

Numerator Consumer Privacy Bill of Rights

At Numerator, we know that trust is everything when it comes to consumer-sourced data. (Actually, we just believe trust is everything). Our consumer trust is built on three things: transparency in which we make it easy to understand what personal data is being collected and how it is being used; shared value in which your data provide you with rewards; and an easy, engaging experience.

Your consumer data rights include:

1 The right to know what data is being collected.

We collect the receipt purchasing data authorized by you, with your consent. This includes when you upload receipts using your camera and when you provide access to selected accounts. We also collect responses to surveys that you submit to us. In some cases, with your permission, we collect the mobile ID of your phone. Numerator never collects data without your consent.

2 The right to know how your data is being used.

The primary way your data is used is in anonymized panel data that helps brands and retailers understand aggregated consumer shopping behavior. This means they can see how urban Millennials behave, for example, but not how you specifically behave. The same applies to our survey data: they can see what those urban Millennial attitudes and opinions are but not your specific attitudes and opinions. We have limited use cases that involve the usage of mobile IDs; if you are participating in these programs, your mobile ID will be anonymized as part of a seed set that quantifies behavior.

3 The right to share in the value of your data.

We reward you for data based on your participation. In other words, you earn more monetary rewards when you choose to share more data — whether through receipt uploads, linking to accounts or completing surveys.

4 The right to opt out easily and at any time.

Sometimes people change their minds. And when you do, it should be easy to act on. Our opt out buttons are easy to find, and within just a few keystrokes, you can elect to be removed from our panel.

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6 The right to have privacy terms easily understood.

Our goal is to share our privacy policy in straightforward, easy-to-understand language instead of lengthy legal-ese.

7 The right to access or remove your data history at any time.

You can even write to us requesting that all your data be removed and returned to you — at any time. It takes effort — but we design by doing the right thing from the beginning. It's just what we do.

Learn more about consumer privacy at Numerator at www.numerator.com/privacy.