

Merkle Data Subject Rights Requests Metrics - California Consumer Privacy Act

Last Updated: June 22, 2022

The CCPA requires certain businesses to compile and disclose metrics on an annual basis regarding their compliance with the CCPA and consumer rights requests for the previous year. Merkle's report for the required metrics covers the period of January 1, 2021 to December 31, 2021 for all individuals who submitted requests by our online webform, by our toll-free number or by e-mail:

	Requests to Know	Requests to Delete	Requests to Opt-Out
Total Requests Received	42	329	2705
Number of Requests Complied With	9	36	1967
Number of Requests Denied ¹	33	293	738
Mean Number of Business Days to Substantively Respond	15	12	12

The information provided above includes requests which were denied¹.

The information provided above includes requests received from all individuals, rather than requests received from California consumers.

¹ 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