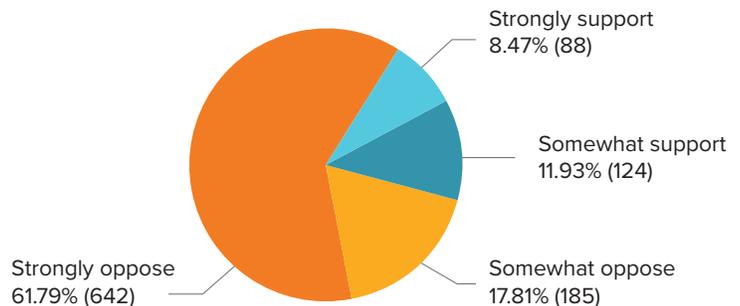


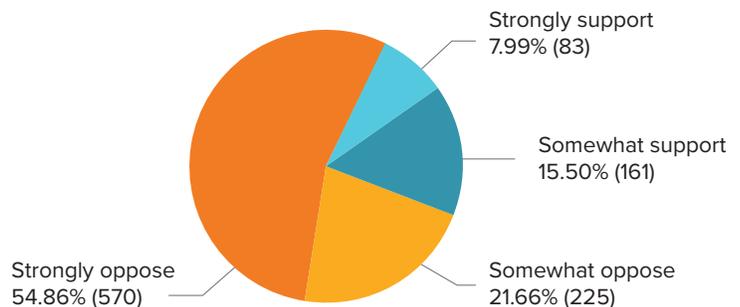
California Perspectives on Privacy Issues

Conducted by the Digital Advertising Alliance | January 2019

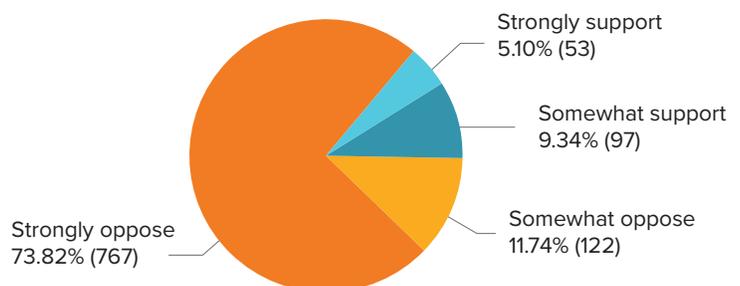
Q1 Many Internet users browse websites or apps without logging into them for privacy reasons. A new California law could require businesses to connect your anonymous browsing activities to your name or account, even if you intentionally don't log in. Do you support or oppose this requirement?



Q2 Much of the information that online companies collect is “pseudonymous,” or information about online interests, demographics, or activities that cannot easily be connected to your actual name or identity. Do you support or oppose a requirement for businesses to connect the pseudonymous information they have on users to their actual names or identities?



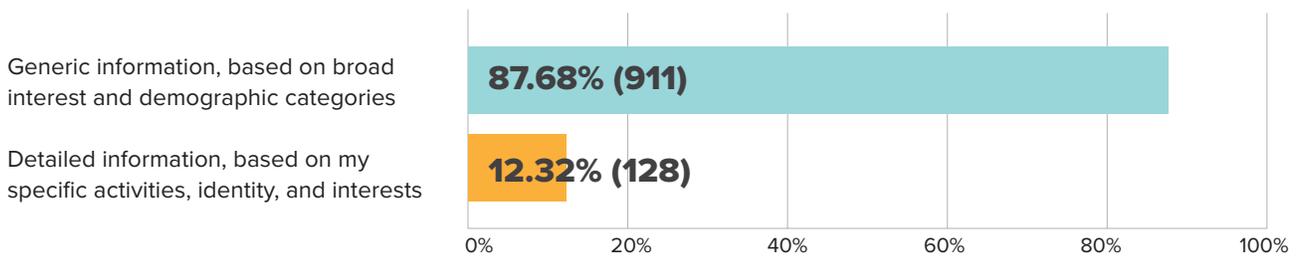
Q3 Do you support or oppose a requirement for businesses to allow anyone who knows your e-mail address or can access your e-mail account to request all of the information the business has about you?



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Continued

Q4 If businesses were required to compile and provide the information they have about you, would you prefer the information be:



Q5 In general, do you think it's more important for users to have strong controls over how their information is shared with other companies or for users to have detailed access to see all the information about them a business has collected?

