

What is the LGPD?

Brazil's Lei Geral de Proteção de Dados (Law No. 13,709/2018) (the "LGPD") is Brazil's new privacy law that consolidates more than 40 different statutes that formerly governed personal data. It provides Brazilian individuals with greater controls over how their personal data is collected, used, and disclosed by companies. The LGPD was originally expected to go into effect on 16 August 2020, but it now seems highly likely to become effective in early September 2020. Therefore, publishers and other Brazilian companies should prepare as soon as possible.

What does this mean for advertisers?

While there's no singular roadmap to being "LGPD compliant," advertisers should start to review what personal data you collect from Brazilian individuals, ensure that you keep this data secure and know who you share it with, and prepare to respond to Brazilian individuals who request information about the data that you hold about them. Since this is a robust law with many requirements, we strongly recommend that you work with your legal counsel to understand your obligations under the LGPD.

What is Taboola's position under the LGPD?

Taboola collects limited personal data from individuals who visit your landing pages — but only what is necessary to provide our personalized content discovery services. We make independent decisions about the processing of this data as a separate and independent controller, meaning we are fully responsible for our use of the data. Taboola maintains a robust privacy compliance program, and we are committed to providing full transparency about our services to our customers, users, and partners. We also honour global data subject access requests, in real time, directly through our Data Subject Access Request Portal, available at <https://accessrequest.taboola.com>, and we ensure that all applicable privacy disclosures are implemented across our services.

Will Taboola process data about any "sensitive" data categories?

No, Taboola does not process any sensitive categories of data about Brazilian data subjects, including data that indicates any of the following: race, ethnic origin, religious beliefs, political opinion, trade union or religious, philosophical or political organization membership, data concerning health or sex life, or genetic or biometric data.

Do we need to update our contracts with Taboola?

No. Our contracts are already governed by "Applicable Data Protection Law," which include the LGPD as of 16 August 2020. The contracts also specifically outline our respective data processing obligations and roles as separate independent controllers of the data.

Where can you find further information about Taboola's data practices?

Please visit Taboola's global Privacy Policy at www.taboola.com/privacy-policy. If you have specific questions, please direct them to your designated Taboola representative or support@taboola.com.