

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.

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