



**2023 Summary of California Consumer
Requests to Know and Access, Delete, Correct, and Opt-Out of the Sale or Sharing of
Consumer Personal Information**

This document presents a summary of the requests that Taboola received and honored from California consumers between January 1, 2023 and December 31, 2023 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.

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	1,533	All data provided	Immediate (Same Day)
Know/Access	Request to know what personal information Taboola holds about the individual	Email	48	Directed to CCPA Portal	Within 30 Days
Correction	Request to revise the personal information Taboola holds about the individual	U.S. Portal	1,731	Real-Time Revision	Immediate (Same Day)
Deletion	Request to delete the individual's personal information	U.S. Portal	5,210	All data deleted	Immediate (Same Day)
Deletion	Request to delete the individual's personal information	Email	22	Directed to CCPA Portal	Within 45 Days



Request Type	Request Description	Request Source	Number of Requests	Response Type	Response Time
Do Not Sell or Share	Request to stop selling/sharing the individual's personal information with third-party companies	U.S. Portal	981	All sharing and sales terminated	Immediate (Same Day)
Do Not Sell or Share	Request to stop selling/sharing the individual's personal information with third-party companies	Taboola's Content Discovery Platform Notice	5,182,514	All sharing and sales terminated	Immediate (Same Day)
Do Not Sell or Share	Request to stop selling/sharing the individual's personal information with third-party companies	Email	51	Directed to CCPA Portal	Within 45 Days

If you have any questions about these records, please contact dpo@taboola.com.