

Merkle, Inc Data Subject Rights Request Annual Metrics – CCPA Compliance

The CCPA requires certain businesses to compile and disclose metrics on an annual basis of the previous year's consumer rights requests pursuant to the California Code of Regulation section 7102(a)(1-2).

This report covers the metrics required for the period of January 1, 2024, to December 31, 2024, of all individuals who submitted requests online, via a privacy mailbox or by our toll free number.

The information below includes requests received from received from California consumers and employees only (as defined in the CCPA).

	Know	Correct	Limit SPI	Delete	Opt-out	Do Not Sell/Share
Total Consumers Received	20	1	0	391	19	260
Number Complied/Closed	11	1	0	371	18	230
Number Denied*	9	0	0	20	1	30
Median Number of Business Days to Substantively Respond	21.93	2.25	0	7.48	7.47	6.87

	Know	Correct	Limit SPI	Delete	Opt-out	Do Not Sell/Share
Total Employees Received	0	0	0	0	0	0
Number Complied With						
Number Denied*						
Median Number of Business Days to Substantively Respond						

*A request may be denied due to one or more of the following reasons:

- 1) The Consumer failed to provide sufficient pieces of personal information to support verification
- 2) The Consumer failed to respond to requests for clarification
- 3) The Consumer failed to verify their identity for a Request to Delete
- 4) The Consumer failed to verify their identity for a Request to Know