

## 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 CPRA Chapter 20, section 999.317(g).

This report covers the metrics required for the period of January 1, 2023, to December 31, 2023, of all individuals who submitted requests online or by our toll-free number:

The information below includes request received from all individuals rather than requests received from California consumers.

	<b>Know</b>	<b>Correct</b>	<b>Limit SPI</b>	<b>Delete</b>	<b>Opt-out</b>	<b>Do Not Sell/Share</b>
<b>Total Received</b>	55	3	5	685	22	1288
<b>Number Complied With</b>	32	3	5	524	20	1108
<b>Number Denied*</b>	23	0	0	161	2	166
<b>Mean Number of Business Days to Substantively Respond</b>	33.86	6.5	7.8	5.51	6.69	6.24

\*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