

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, 2025, to December 31, 2025, 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-outs	Do Not Sell/Share
Total Consumers Received	15	0	1	176014	87	2045
Number Complied/Closed	4	0	1	11503	43	1549
Number Denied*	4	0	0	150084	43	427
Number Expired	7	0	0	14427	1	69
Median Number of Business Days to Substantively Respond	19.13	0	15	68.74**	22**	66.47**

	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 Authorized Agent failed to provide documentation to authenticate the request.
- 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.

**Responses were delayed, extensions applied, due to a combination of technological failures with the system and an unusual amount of submissions as a result of the platform being Spammed by fraudulent requests.