

# Sabio Mobile Inc. DBA Sabio, Inc. Data Code of Conduct

Brand safety and accountability are paramount to us and data is a core element of that trust placed on us. We strive to be a responsible custodian of data and we work with data partners that are accountable, transparent, and compliant with privacy and information security laws.

Our key principles relating to data include:

- We use data in a manner that is lawful, transparent, fair, legitimate and ethical.
- We comply with applicable personal information laws (e.g. the California Consumer Privacy Act) with respect to collection and processing of information related to an identified or identifiable person or household (“personal information,” or “PI”) and we only work with data partners that are compliant.
- Our employees with access to PI are expected to apply the principles of lawful, fair and transparent data processing, respecting any purpose limitations, as well as the principles of data minimization, accuracy, integrity and confidentiality of PI.
- We will be transparent with consumers and only work with data partners that are transparent.
- We assess the impact of our data products on the privacy and PI of consumers.
- We ensure that data is retained appropriately for the purposes for which it was collected and deleted once those purposes have been met.
- We will ensure that our personnel understand their role in upholding these principles and practices.

If you wish to learn more about our practices relating to personal information, please review our [Privacy Notice](#)