

Taboola

Data Privacy Framework Self-Certification Notice

Introduction

This Taboola Data Privacy Framework Self-Certification Notice (“**DPF Notice**”) applies in combination with any Taboola privacy policy (“**Privacy Policy**”) that expressly links to it or that otherwise expressly incorporates it by reference.

Compliance with the Data Privacy Framework

Taboola and its US-based subsidiaries comply with the EU-U.S. Data Privacy Framework (“**EU-U.S. DPF**”), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (“**Swiss-U.S. DPF**”) as set forth by the U.S. Department of Commerce.

Taboola has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (“**EU-U.S. DPF Principles**”) with regard to the processing of personal information received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF. Taboola has also certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles (“**Swiss-U.S. DPF Principles**”) with regard to the processing of personal information received from Switzerland in reliance on the Swiss-U.S. DPF.

If there is any conflict between the terms in this DPF Notice or the Privacy Policy and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (“**DPF**”) program, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

Types of personal information, purposes, rights and more

Taboola’s Privacy Policy sets out:

- the types of individuals about whom Taboola collects personal information,
- the types of personal information Taboola collects,
- the purposes for which Taboola processes personal information,
- the recipients to whom Taboola discloses personal information,
- your privacy rights and how to exercise them, and
- how we can be contacted.

For more information, please refer to the Privacy Policy that expressly links to this DPF Notice or that otherwise expressly incorporates this DPF Notice by reference.

Complaints

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and the Swiss-U.S. DPF, Taboola commits to resolve DPF Principles-related complaints about our collection

and use of your personal information. EU and UK and Swiss individuals with inquiries or complaints regarding our handling of personal information received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and the Swiss-U.S. DPF should first contact Taboola at dpo@taboola.com

Dispute resolution

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and the Swiss-U.S. DPF, Taboola commits to cooperate and comply respectively with the advice of the panel established by the [EU data protection authorities](#) (“**DPAs**”) and the UK Information Commissioner’s Office (“**ICO**”) and the Gibraltar Regulatory Authority (“**GRA**”) and the Swiss Federal Data Protection and Information Commissioner (“**FDPIC**”) with regard to unresolved complaints concerning our handling of personal information received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and the Swiss-U.S. DPF.

Arbitration

You have the possibility, under certain conditions, to invoke binding arbitration for complaints regarding DPF compliance not resolved by any of the other mechanisms set out in this DPF Notice or our Privacy Policy. For more information, please see [here](#).

Jurisdiction

The Federal Trade Commission has jurisdiction over Taboola’s compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF.

Disclosures to public authorities

Taboola may, from time to time, be required to disclose personal information it receives under the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework Swiss-U.S. DPF in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

Liability for onward transfers

Taboola is liable for the processing of personal information it receives under the DPF Principles and subsequently transfers to a third party acting as an agent on its behalf. Taboola shall remain liable under the DPF Principles if its agent processes such personal information in a manner inconsistent with the DPF Principles, unless Taboola proves that it is not responsible for the event giving rise to the damage.