Platform and governs the processing of Personal Data pursuant to the provision of the Services by Zemanta. This DSA shall apply to any and all agreements between the parties and their Affiliates from time to time.

This DSA is incorporated into the Terms (as amended from time to time) and constitutes a legally binding agreement between the parties. Collectively, the Controller SCCs (as applicable), the DSA and the Terms (or information entered through the Zemanta Platform) are referred to as the "**Agreement**". In the event of any conflict or inconsistency between any of the terms of the Agreement the following order of precedence shall prevail: (i) the UK SCCs Addendum (as applicable); (ii) the Controller SCCs (as applicable); (iii) this DSA; and (iv) the Terms.

Any capitalized terms not defined in this DSA shall have the respective meanings given to them in the Terms.

1. DEFINITIONS.

1.1. "**Affiliate(s)**" means in respect of either party at any time, any person or legal entity controlled by or controlling or under the common control of that party. Any reference to the parties shall include reference to their Affiliates;

1.2. "**Controller SCCs**" means the standard data protection clauses "MODULE ONE: Transfer controller to controller" in accordance with article 46 2. (c) GDPR adopted by the European Commission on 4 June 2021 (Commission Implementing Decision (EU) 2021/914) (as amended or superseded), containing contractual obligations on the Data Exporter and the Data Importer, and rights for EEA Data Subjects whose Personal Data is transferred, as amended or superseded from time to time by the European Commission;

1.3. "**Data Protection Laws**" means all laws, guidance or codes of practice issued by a relevant public authority applicable from time to time to Zemanta or Customer relating to the processing of Personal Data and the privacy of electronic communications, including U.S. Consumer Privacy Laws and EU Data Protection Laws, the Brazilian General Data Protection Law (LGPD), Federal Law no. 13,709/2018 and the Japanese Act on the Protection of Personal Information;

1.4. "**EEA**" means the European Economic Area;

1.5. "**End Users**" means Data Subjects or Consumers who interact with Customer's advertisements or which Personal Data is collected via Zemanta Pixel;

1.6. "**EU Data Protection Laws**" means all laws, guidance or codes of practice issued by a relevant Supervisory Authority (including, in the UK, the Information Commissioner's Office ("ICO")) applicable from time to time to Zemanta or Customer relating to the processing of Personal Data and the privacy of electronic communications in the EEA and the UK as amended or superseded, especially (i) the EU GDPR

and the UK GDPR; (ii) the Privacy and Electronic Communications Directive 2002/58/EC (as updated by Directive 2009/136/EC) (ePrivacy Directive) and the UK Privacy and Electronic Communications Regulations 2003 (SI 2003 No. 2426) (PECR) as updated; (iii) the Swiss Federal Act on Data Protection 1992;

1.7. **"EU GDPR"** means the General Data Protection Regulation (EU) 2016/679;

1.8. **"Third Party Data"** means segments built independently by Customer or its third party partners, which the Customer shares with Zemanta for enhanced targeting of End Users;

1.9. **"UK GDPR"** means the EU GDPR as amended and incorporated into UK law under the UK European Union Withdrawal Act 2018;

1.10. **"UK SCCs Addendum"** means the Standard Data Protection Clauses – UK Addendum to the EU Commission Standard Contractual Clauses adopted on 8 August 2021 by the ICO under S119A(1) of the UK Data Protection Act 2018 (as amended or superseded);

1.11. **"U.S. Consumer Privacy Laws"** means the California Consumer Privacy Act of 2018 as amended by the California Privacy Rights Act of 2020, the Colorado Privacy Act of 2021, the Connecticut Data Privacy Act of 2022, the Indiana Consumer Data Protection Act of 2023, the Iowa Consumer Data Protection Act of 2023, the Montana Consumer Data Privacy Act of 2023, the Tennessee Information Protection Act of 2023, the Utah Consumer Privacy Act of 2022, the Virginia Consumer Data Protection Act of 2021 and all other U.S. privacy laws, guidance or codes of practice issued by a relevant public authority applicable from time to time to Zemanta or Customer relating to the processing of Personal Information and the privacy of electronic communications, as amended or superseded by any federal, state or national law, regulation or regulatory guidance;

1.12. **"Zemanta Pixel Data"** means the Personal Data which Zemanta may collect when the Customer implements the Zemanta Pixel on Customer's website(s) or application(s) for the purpose of providing measurement services related to Customer's campaign(s);

1.13. **"Controller", "Joint Controller", "Processor", "Data Protection Impact Assessment", "Data Subject", "Personal Data Breach", "Special Categories of Personal Data" and "Supervisory Authority"** shall have the meanings given in EU Data Protection Laws;

1.14. **"sale"** (including the terms "sell," "selling," "sold," and other variations thereof, including renting, disclosing, releasing, disseminating, making available, transferring, or otherwise communicating Personal Information for monetary or other valuable consideration), **"Consumer", "Business", "Third Party" and "Service Provider"** shall have the meanings given to those terms under U.S. Consumer Privacy Laws, as applicable; and

1.15. **"Personal Data"** (and any variation thereof, including "Personal Information" under U.S. Consumer Privacy Laws) and **"process"** (including "processing"), shall have the meaning given under the applicable Data Protection Laws.

2. PURPOSE OF PROCESSING. Where implemented by Customer, Zemanta processes Zemanta Pixel Data for the purposes of providing aggregated analytics related to the performance of the Customer's campaign(s) and/or for enhanced targeting functionality.

3. U.S. CONSUMER PRIVACY LAWS AND EU DATA PROTECTION LAWS SPECIFIC PROVISIONS.

3.1. Specific provisions applicable to U.S. Consumer Privacy Laws are located in Sections 4.2, 5.3 and 5.4 (ii).

3.2. Specific provisions applicable to EU Data protection Laws are located in Sections 4.3, 5.4 (i) and 11.

4. ROLE OF PARTIES.

4.1. Each party shall comply with all relevant provisions of Data Protection Laws as it applies to matters under the Agreement and ensure that they process Personal Data fairly and lawfully in accordance with Data Protection Laws as applicable in the provision and receipt of the Service.

4.2. Insofar as U.S. Consumer Privacy Laws are applicable to the Service, Zemanta and Customer will be considered independent Businesses for the collection, processing and selling of any Personal Information, and no party shall be considered a Service Provider on anyone's behalf, unless as strictly required under applicable U.S. Consumer Privacy Laws. In such case, the [IAB Multi-State Privacy Agreement](#) (the most recent version or successor thereto) shall be incorporated by reference into this DSA and shall govern the relationship between the parties with Customer as Business and Zemanta as Service Provider exclusively in respect of opted out traffic in the U.S., as applicable.

4.3. Insofar as EU Data Protection Laws are applicable to the Service, the parties shall be deemed Joint Controllers under Article 26 GDPR solely with regards to the implementation of Zemanta Pixel by Customer, and the parties shall be deemed independent Controllers for any other processing activity. In particular, the Customer shall strictly remain independent controller for any Third Party Data.

4.4. Each party shall remain solely and exclusively responsible for determining the means and purposes of processing for its respective processing activities.

5. CUSTOMER'S OBLIGATIONS.

5.1. Customer represents and warrants that its use of cookies, pixels, impression trackers or Third Party Data shall, at all times, be compliant with Data Protection Laws and satisfy the requirements for an appropriate legal basis for processing.

5.2. Customer shall not, at any time, use cookies, pixels, impression trackers or Third Party Data: (i) for discriminatory purposes; (ii) to target minors under the age of sixteen (16);(iii) based on Special Categories of Personal Data; (iv) based on Personal Data relating to alleged or confirmed criminal convictions or offenses; or (v) otherwise in violation of any applicable law in any country where the campaign is performed.

5.3. Customer shall disclose to End Users, via an appropriate privacy notice, that it uses Third Party Data and/or cookies, pixels or impression trackers, including an explanation that third parties, including Zemanta, may use cookies or similar technologies to collect or receive Personal Data from Customer's website(s) or application(s), and may use that Personal Data for the purposes detailed in Section 2. Such privacy notice shall offer to End Users, as applicable, a consent or opt out choice mechanism regarding the

collection and sharing of their Personal Data with third parties, including Zemanta (including, under U.S. Consumer Privacy Laws, a “Do Not Sell or Share My Personal Information” or equivalent opt out option) in compliance with applicable Data Protection Laws.

5.4. When implementing Zemanta Pixel on their website(s) or application(s), Customer shall, either:

(i) Insofar as EU Data Protection Laws are applicable to the Service, use a consent management platform using the IAB Transparency & Consent Framework v2.0 (the most recent version or successor thereto) and pass Zemanta valid “consent”/“no consent” strings; or

(ii) Insofar as U.S. Consumer Privacy Laws are applicable to the Service, collect “Do Not Sell or Share My Personal Information” or equivalent opt out choices via a consent management platform using the IAB Global Privacy Platform (the most recent version or successor thereto) and pass Zemanta valid “yes”/“no” strings; or

(iii) Where the Customer does not use any of the above consent management platforms, if an End User opted out or withdrew their consent to personalized advertising via Customer’s website(s) or a mechanism such as a setting within a Customer’s application(s), Customer shall be fully responsible for not loading the Zemanta Pixel.

5.5. Customer shall be fully responsible to ensure that no more Personal Data than necessary is shared with Zemanta via the Zemanta Pixel.

6. ZEMANTA’S OBLIGATIONS.

6.1. Zemanta shall disclose, via an appropriate privacy notice, all information relating to processing activities where the Personal Data is collected directly from the End User or where such Personal Data is collected via third parties, as required under Data Protection Laws. This information is available on [Zemanta’s Privacy Policy](#).

6.2. Zemanta shall at all times satisfy the requirements for an appropriate legal basis for the processing of Personal Data.

6.3. Zemanta shall enter into appropriate contractual arrangements with its third party partners, requiring all parties to comply with Data Protection Laws.

6.4. Zemanta shall comply with requests from End Users to exercise their rights under relevant Data Protection Laws, without undue delay and within the required time limits. Requests relating to right to erasure, withdrawing consent, objecting to profiling, or “Do Not Sell or Share My Personal Information” can be exercised directly on [Zemanta Opt Out page](#).

7. COOPERATION.

7.1. Each party shall develop, implement, and regularly review procedures to ensure they meet their respective obligations under Data Protection Laws.

7.2. Each party shall immediately inform the other party if any activity pursuant to the Agreement infringes any part of Data Protection Laws, and the parties shall review such activity accordingly. If during the term, Data Protection Laws change in a way that this DSA is no longer adequate for performing the processing activities necessary to the Terms, the parties agree to promptly negotiate in good faith to review this DSA in light of such changes.

7.3. In the event that either party receives any correspondence, enquiry or complaint from an End User, Supervisory Authority or any other third party related to the disclosure or processing of Personal Data pursuant to this DSA, or requests information from the other party when performing a Data Protection Impact Assessment, it shall promptly inform the other party giving full details of the same, and the other party shall provide such assistance as reasonably required (at each party's sole cost and expense) and in good faith in order to respond in accordance with any requirements under Data Protection Laws.

8. DATA SECURITY.

8.1. Each party shall implement and maintain such appropriate technical and organizational measures as required by Data Protection Laws to ensure that the Personal Data is processed in a secure manner, including (but not limited to) (i) the pseudonymization and encryption of Personal Data; (ii) ensuring the confidentiality, integrity, availability and resilience of the services provided under the Agreement, including the ability to restore availability of, and access to, Personal Data in a timely manner in the event of a physical or technical incident; (iii) a process for regularly testing, assessing and evaluating the effectiveness of technical and organizational measures for ensuring the security of the processing; and (iv) regularly carrying information security risk assessments that take account of risk of accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, Personal Data.

8.2. An overview of Zemanta's appropriate technical and organizational security measures are described on [Outbrain's Security page](#) (Zemanta's parent company).

8.3. Upon becoming aware of a suspected or confirmed Personal Data Breach or Security Incident involving Zemanta Pixel Data collected pursuant to this DSA, each party shall notify the other party without any undue delay, and provide such assistance as reasonably required to allow the other party to comply with its respective obligations under Data Protection Laws.

9. PERSONNEL. Each party shall be responsible for ensuring that staff members are appropriately trained to handle and process the Personal Data in accordance with their internal technical and organizational security measures, where relevant, together with Data Protection Laws, and have entered into confidentiality agreements relating to the processing of Personal Data.

10. PROCESSORS – SERVICE PROVIDERS. Each party shall remain independently responsible for appointing its respective Processors and/or Service Providers in accordance with Data Protection Laws.

11. INTERNATIONAL TRANSFERS.

11.1. Insofar as Personal Data is collected from End Users located within the territory of the EEA or the UK

by either party during the course of the Agreement, neither party shall process any Personal Data (nor permit any Personal Data to be processed) in a country outside of the EEA or the UK unless: (i) that country has been designated by the European Commission or the ICO (as applicable) as providing an adequate level of protection for Personal Data; or (ii) it has taken such measures as necessary to ensure the transfer is compliant with Data Protection Laws.

11.2. Within its Affiliates, Outbrain (Zemanta's parent company) has entered into adequate intragroup data sharing agreements including supplementary measures complying with all requirements of EU Data Protection Laws, which consist of (i) encryption in transit and encryption of UUIDs at rest which can only be decrypted with a private key stored in the EU; (ii) pseudonymization; and (iii) not having received any legally binding request from a public authority, including judicial authorities, under the laws of the country of destination and not being aware of any direct access by public authorities.

11.3. The parties agree that, to the extent that Section 11.1 is applicable, the Controller SCCs shall be incorporated by reference into this DSA and shall govern any international transfer of Personal Data outside of the EEA and the UK. For the purpose of the Controller SCCs, the parties fully agree that:

- (i) Customer is the "Data Exporter" and Zemanta, the "Data Importer";
- (ii) Clause 7 "Docking clause" is deleted;
- (iii) The OPTION under Clause 11 "Redress" is deleted;
- (iv) Clause 17 "Governing Law" is completed with "Republic of Ireland"
- (v) Clause 18 (b) "Choice of forum and jurisdiction" is completed with "Dublin, Republic of Ireland";
- (vi) Annex I to the Controller SCCs shall be deemed to have been completed with Annex I to this DSA; and
- (vii) Annex II to the Controller SCCs shall be deemed to have been completed by [Outbrain's Security page](#) (Zemanta's parent company).
- (viii) Insofar as the transfer is subject to UK GDPR, the UK SCCs Addendum are incorporated by reference into this DSA in addition to the above.

12. TERM AND TERMINATION. This DSA shall commence on the Effective Date and shall continue as long as Customer uses the Service.

13. DATA RETENTION. Zemanta shall not retain any individual data point collected in relation to the Zemanta Pixel for longer than 13 months, unless it constitutes anonymous data.

14. MISCELLANEOUS.

14.1. Neither party shall be in breach of this DSA nor liable for delay in performing, or failure to perform, any of its obligations under the Agreement if such delay or failure results from events, circumstances or causes beyond its reasonable control.

14.2. Failure or delay in exercising any right or remedy under this DSA shall not constitute a waiver of such (or any other) right or remedy under this DSA, the Agreement or Data Protection Laws.

14.3. Customer shall not assign or otherwise transfer its rights or its obligations under this Agreement, in whole or in part, without the prior written consent of Zemanta.

14.4. Except as expressly stated otherwise and to the extent applicable under Data Protection Laws, nothing in this DSA shall create or confer any rights or other benefits in favor of any person other than a party to this DSA.

14.5. The invalidity, illegality, or unenforceability of any term of this DSA shall not affect the remainder of the DSA.

14.6. This DSA shall be governed by the laws specified in the Order Form.

ANNEX I

Description of Processing Activities

This Annex forms part of the DSA and describes the processing of Personal Data by Zemanta. When Section 11.3 of the DSA applies, Annex I to the Controller SCCs shall be deemed to have been completed with this Annex.

A. LIST OF PARTIES

Data Exporter:

Customer name, address and contact details as stated in the Order Form.

Activities relevant to the data transferred: Digital services or media delivered through a website or mobile application on which Customer has ownership and control.

Joint Controller (collection whenever Zemanta Pixel is implemented by Customer) and independent Controller (any other processing).

Data Importer:

Zemanta with address and contact details as stated in the Order Form.

Activities relevant to the data transferred: Digital advertising services.

Joint Controller (collection whenever Zemanta Pixel is implemented by Customer) and independent Controller (any other processing).

B. DESCRIPTION OF TRANSFER

Categories of Data Subjects whose Personal Data is transferred: End Users (Data Subjects who visit or use Customer's website or application pages or interact with Customer's campaigns served by Zemanta).

Categories of Personal Data transferred:

- Zemanta unique identifier in cookie (if present)
- IP address
- User Agent data, browser and device type (desktop/mobile, brand, model, operating system and system version), application version, application ID or package name)
- Device advertising identifiers
- Pages, content visited and events
- Time of visit
- Broad location
- Device time zone

Sensitive data transferred: No Special Categories of Personal Data are transferred.

Frequency of the transfer: Whenever Zemanta Pixel is implemented and loaded on events determined by Customer, or whenever Customer shares Third Party Data with Zemanta.

Nature of the processing:

- Receiving data, including collection, accessing, retrieval, recording, and data entry;
- Holding data, including storage, organization and structuring;
- Using data, including analyzing, consultation, testing, automated decision making and profiling;
- Updating data, including correcting, adaptation, alteration, alignment and combination;
- Protecting data, including restricting, encrypting, and security testing;

- Sharing data, including disclosure, dissemination, allowing access or otherwise making available;
- Returning data to the Data Exporter or Data Subject;
- Erasing data, including destruction and deletion.

Purpose(s) of the data transfer and further processing: Digital advertising services, which include providing aggregated analytics related to the performance of the Customer's campaign(s) and/or for enhanced targeting functionality.

Retention period: An individual data point is retained for no longer than 13 months.

Recipients: The subject matter, nature and duration can be found on [Zemanta's Integrations page](#).

C. COMPETENT SUPERVISORY AUTHORITY

In the UK: The Information Commissioner's Office.

In the EEA: The Supervisory Authority of the Member State of the Partner's Registered Address as stated in the Order Form, or, if not applicable, the Supervisory Authority of the Member State in which the Data Subjects whose Personal Data is transferred under this Agreement in relation to the Services are located.