

EU - U.S. PRIVACY SHIELD AND SWISS - U.S. PRIVACY SHIELD STATEMENT

comScore, Inc., and its subsidiaries and their respective brands, CreativeKnowledge, Inc., Full Circle Studies, Inc., TMRG, Inc., VoiceFive, Inc., and Rentrak Corporation (collectively, “Comscore”), comply with the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework (collectively, “Privacy Shield”) as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information (as that term is defined in the Privacy Shield) transferred from the European Economic Area (EEA), the United Kingdom, and Switzerland to the United States (U.S.). Comscore has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in this policy, Comscore’s Privacy Policies¹ and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit www.privacyshield.gov.

Comscore’s Privacy Policies describe the types of personal information we collect, the types of third parties to which we disclose this information, and the purposes for which we do so. Residents of the EEA, the United Kingdom, and Switzerland have the right to access the personal information that Comscore maintains, and in some cases, may have the right to correct or amend personal information that is inaccurate or has been processed in violation of the Privacy Shield Principles, to the extent allowed by law. To exercise this right, contact us at privacy@comscore.com. Comscore remains responsible if it transfers personal information to third parties who process this personal information in a manner inconsistent with the Privacy Shield Principles. Comscore may also be required to disclose information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

In compliance with the Privacy Shield Principles, Comscore commits to resolve complaints about our collection or use of your information. EEA, United Kingdom, and Swiss individuals with inquiries or complaints may contact Comscore by: (i) email at privacy@comscore.com; (ii) by telephone at +1-703-438-2000; or (iii) by post at:

Chief Privacy Officer
Comscore, Inc.
11950 Democracy Drive #600
Reston, Virginia 20190
USA

Comscore has further committed to refer unresolved Privacy Shield complaints to the DMA, an alternative dispute resolution provider located in the U.S. If you do not receive timely acknowledgement of your complaint from us, or if we have not addressed your complaint to your satisfaction, please contact the DMA at: (1) <https://thedma.org/resources/consumer->

¹ “Privacy Policies” shall mean the privacy policies located at: (1) <http://www.comScore.com/About-comScore/Privacy-Policy>; (2) <http://creativeknowledgeinc.com/Privacy.aspx>; (3) <https://www.digitalreflectionpanel.com/TVPrivacyPolicy.aspx>; (4) <https://www.digitalreflectionpanel.com/PrivacyPolicy.aspx>; (5) <https://www.fullcirclestudies.com/privacy.aspx>; (6) <http://measuread.com/privacy.aspx?newlanguage=1>; (7) <https://www.mobileexpression.com/Privacy.aspx>; (8) <https://www.scorecardresearch.com/privacy.aspx?newlanguage=1>; (9) <https://www.tmrinc.com/Privacy.aspx>; (10) <https://www.opinionsquare.com/privacy.aspx>; (11) <https://www.permissionresearch.com/privacy.aspx>; (xii) <https://www.relevantknowledge.com/RKPrivacy.aspx>; (12) <https://www.premieropinion.com/privacy.aspx>; (xiv) <https://www.voicefive.com/privacy.aspx?newlanguage=1>;

[resources/privacyshield-consumers/](#); or (2) via mail at DMA division of the ANA, Privacy Shield, 225 Reinekers Lane, Suite 325, Alexandria, VA 22314. The services of the DMA are provided at no cost to you. Under certain conditions, a binding arbitration option may also be made available to you to address Privacy Shield complaints not resolved by any other means.

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