

# ENTRAVISION PRIVACY POLICY

Last updated: April 2023

## 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” (or “Personal Data” for GDPR purposes) 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 and preserving, at all times, the privacy and security 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 other Entravision website (please refer to section 2.3. below), application or platform owned or operated by us that links to this Privacy Policy (collectively, the “Websites”) and our practices for collecting, using, maintaining, protecting, and disclosing that Personal Information.

This Privacy Policy applies to the services offered by Entravision, including the Websites, Entravision mobile services and any other features, content, services, or applications offered from time to time by Entravision in connection with the Websites (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 WEBSITES OR PROVIDE ANY PERSONAL INFORMATION. BY ACCESSING OR USING OUR WEBSITES 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 our Websites or the Services, may collect the following categories of Personal Information about you:

- **Identifiers:** name, address, phone number, postal address, email address, device ID, IP address, screenname, username, and password.
- **Professional or employment-related information:** education, profession, occupation, and income level\*.  
*\*For Candidate Personal Information, please refer to section 17 of this Privacy Policy.*
- **Internet activity information:** browsing history, search history, and information regarding your interaction with our Websites or the use of the Services.
- **Geolocation information:** city, county and zip code associated with your IP address through your Internet provider.
- **Social media:** 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:** postal address, 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:

### 2.1 Information you provide to us

Information you provide to us:	
Personal Information	Purposes of use
For example: name, phone number, e-mail address, city, zip code, screen name, username, and password.	<ul style="list-style-type: none"><li>• To become a registered user or have an active account on our Websites. <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></li></ul>
For example: name, e-mail address, zip code or age.	<ul style="list-style-type: none"><li>• To submit an order form or other request to receive information, products or Services on the Websites or a third party website application or platform.</li></ul>
For example: name, e-mail address, company name, job title, telephone number.	<ul style="list-style-type: none"><li>• To get in touch with our customer service, technical or legal team or any other employee at Entravision.</li></ul>
For example: name, e-mail address, username, city, telephone number, password.	<ul style="list-style-type: none"><li>• To register for or use any of our Services.</li></ul>

For example: username, password, name, birth date, gender, county, zip code, US residency status, e-mail address, telephone number, address, job title, company/organization name.	<ul style="list-style-type: none"> <li>To fill in forms and applications on our Websites and information related to inquiries and requests. To participate in our sweepstakes, contests, games, quizzes and surveys or because you want us to furnish you with prizes, 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.</li> <li>To participate in a user content generating initiative, such as an article, story, script, fan fiction, characters, drawings, information, suggestions, social media posts (video or photos) or concepts.</li> <li>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 our Websites.</li> </ul> <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.	<ul style="list-style-type: none"> <li>To apply for career opportunities through the Websites. 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*.</li> </ul> <p><i>*For Candidate Personal Information, please refer to section 17 of this Privacy Policy.</i></p>
For example: name, e-mail address, postal address, interests, company name, job title, telephone number.	<ul style="list-style-type: none"> <li>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).</li> </ul>

## 2.2 Information we collect from you

Information we collect automatically from you and/or your device:	
Categories of Personal Information	Purposes of use
<p>As with many other websites, applications or platforms, as you navigate through and interact with our Websites, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, such as:</p> <ul style="list-style-type: none"> <li>Information about your computer and internet connection, including your IP address, city, operating system, device category, host domain, and browser type.</li> <li>Details of your visits to our Websites, including the resources that you access and use on our Websites, traffic data, location data, logs, language, date and time of access, frequency, and other communication data.</li> <li>Details of referring Websites (URL).</li> </ul>	<p>The information we collect automatically is statistical data that helps us improve our Websites and deliver a better and more personalized service, including by enabling us to:</p> <ul style="list-style-type: none"> <li>Determine Websites traffic patterns.</li> <li>Count web visits.</li> <li>Manage and improve the Services.</li> <li>Track usage and location.</li> <li>Security and monitoring purposes.</li> <li>Determine traffic sources so we can measure and improve the performance of our Websites.</li> <li>Help us to know which pages and content are the most and least popular.</li> <li>Observe Websites search patterns to provide more intuitive navigation cues.</li> <li>Determine the time spent, actions and frequency of user visits and last date of visit.</li> </ul>

## 2.3 The Websites

For the purposes of this Privacy Policy, apart from this Entravision website (www.entravision.com), the term “Websites” includes the following:

Entravision Website Name	Link
Noticias Ya	<a href="https://noticiasya.com/">https://noticiasya.com/</a>
NBC Palm Springs Website and App	<a href="https://nbcpalmsprings.com/">https://nbcpalmsprings.com/</a> <a href="https://apps.apple.com/us/app/nbc-palm-springs/id530513757">https://apps.apple.com/us/app/nbc-palm-springs/id530513757</a> <a href="https://play.google.com/store/apps/details?id=com.doapps.android.mln.MLN_2a3d6d6cc4b5e77238c1fc1bb6cdd681&amp;hl=en&amp;gl=US">https://play.google.com/store/apps/details?id=com.doapps.android.mln.MLN_2a3d6d6cc4b5e77238c1fc1bb6cdd681&amp;hl=en&amp;gl=US</a>
FOX News South Texas / Río Grande Valley	<a href="http://www.foxnewssouthtexas.com">www.foxnewssouthtexas.com</a>
El Botón Website and app	<a href="https://elboton.com/">https://elboton.com/</a> Android: <a href="https://play.google.com/store/apps/details?id=com.appelboton&amp;hl=es&amp;gl=US">https://play.google.com/store/apps/details?id=com.appelboton&amp;hl=es&amp;gl=US</a> iOS: <a href="https://apps.apple.com/us/app/el-bot%C3%B3n/id1564318543">https://apps.apple.com/us/app/el-bot%C3%B3n/id1564318543</a>
Radio Stations	<a href="http://www.elshowdepiolin.net">www.elshowdepiolin.net</a> <a href="http://www.alexelgeniolucas.com">www.alexelgeniolucas.com</a> <a href="http://www.1079rgvfm.com">www.1079rgvfm.com</a> <a href="http://www.realcountry1035.com">www.realcountry1035.com</a>

	www.q945therock.com www.923thefox.com www.elboton.com www.josetocamusica.com
<b>Entravision Latam</b>	<a href="http://www.entravisionlatam.com">www.entravisionlatam.com</a>
<b>Entravision Local Marketing Solutions</b>	<a href="http://www.entravisionlocalmarketingsolutions.com">www.entravisionlocalmarketingsolutions.com</a>
<b>Entravision Iceland</b>	<a href="https://entravision-iceland.com">https://entravision-iceland.com</a>

### 3. HOW WE COLLECT YOUR PERSONAL INFORMATION

We collect your Personal Information in different ways, including:

Source	Purposes
Directly from You	<ul style="list-style-type: none"> <li>• Register to use our Services or have an active account on our Websites.</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 Websites for inquiries and requests.</li> <li>• Participate in a user-content generating initiative such as an article, story, social media posts, 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 our Websites).</li> <li>• Apply for career opportunities through our Websites.</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>
Data collection technologies (cookies, user IDs, flash cookies, pixels, tags, web beacons, and/or other tracking technologies).	<ul style="list-style-type: none"> <li>• To enable, facilitate and streamline the use, functioning of and your access to our Websites and Services.</li> <li>• To better understand how you navigate through and interact with our Websites and to improve it.</li> <li>• To monitor and analyze the performance, operation, and effectiveness of our Websites.</li> <li>• To enforce legal agreements that govern the use of our Websites.</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>
Trusted Third Parties	<ul style="list-style-type: none"> <li>• <b>iContact.</b> For newsletter subscription forms that are embedded on our Websites.</li> <li>• <b>DB IP.</b> To obtain the user's location based on the IP of their internet provider and thus be able to redirect them to that territory or to the market closest to their location. This cookie doesn't get the user coordinates, but the IP location of the server.</li> <li>• <b>The Trade Desk.</b> To run some ad campaigns, there is a universal pixel embedded in our Websites that collects information from visitors. <a href="https://www.thetradedesk.com/us/privacy">https://www.thetradedesk.com/us/privacy</a>.</li> <li>• <b>Google Ad Manager.</b> To display ad campaigns on our Websites, whether they are internal or external campaigns. They work through tags that display ad spaces on our sites, these platforms use user cookies to target the bells. <a href="https://policies.google.com/privacy?hl=en">https://policies.google.com/privacy?hl=en</a></li> <li>• <b>Google AdMob.</b> To display ad campaigns in our applications, whether they are internal or external campaigns, they work through tags that display ad spaces in our apps, these platforms use user cookies to segment campaigns.</li> <li>• <b>Meta</b> (formerly Facebook). To run ad campaigns on social networks. There are different pixels inserted into our Websites that collect information from users about their visits and consumption of content on the web and social networks.</li> <li>• <b>TikTok.</b> To run ad campaigns on the social network, there are different pixels inserted into our Websites that collect information from users about their visits and consumption of content on the web and social network.</li> <li>• <b>Google Analytics.</b> To tag each website to collect information about the user and their behavior with our Websites.</li> </ul>

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

The laws of some jurisdictions, such as the European Union, require companies to tell you about the legal basis for using, sharing, or disclosing your Personal Information. To the extent those laws apply, we may rely on the following legal basis:

Legal Basis	Examples
Performance of a contract	<ul style="list-style-type: none"> <li>To carry out our obligations arising from any contracts entered between you and us.</li> <li>To process your supplier application and registration form, and to create online accounts for your organization and authorized agents. To communicate with you about our contracts on your account.</li> </ul>
<b>Legitimate interest</b> (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).	<ul style="list-style-type: none"> <li>To ensure that content from our Websites is presented to you in the most effective manner.</li> <li>To allow you to participate in interactive features of our Websites and Services.</li> <li>To provide you with technical support.</li> <li>To improve our Websites and Services.</li> <li>To perform compliance and risk management activities.</li> <li>To conduct security and fraud prevention activities.</li> <li>To notify you about changes to our Services or our Websites.</li> <li>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.</li> </ul>
<b>Legal obligation</b> (Your Personal Information is necessary to comply with laws and regulations).	<ul style="list-style-type: none"> <li>To comply with anti-bribery and corruption and anti-money laundering.</li> <li>To comply with requests from government bodies or courts or responding to litigation.</li> </ul>
<b>With consent</b> (You have the right to withdraw your consent at any time – please see the Data Privacy Rights & Choices and California Privacy Rights sections below to do this).	<ul style="list-style-type: none"> <li>To provide you with information about goods or Services we feel may interest you.</li> </ul>

## 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 clicks 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
Partners / Business Partners / Sponsors / Co-Branded sites	<ul style="list-style-type: none"> <li>To provide the Services.</li> </ul>	Legitimate interest / Performance of a contract
Entravision's Affiliates or Subsidiaries	<ul style="list-style-type: none"> <li>To apply for a job on this Website (<i>Careers section</i>).</li> </ul>	Legitimate interest
Acquiring Company	<ul style="list-style-type: none"> <li>To sell our Websites or merge with another company not owned by Entravision.</li> </ul>	Legitimate interest / Legal obligation
Advertisers / Business Partners	<ul style="list-style-type: none"> <li>To send you information about their products and services.</li> </ul>	Consent
Third parties	<ul style="list-style-type: none"> <li>To operate our Websites, conduct our business or provide service to you.</li> <li>To send you certain information.</li> <li>To carry out surveys, contests, or sweepstakes.</li> <li>To help us customize our advertising and marketing messages you receive on our Websites.</li> </ul>	Legitimate interest / Performance of a contract / Consent
Third companies	<ul style="list-style-type: none"> <li>To protect or defend the legal rights of Entravision, its employees, agents, or contractors (including enforcement of our agreements).</li> <li>To protect the safety and security of users of the Websites or members of the public including acting in urgent circumstances.</li> </ul>	Legitimate interest / Legal obligation
Contractors / Agents / Sponsors	<ul style="list-style-type: none"> <li>To help us manage our information activities and/or with administration, judging and prize fulfillment aspects of contest, promotions, and</li> </ul>	Legitimate interest / Performance of a contract

	sweepstakes.	
Department of Justice	<ul style="list-style-type: none"> <li>To comply with the law or a legal process (such as a court order).</li> </ul>	Legal obligation

## 6. DATA PRIVACY RIGHTS & CHOICES

Entravision strives to place choices at your disposal regarding the Personal Information you provide us. We have created mechanisms to offer you 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 Websites.
- Do Not Track Signals:** We do not currently respond to “do not track” signals.
- Opt Out of Receiving Email Message:** Our Websites offer 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 Websites; 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 (see sections 7 & 8 below).

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:

Shine the Light	<p>California residents are entitled to request and obtain from Entravision a list of all the third parties to which we have disclosed certain Personal Information (as defined by California’s Shine the Light Law) during the preceding year for those third parties’ direct marketing purposes.</p> <p>To request this information, please contact us at <a href="mailto:privacy@entravision.com">privacy@entravision.com</a>. In the subject of the email include “California Shine the Light Request” and include your mailing address, state of residence and email address so we can provide a response.</p>
Privacy Rights for California Minors in the Digital World	<p>If you are a California resident under the age of 18, and a registered user of any of the Websites, you can 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></p> <p>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.</p>

California Individual Privacy Rights  
(California residents can exercise these privacy rights with respect to their Personal Information)

- **Right to Access Personal Information.** You have the right to know (i) the categories of Personal Information we have about you; (ii) the categories of sources from which that Personal Information was collected (iii) Our business or commercial purpose for collecting, selling, or sharing your Personal Information (iv) the categories of third parties to whom we disclose Personal Information (v) the specific pieces of Personal Information we have collected about you.
- **Right to Know What Personal Information is Sold or shared and to Whom.** You have the right to know what Personal Information of yours is being sold or shared, and with whom.
- **Right to Deletion:** You have the 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.
- **Right to Correct Inaccurate Personal Information.** You have the right to request us if we maintain inaccurate Personal Information about you, taking into account the nature of this Personal Information and the purposes of the processing. To such extent, we shall use commercially reasonable efforts to correct the inaccurate Personal Information.
- **Right to Opt Out of Sale or sharing your Personal Information.** You have the “right to opt-out” of sale or sharing of your Personal Information. If you do not affirmatively opt out, and you are not a minor (under 16), your Personal Information may be sold as disclosed in this Privacy Policy. You can submit your request to opt out of the sale or sharing of your Personal Information by completing our “*California Right to Opt-Out of the Sale or Sharing Personal Information*” request form available [here](#)
- **Right to Limit Use and Disclosure of Sensitive Personal Information.** You have the right to limit, at any time, the use and disclosure of your sensitive Personal Information, except when we use such Personal Information in a way reasonably expected by an average consumer.  
For information purposes, “sensitive personal information” includes any private information that divulges any of the following: i) personal identification numbers, including social security, driver's license, passport, or state ID card number; ii) account or debit or credit card numbers combined with passwords or codes that would enable access to the accounts; iii) a user's exact geolocation; iv) a user's racial origin, religious beliefs, or union membership; v) a user's mail, email, or text message content unless the information was intentionally sent to the business; a user's consumer's genetic data, such as DNA samples; vi) the processing of any biometric data to identify a consumer, and vii) personal information concerning a user's health or sexual orientation.
- **Right of No Retaliation.** If you choose to exercise any of these rights, Entravision will not discriminate against you in anyway.

To exercise your California rights, complete our “California Consumer Request” form [available here](#).

If we are unable to comply with your requests, we will let you know the reason why.

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. GDPR DATA SUBJECT RIGHTS

If any of our Websites and/or Services fall under the scope of the General Data Protection Regulation (GDPR), the individuals in the EEA, UK and Switzerland will have the following rights:

- **Right to be informed** about how Entravision collects and uses your Personal Data, how long we plan to keep that data, and who we will share it with.
- **Right of access** to know exactly what Personal Data we have collected about you, how we are storing and processing that data, and what we are going to do with it.
- **Right to rectification (correction)** to have incomplete data completed and incorrect data corrected.
- **Right to erasure / Right to be forgotten.** You have the right to have your Personal Data permanently deleted unless the processing of such data is

necessary to comply with Entravision’s legal obligations.

- **Right to restrict processing** of your Personal Data if we cannot erase it.
- **Right to data portability.** You have the right to obtain and reuse your Personal Data for your own purposes across different services. If technically feasible, we will provide the data in commonly used, machine-readable formats.
- **Right to object to the processing of your Personal Data** in certain circumstances, so far as Entravision may still process the data to establish or defend legal claims, or we can demonstrate there are legitimate grounds that override individuals’ interests and rights.
- **Right to not be subject to automated decision making** and demand human intervention. Entravision is required to inform people that they will be subject to algorithmic decision-making and let them know that they can opt out of it.

To exercise any of these individual privacy rights, 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.

## 9. COOKIES AND ONLINE TRACKING TECHNOLOGIES

### 9.1. Cookies

Our Websites may use a standard technology called a “cookie” to collect information about how you use the Websites. 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 Websites.
- To deliver content specific to your interests.
- To save your password so you don’t have to re-enter it each time you visit our Websites.

We may also use “session cookies” which helps us administer the Websites. 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.

Our Websites 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 Websites 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 Websites or for the privacy practices of third parties or Internet advertising companies. Once you’ve left the Websites 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.

### 9.2 Personal Identifiable Information – PII

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/>

#### 9.2.1 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>

References to Trade Desk and Google Advertising Forms are also contemplated in “Trusted Third Parties” (section 3).

#### 9.2.2 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 our Websites analyze how users use them. The information generated by the cookie about your use of the Websites 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 Websites for the purpose of evaluating your use of them, compiling reports on Websites activity for websites operators and providing them other services relating to Websites activity and internet usage. The data collected through these tools is not tied to any Personal Information about you.

In case IP anonymization is activated on the Websites, your IP address will be truncated within the area of Member States of the European Union (“EU”) or other parties to the Agreement on the European Economic Area (“EEA”). Only in exceptional cases, will the whole IP address be first transferred to a Google server in the United States and truncated there. The IP anonymization is active on the Websites. The IP address that your browser conveys within the scope of Google Analytics will not be associated with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use the full functionality of the Websites.

By using our Websites, you expressly consent to the use of Google Analytics on your activities on the Websites. You also can opt-out from being tracked by Google Analytics with effect for the future by downloading and installing Google Analytics Opt-out Browser Add-on for your current web browser: (Click here <https://tools.google.com/dlpage/gaoptout?hl=en-GB>).

## 9.2.3 Banner advertising

We may license ad-server software from another company to place banner advertising on our Websites. All of the data provided and generated by the ad server software remains in our possession and no data is transferred to the licensor of the software. This feature of our Websites may, on occasion, set “cookies” on your computer. Any information collected or stored by the ad-server, or the cookies is treated in the same manner as other information as described in this statement.

## 10. DATA SECURITY AND INTEGRITY

Entravision employs commercially reasonable security measures consistent with standard industry practice for information collected through our Websites. We believe that we have adequate security measures in place in our physical facilities to protect against the loss, misuse, or alteration of the information we collect on our Websites. We also use internal protections to limit access to users’ Personal Information to only those employees who need the information to perform a specific job. You should be aware that the Internet is inherently susceptible to security failures beyond Entravision’s control, and you should keep this in mind when communicating any information.

Likewise, Entravision processes Personal Information in a way that is compatible with and relevant for the purpose for which it was collected. To the extent necessary for those purposes, we take reasonable steps to ensure that any information in our care is accurate, complete, current, and reliable for its intended use.

## 11. INTERNATIONAL TRANSFERS

Entravision is a global company and has its headquarters in the State of California (the United States).

Please note that data privacy laws vary from country to country and the ones in the United States may not be equivalent to, or as protective as, the laws in your country of residence.

We will take all steps to ensure that reasonable safeguards are in place, which include data transfer agreements. By using the Services or otherwise providing us with your Personal Information, you acknowledge any such transfer, storage, or use.

## 12. CHILDREN’S PRIVACY

We take special consideration to protect the safety and privacy of children. Our Websites are intended for users of all ages except for children under the age of 13 in general in the United States or 16 in the European Union and in the California State. Therefore, such children may not provide any Personal Information to or on the Websites.

If we learn we have collected or received Personal Information from any subject of the referred ages, we will delete it automatically.

If you are a parent or a legal guardian and believe your child under 13 in the United States or under 16 in the European Union and in the California has provided us with Personal Information without consent, please contact us at [privacy@entravision.com](mailto:privacy@entravision.com).

## 13. THIRD PARTY LINKS

The Websites may contain links to websites, applications or platforms operated by third parties. Entravision does not monitor or control these sites and makes no representations regarding these links. Entravision is not liable or responsible for the accuracy, completeness, timeliness, reliability, or availability of any of the content uploaded, displayed, or distributed, or products or services available at these sites. If you choose to access any third party site, you do so at your own risk. The presence of a link to a third party site does not constitute or imply Entravision’s endorsement, sponsorship, or recommendation of the third party or of the content, products, or services contained on, or available through, that site.

## 14. PERSONAL INFORMATION RETENTION

Entravision processes your Personal Information for the purposes set out in this Privacy Policy (sections 2 & 3), and the length of time that we retain such Personal Information may vary depending on the amount, category, sensitivity, potential risk of harm from unauthorized use or disclosure of the Personal Information, the specific nature of the purpose, and other certain external factors that may intervene.

In consideration with the above, we will keep your Personal Information only to the extent necessary to fulfill the purposes described in the referred sections 2 & 3, and to comply with our legal obligations (for example, if we are required to retain your Personal Information to comply with applicable laws), unless a longer retention is lawfully required or permitted.



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

## 15. 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 our Websites periodically for updates.

The date at the top of this Privacy Policy indicates when it was last updated.

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 Websites home page. Your continued use of our Websites after such amendments will be deemed your acknowledgement and consent of these changes to this Privacy Policy.

## 16. 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 Entravision Privacy Team  
Entravision Communications Corporation  
2425 Olympic Boulevard  
Suite 6000 West  
Santa Monica, CA 90404  
USA

## 17. CANDIDATE PRIVACY NOTICE

In progress.