

Zeta Statement on Data Privacy and Security

Dated December 5, 2024

Zeta Global is committed to the highest standards of data privacy and security. We are confident our data collection practices, policies and processes comply with applicable laws, including Section 5 of the FTC Act. We have made significant investments in our data protection, data governance, and privacy oversight, which are subject to ongoing internal review and are also regularly reviewed by partners and clients.

Zeta only obtains precise geolocation through a partner that is well known to and widely used by marketers and advertisers, who derives the data from in-app SDKs via relationships it has with app developers, and — most importantly — only in instances where users have provided their explicit opt-in consent. Zeta also carefully reviews the opt-in/opt-out processes and privacy policies of our data partners to ensure it maintains compliance with Zeta's standards.