



## Sample Third-Party Cookie and “Opt-Out” Privacy Policy Language — For ownerIQ Audience Partners<sup>1</sup>

*The below language is suggested language to be incorporated into Partner’s Privacy Policy in the event that it does not already contain notification of the use of third-party cookies and/or the use of Web Beacons. It is the sole responsibility of Partner to incorporate this language, or use such other language as it deems appropriate, in order to ensure that its privacy policy contains language which notifies it’s users of the use of 3rd party cookies and Web Beacons in the manner contemplated by the Agreement.*

### Sample Language

“[Partner Name] uses one or more companies to place advertisements for our products and services and those of third-parties on our Site and third-party sites. Cookies and other technologies such as Web beacons or tags are used to measure the effectiveness of our ads and to determine the display of content and advertising to you based on your interests both on our site , as well as on third- party sites where you may visit. To support this interest based advertising solution, we, and companies who we have contracted with, may use anonymous information about your visits to our and other Web sites. The information collected and used by this process is always anonymous, and does not enable any third-party to identify you individually.”

***[Partner should include the following opt-out language with a link to the NAI opt-out page]***

“Although it is our hope that you find the display of advertising to you based on your anonymous interests valuable, if you would prefer not to participate in the services offered through these solutions, you can always opt-out of this activity by visiting the Network Advertising Initiative (NAI) website by clicking [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)”.

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1. ownerIQ is a member of the Network Advertising Initiative (“NAI”), the self-regulatory body which oversees privacy related to the use of targeted advertising. ownerIQ’s membership and NAI certification represents its significant commitment to consumer privacy. As part of this membership, ownerIQ is required to advise its Data Partners to notify their users of the use of web beacons and third-party cookies and the purpose for which these will be used. Additionally, Data Partner should provide its users with an opportunity to opt-out of the use of these solutions. ownerIQ provides all of the information and links necessary for opting out, a service provided by the NAI as part of ownerIQ’s membership.

