

# ENTRAVISION PRIVACY POLICY

## 1. INTRODUCTION

This Privacy Policy describes how Entravision Communications Corporation (collectively "Entravision", "us", "our", or "we") collects, uses, maintains, protects and discloses, personal information, personal data (or the equivalent in your jurisdiction).

"Personal Information" means, any information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household.

Entravision is committed to protecting the privacy of individuals ("users", "you", "your") when we process Personal Information about them. This Privacy Policy explains the type of Personal Information we may collect from you or that you may provide when you visit and/or use services related to our

website located at <https://entravision.com/> and any website, application or platform owned or operated by us that links to this Privacy Policy (collectively, the "Website") and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This Privacy Policy applies to the services offered by Entravision, including this Entravision Website, Entravision mobile services and any other features, content, services, or applications offered from time to time by Entravision in connection with this Website (collectively, the "Services").

This Privacy Policy does not apply to information collected by us offline or through any other means, including on any other website, application or platform operated by Entravision that does not link to this Privacy Policy or operated by a third party.

PLEASE READ THIS POLICY CAREFULLY. IF ANY TERM IN THIS PRIVACY POLICY IS UNACCEPTABLE TO YOU, PLEASE DO NOT USE THE WEBSITE OR PROVIDE ANY PERSONAL INFORMATION. BY ACCESSING OR USING THIS WEBSITE OR THE SERVICES, YOU SIGNIFY YOUR ACKNOWLEDGMENT OF THIS PRIVACY POLICY AND CONSENT TO OUR PRACTICES AS DESCRIBED HEREIN.

## 2. PERSONAL INFORMATION WE COLLECT AND PURPOSES

Entravision, depending on how you use this Website or the Services, may collect the following categories of Personal Information about you:

- **Identifiers:** name, address, phone number, email address, device ID, IP address, screenname, username, and password.
- **Financial information:** account, credit card numbers.
- **Professional or employment-related information:** education, profession, occupation, and income level.
- **Internet activity information:** browsing history, search history, and information regarding your interaction with our Website or the use of the Services.
- **Commercial information:** purchase history, delivery address, and other information related to your transactions.
- **Geolocation information:** city, county and zip code associated with your IP address, or precise location information derived from Wi-Fi or GPS signals.
- **Social media credentials:** name, email address, friend list, photo, age, gender, location, birthday, social networking ID, current city, and the people/sites you follow if you interact with us through social media or visit us on a device on which you also use social media.
- **Other information:** interests, gender, age, marital status, photos, and information about your friends, contacts, or referrals.

The Personal Information we may collect from you or that you may provide when you visit and/or use the Services and the purposes of use, are as follows:

Information you provide to us:	
Personal Information	Purposes of use
For example: e-mail address, screen name, username, and password.	<p>To become a registered user or have an active account on our Website.</p> <p><i>*Entravision is not liable for any loss that you may incur as a result of someone else using your password or account, either with or without your knowledge. You will not use the account, screenname, username, or password of another registered user at any time or to disclose your password to any third party. You are solely responsible for any and all use of your account.</i></p>
For example: name, e-mail address, account or credit card number, zip code or age.	To submit an order form or other request to receive information, products or Services on the Entravision Website or a third party website application or platform.
For example: name, e-mail address, company name, job title, telephone number.	To get in touch with our customer service, technical or legal team or any other employee at Entravision.
For example: e-mail address, username, password, account or credit card number.	<p>To download any software or application made available to view and/or download in connection with Services that is owned or controlled by Entravision and/or its licensors, affiliates and suppliers.</p> <p>To register for or use any of our Services.</p>
For example: username, password, name, birth date, gender, county, zip code, e-mail address, telephone number, address, job title, company/organization name, current supplier status, social media credentials (including profiles when you subscribe to specific websites, applications or platforms).	<p>To fill in forms and applications on our Website and information related to inquiries and requests. To participate in our sweepstakes, contests, games, and surveys or because you want us to furnish you with products, Services, newsletters, or information, or in connection with content or suggestions you submit to Entravision for review and information related to inquiries and requests. To participate in a user-content generating initiative, such as an article, story, script, fan fiction, characters, drawings, information, suggestions, or concepts. To participate in our sweepstakes, contests, games, and surveys or because you want us to furnish you with products, Services, newsletters, or information, or in connection with content or suggestions you submit to Entravision for review and information related to inquiries and requests. To interact with one of our Services, including participating or communicating in any public chat rooms, blogs, forums, message boards, news groups, or any form of communication in connection with this Website.</p> <p><i>*Please note that submitting an online comment is public and generally accessible to, and may be collected and used by, third parties. Entravision is not liable for the distribution of your Personal Information that is put on a public forum.</i></p>
For example: name, e-mail address, education, profession, occupation, income level.	To apply for career opportunities through the Website. If you choose to apply online with Entravision, Entravision will collect any Personal Information provided in your application materials, for the purposes of reviewing and responding to your application, if appropriate.
For example: name, e-mail address, company name, job title, telephone number.	To sign up for newsletters and other types of informational material when you inquire about products, technical support, and customer service; and when you provide feedback about our Website. For records and copies of your correspondence with us (including e-mail addresses).

## 2.2 Information we collect from you

<b>Information we collect automatically from you and/or your device:</b>
--

As with many other websites, application or platform, as you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, such as:

Information about your computer and internet connection, including your IP address, operating system, host domain, and browser type.

Details of your visits to our Website, including the resources that you access and use on our Website, traffic data, location data, logs, language, date and time of access, frequency, and other communication data.

Details of referring websites (URL).

improve our Website and deliver a better and more personalized service, including by enabling us to:

- Determine Website traffic patterns.
- Count web visits.
- Manage and improve the Services.
- Track usage.
- Security and monitoring purposes.
- Determine traffic sources so we can measure and improve the performance of our Website.
- Help us to know which pages and content are the most and least popular.
- Observe Website search patterns to provide more intuitive navigation cues.
- Determine the frequency of user visits and last date of visit.

### 3. HOW WE COLLECT YOUR PERSONAL INFORMATION ▼

We collect your Personal Information in different ways, including:

Source	Purposes
<p style="text-align: center;"><b>Directly from You</b></p>	<ul style="list-style-type: none"> <li>Register to use our Services or have an active account on our Website.</li> <li>Submit an order form or other request to receive information about our products or Services.</li> <li>Get in touch with our customer service, technical or legal team or another employee at Entravision.</li> <li>Fill in forms and applications on our Website for inquiries and requests.</li> <li>Participate in a user-content generating initiative such as an article, story, script, fan fiction, characters, drawings, information, suggestions, or concepts.</li> <li>Interact with our Services (public chat rooms, blogs, forums, message boards, new groups, or any form of communication in connection with this Website).</li> <li>Apply for career opportunities through the Website.</li> <li>Sign up for newsletters.</li> <li>Records and copies of your correspondence with us.</li> <li>Conduct an online survey, contest, or sweepstakes.</li> </ul>
<p style="text-align: center;"><b>Data collection technologies</b> <i>(cookies, flash cookies, pixels, tags, web beacons, and/or other tracking technologies).</i></p>	<ul style="list-style-type: none"> <li>To enable, facilitate and streamline the use, functioning of and your access to our Website and Services.</li> <li>To better understand how you navigate through and interact with our Website and to improve it.</li> <li>To monitor and analyze the performance, operation, and effectiveness of our Website.</li> <li>To enforce legal agreements that govern the use of our Website.</li> <li>For fraud detection and prevention, trust and safety, and investigations.</li> <li>For purposes of our own customer support, analytics, research, product development, and regulatory compliance.</li> </ul>
<p style="text-align: center;"><b>Trusted third party sources</b></p>	<ul style="list-style-type: none"> <li>To update or supplement the Personal Information that we maintain about you (e.g., to validate a postal address).</li> </ul>

### 4. LEGAL BASIS FOR USE OF YOUR PERSONAL INFORMATION

Legal Basis	Examples
<p style="text-align: center;"><b>Performance of a contract</b></p>	<p>To carry out our obligations arising from any contracts entered between you and us.</p> <p>To process your supplier application and registration form, and to create online accounts for your organization and authorized agents.</p> <p>To communicate with you about our contracts on your account.</p>
<p style="text-align: center;"><b>Legitimate interest</b></p> <p><i>(Your Personal Information is necessary for our or others legitimate interests and to the extent it does not infringe on any data subject's fundamental rights and freedoms).</i></p>	<p>To ensure that content from our Website is presented to you in the most effective manner.</p> <p>To allow you to participate in interactive features of our Website and Services.</p> <p>To provide you with technical support.</p> <p>To improve our Website and Services.</p> <p>To perform compliance and risk management activities.</p> <p>To conduct security and fraud prevention activities.</p> <p>To notify you about changes to our Services or our Website.</p> <p>To manage our everyday business needs, such as auditing, administration of our Services, analytics and the enforcement of any corporate reporting obligations, or other policies.</p>
<p style="text-align: center;"><b>Legal obligation</b></p> <p><i>(Your Personal Information is necessary to comply with laws and regulations).</i></p>	<p>To comply with anti-bribery and corruption and anti-money-laundering.</p> <p>To comply with requests from government bodies or courts or responding to litigation.</p>
<p style="text-align: center;"><b>With consent</b></p> <p><i>(You have the right to withdraw your consent at any time – please see the Data Privacy Rights &amp; Choices and California Privacy Rights sections below to do this).</i></p>	<p>To provide you with information about goods or Services we feel may interest you.</p>

## 5. HOW WE DISCLOSE YOUR PERSONAL INFORMATION

We may disclose, without restriction, aggregated information about our users (which does not identify and cannot reasonably be used to identify an individual). Anonymous click stream, number of page views calculated by web beacons, and aggregated demographic information may also be shared with Entravision's advertisers and business partners.

Subject to applicable law and regulations, we may disclose Personal Information that we collect, or you provide as described below:

Recipients	Purpose	Legal Basis
<p style="text-align: center;"><b>Partners / Business Partners / Sponsors / Co-Branded sites</b></p>	<p>To provide you the Services.</p>	<p>Legitimate interest / Performance of a contract</p>
<p style="text-align: center;"><b>Entravision's Affiliates or Subsidiaries</b></p>	<p>To apply for a job on this Website.</p>	<p>Legitimate interest</p>
<p style="text-align: center;"><b>Acquiring Company</b></p>	<p>To sell this Website or merge with another company not owned by Entravision.</p>	<p>Legitimate interest / Legal obligation</p>
<p style="text-align: center;"><b>Advertisers / Business Partners</b></p>	<p>To send you information about their products and services.</p>	<p>Consent</p>

<p><b>Third parties</b></p>	<p>website.</p> <p>To operate our Website, conduct our business or provide service to you.</p> <p>To send you certain information.</p> <p>To carry out surveys, contests, or sweepstakes.</p> <p>To help us customize our advertising and marketing messages you receive on our Website.</p>	<p>Legitimate interest / Performance of a contract / Consent</p>
<p><b>Third companies</b></p>	<p>To protect or defend the legal rights of Entravision, its employees, agents or contractors (including enforcement of our agreements).</p> <p>To protect the safety and security of users of the Website or members of the public including acting in urgent circumstances.</p>	<p>Legitimate interest / Legal obligation</p>
<p><b>Contractors / Agents / Sponsors</b></p>	<p>To help us manage our information activities and/or with administration, judging and prize fulfilment aspects of contest, promotions, and sweepstakes.</p>	<p>Legitimate interest / Performance of a contract</p>
<p><b>Department of Justice</b></p>	<p>To comply with the law or a legal process (such as a court order).</p>	<p>Legal obligation</p>

## 6. DATA PRIVACY RIGHTS & CHOICES

Entravision strives to provide you with choices regarding the Personal Information you provide us. We have created mechanisms to provide you with the following control over your Personal Information:

- **Cookie Settings:** If you do not wish for us to install cookies on your device for the purposes described above, you may change the settings on your browser to block or limit cookies. For more information, please see <http://www.aboutads.info/consumers>. Please note that if you block or limit cookies, you may not be able to use all of the features of the Website.
- **Do Not Track Signals:** We do not currently respond to "do not track" signals.
- **Opt Out of Receiving Email Message:** This Entravision Website provides you the opportunity to opt-out of receiving email communications from us and our special relationship partners. To opt-out of receiving email communications, you:
  - May use the unsubscribe link provided in promotional communications.
  - May modify your registered user information on our Website; or
  - May send an email to [privacy@entravision.com](mailto:privacy@entravision.com).
- **Opt Out of Receiving Promotional Materials:** If you receive promotional materials from Entravision, and want to stop receiving such materials, click the unsubscribe link at the bottom of each promotional email.

Likewise, depending on where you live, you may have certain rights with respect to your Personal Information.

For example, under local laws, including in the European Union, you may be able to ask us to:

- Provide access to certain Personal Information we hold about you, in some cases in a portable format, if technically feasible.
- Update or correct your Personal Information.
- Delete certain Personal Information.
- Restrict the use of your Personal Information.



If you are based outside the US and would like to exercise any individual right, you may have please contact us at [privacy@entravision.com](mailto:privacy@entravision.com). Please include "My Data Privacy Rights" in the subject line and provide a clear explanation of which right you are exercising and your country of residence in the body of the email.

Your rights and our responses will vary based on your state or country of residency. Please note that you may be located in a jurisdiction where we are not obligated, or are unable, to fulfill a request. In such a case, your request may not be fulfilled.

If you have any unresolved concerns, you may have the right to complain to your local data protection authority.

## 7. CALIFORNIA PRIVACY RIGHTS

If you are a resident of California, you may have the following additional rights with regard to the Personal Information we maintain about you:

<b>Shine the Light Act</b>	Right to request certain information regarding our disclosure of your Personal Information to third parties for direct marketing purposes (Section 1798.83 of California Civil Code). California residents are entitled to request and obtain from Entravision once per calendar year information about any of your Personal Information shared with third parties for their own direct marketing purposes, including the categories of information and the names and addresses of those businesses with which we have shared such information. To request this information and for any other questions about our privacy practices and compliance with California law, please contact us at <a href="mailto:privacy@entravision.com">privacy@entravision.com</a> .
<b>Privacy Rights for California Minors in the Digital World</b>	If you are a California resident under the age of 18 and a registered user of any Entravision Services, California Business and Professions Code Section 22581 permits you to request and obtain removal of content or information you have publicly posted. To make such a request, send an email with a detailed description of the specific content or information to <a href="mailto:privacy@entravision.com">privacy@entravision.com</a> . Please be aware that such a request does not ensure complete or comprehensive removal of the content or information you have posted and that there may be circumstances in which the law does not require or allow removal even if requested.

### California Individual Privacy Rights

*(California residents can exercise these two privacy rights with respect to their Personal Information two times a year free of charge. If we cannot complete the request within 45 days of receipt, we will reach out and let you know when you can expect the request to be completed and will not take more than an additional 45-day period to do so affect the rights and freedoms of another California resident).*

Personal information we have collected about you in the last 12 months; (iii) the categories of sources from which that Personal Information was collected; (iv) the categories of your Personal Information that we sold or disclosed in the last 12 months; (v) the categories of third parties to whom your Personal Information was sold or disclosed in the last 12 months; and (vi) the purpose for collecting and selling your Personal Information. Generally:

- Within the preceding 12 months, Entravision has collected the categories of Personal Information detailed in Section 2 "Personal Information we collect and purposes" above.
- Within the preceding 12 months, Entravision has sold the categories of Personal Information detailed in Section 2 "Personal Information we collect and purposes" above. We do not sell the Personal Information of minors under 16 years old without consent from either the minor or the parent/guardian.
- Within the preceding 12 months, Entravision has disclosed the categories of Personal Information detailed in Section 2 "Personal Information we collect and purposes" above.

*\* In some circumstances, we may decline your request, for instance, where an exception applies, such as where the disclosure of your Personal Information would adversely affect the rights and freedoms of another California resident.*

**Right to deletion:** right to request that we delete the Personal Information that we have collected or maintain about you. There may be circumstances under which we will be unable to delete such Personal Information, such as if we need to comply with our legal obligations or complete a transaction. If we are unable to comply with your request for deletion, we will let you know the reason why.

**Right to opt out of the sale of your Personal Information.** You have the right to opt out of the sale of your Personal Information. If you do not affirmatively opt out, and you are not a minor, your Personal Information may be sold as disclosed in this Privacy Policy. You can submit your request to opt out of the sale of your Personal Information by completing our "Do not Sell my Personal Information" request form available [here](#).

**Right to equal service.** If you choose to exercise any of these rights, Entravision will not discriminate against you in anyway. If you exercise certain rights, understand that you may be unable to use or access certain features of the Entravision Services.

To exercise your California rights to know or deletion, contact us at +1-888-382-6755 or complete our "California Consumer Request" form available [here](#).

We will take steps to verify your identity before processing your request, which may include requesting information from you to match with information we already have about you.

## 8. COOKIES AND ONLINE TRACKING TECHNOLOGIES

### 8.1. Cookies

This Entravision Website may use a standard technology called a "cookie" to collect information about how you use the Website. Cookies are small bits of information that Entravision places on your computer. Entravision uses the cookies to identify your Internet browser, store your preferences, and to determine whether you have installed the enabling software needed to access certain material on the Services. Cookies also help our Website to recognize your computer's browser as a previous visitor. This information allows us to customize delivery of information. We use cookies only to gather information as indicated in this Privacy Policy. We may use cookies, for example:

- To save and remember registration information or preferences that you may have set while browsing the Website.

We may also use "session cookies" which helps us administer the Website. The session cookie expires when you close your browser and does not retain any information about you after it expires.

Third party advertisements displayed on the Services may also contain cookies set by Internet advertising companies or advertisers. Entravision does not control these cookies and users of the Services should check the privacy policy of the Internet advertising company or advertiser to see whether and how it uses cookies.

You can program your computer to warn you each time a cookie is being sent, block third party cookies or block all cookies. However, by blocking all cookies you may not have access to certain features on the Services.

This Entravision Website may be linked to Internet sites operated by other companies. Some of these third party sites may be co-branded with the Entravision logo or an affiliated entity, even though they are not operated or maintained by Entravision (for example, co-sponsored chat pages, or advertising sponsor pages). The Entravision Website may also carry advertisements from other companies. Entravision is not responsible for the privacy practices of websites operated by third parties that are linked to or integrated with the Entravision Website or for the privacy practices of third parties or Internet advertising companies. Once you've left the Entravision Website by such a link or by clicking on an advertisement, you should check the applicable privacy policy of the third parties or advertiser website to determine how they will handle any Personal Information they collect from you.

Some of the advertisements that appear on Entravision are delivered to you by third party Internet advertising companies. These companies utilize certain technologies to deliver advertisements and marketing messages and to collect anonymous information about your visit to or use of our Services, including information about the ads they display, via a cookie placed on your computer that reads your IP address. To opt out of information collection by these companies, or to obtain information about the technologies they use or their own privacy policies, see their individual websites.

## 8.2 Personal Identifiable Information – PII

Email collection. We collect mails through an email marketing tool called "iContact" where users can opt out directly by using the "Unsubscribe" option. For more information about the use of PII, visit their privacy policy: <https://www.icontact.com/legal/privacy/>

### 8.2.1 Technologies

Entravision runs campaigns based on users' information, obtained from a pixel inserted on all our websites, which allows us to create audiences. For such purposes, we use the "Trade Desk" (member of the Network Advertising Initiative (NAI) and adhered to the NAI's 2020 Code of Conduct). For further information about the processing of Personal Information by the Trade Desk, visit: <https://www.thetradedesk.com/us/privacy>

Opt out: <https://www.adsrvr.org/>

Entravision runs campaigns on websites and mobile apps based on users' information, obtained from cookies or identifiers. For such purposes, we use the "Google Advertising Platforms" For further information about the processing of Personal Information and opt out by Google Advertising, visit: <https://policies.google.com/technologies/ads?hl=en-US>

### 8.2.2 Network Advertising Initiative

Entravision Inc. is an active member of the Network Advertising Initiative, thus we adhere to the NAI Code of Conduct (<https://www.networkadvertising.org/code-enforcement/code/>).

### 8.2.3 Google analytics

Entravision uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies, which are text files placed on your computer, to help the Website analyze how users use the Website. The information generated by the cookie about your use of the Website will be transmitted to and stored by Google on servers in the United States. Google will use this information on behalf of us as the operator of the Website for the purpose of evaluating your use of the Website, compiling reports on Website activity for Website operators and providing them other services relating to Website activity and internet usage. The data collected through these tools is not tied to any Personal Information about you.







varies depending on the processing purpose, the category of Personal Information and certain external factors.

We will keep your Personal Information only for and as long as it is necessary to fulfill the purposes described in the referred sections 2 & 3, unless a longer retention is required or permitted by law.

Furthermore, we may delete your Personal Information sooner in response to a verifiable deletion request, subject to exemptions under applicable law.

## 14. REVISIONS TO OUR PRIVACY POLICY

We reserve the right to amend this Privacy Policy at any time to reflect changes to our practices or the law which will be posted on this page. Please check this Website periodically for updates.

The date of this Privacy Policy was last revised is identified at the top of the page.

If we make material changes to how we treat your Personal Information, we will notify you to the e-mail address provided by you or through a notice on the Website home page. Your continued use of our Website after such amendments will be deemed your acknowledgement and consent of these changes to this Privacy Policy.

## 15. CONTACT INFORMATION

For any questions or concerns about this Privacy Policy and our privacy practices, please contact us at [privacy@entravision.com](mailto:privacy@entravision.com) or direct all inquiries to:

General Counsel  
c/o Legal Department (Privacy)  
Entravision Communications Corporation  
2425 Olympic Boulevard  
Suite 6000 West  
Santa Monica, CA 90404  
USA

