

## 2024 Summary of California Consumer Requests

This document outlines consumer requests received by Outbrain Inc. (recently renamed Teads Holding Co.) and its group companies (collectively, the “**Company**”) between January 1, 2024 and December 31, 2024 for the rights (1) to know and access (2) to delete (3) to correct and (4) to opt-out of the sale or sharing of consumer personal information to third parties.

California residents can exercise their rights via the Company’s user self-serve portal [here](#). You can find out more about what data the Company processes and how it processes such data in our [Privacy Policy](#).

Case Reason	Case Description	Record Count	First Response (requests received auto-response directing them to various links to exercise rights)*	Second Response if required * (agent intervention to supplement with further information )
Authorized Agent Requests	Request submitted on by a third party on behalf of an individual which may have been pursuant to CCPA or other US state-based laws.	18,243	Immediate (Same Day)	Within 45 days
Unsubscribe from marketing emails	Request to opt out of marketing materials	8	Immediate (Same Day)	Within 45 days
Data erasure request	Request to delete the individual’s personal information	26	Immediate (Same Day)	Within 45 days
Request for Personal Information	Request to know what personal information Outbrain holds	5	Immediate (Same Day)	Within 45 days

	about the individual			
Do not Sell/ Opt out of cross-behavioral advertising	Request to stop selling/sharing the individual's personal information with third-party companies	9	Immediate (Same Day)	Within 45 days

\* Please note some timelines to individual requests may have been extended due to an unusually high volume of global privacy and authorised agent requests during this period. Despite these volume-related delays, all verified consumer requests were acknowledged and responded to in a complete manner. This has been addressed in 2025 and will be reflected in the next update.