



## 2024 Summary of California Consumer Requests to Know and Access, Delete, and Opt-Out of the Sale or Sharing of Consumer Personal Information

California consumers have the right to (1) request to know and access (2) request to delete and (3) request to opt-out of the sale or sharing of consumer personal information to third parties.

This document presents a summary of the requests that Taboola received and honored from California consumers between January 1, 2024 and December 31, 2024.

To make a request of your own, California consumers may do so as outlined in [Taboola's U.S. State Consumer Rights Portal](#) ("U.S. Portal"). If you are not a California consumer, please visit the [Taboola's Data Subject Access Request Portal](#). For more information on Taboola's privacy practices, please visit Taboola's [Privacy Policy](#).

Request Type	Request Description	Request Source	Number of Requests	Response Type	Response Time
Know/Access	Request to know what personal information Taboola holds about the individual	U.S. Portal	331	All data provided	Immediate (Same Day)
Know/Access	Request to know what personal information Taboola holds about the individual	Email	324	Directed to CCPA Portal	Within 30 Days
Correction	Request to revise the personal information Taboola holds about the individual	U.S. Portal	0	N/A	N/A
Deletion	Request to delete the individual's personal information	U.S. Portal	2,193	All data deleted	Immediate (Same Day)
Deletion	Request to delete the individual's personal information	Email	117	Directed to CCPA Portal	Within 45 Days



Request Type	Request Description	Request Source	Number of Requests	Response Type	Response Time
Do Not Sell	Request to stop selling/sharing the individual's personal information with third-party companies	U.S. Portal	375	All sharing and sales terminated	Immediate (Same Day)
Do Not Sell	Request to stop selling/sharing the individual's personal information with third-party companies	Taboola's Content Discovery Platform Notice	87,071	All sharing and sales terminated	Immediate (Same Day)
Do Not Sell	Request to stop selling/sharing the individual's personal information with third-party companies	Email	32	Directed to CCPA Portal	Within 45 Days

If you have any questions about these records, please contact [dpo@taboola.com](mailto:dpo@taboola.com).