

Privacy & Compliance Overview



Stewardship and respect for global consumers who share their data is at the core of the ShareThis mission. That's why ShareThis takes a comprehensive approach to respecting consumer privacy rooted in three core tenets:

Maintaining compliance with applicable laws and regulations across a global set of jurisdictions

Adopting industry best practices for transparency and consumer choice

Taking active steps to promote compliance and best practices through self-regulatory initiatives

Privacy Compliance

- ShareThis builds pseudonymous data products, meaning the data **can't be used to directly identify an individual. It can only recognize a browser or device.**
- A substantial portion of the data originates from a proprietary ShareThis publisher network, composed of publishers that **use ShareThis tools to power content sharing.**
- **Publishers must agree to ShareThis Terms of Use**, which require the publisher to maintain a clearly posted privacy notice and transparent notice of data collection, in compliance with local privacy regulations, including GDPR, CCPA, and COPPA compliance.

Transparency & Consumer Choice

- ShareThis maintains an extensive **Privacy Policy** that discloses the data we collect, what we do with that data, as well as details about our products.
- The ability to opt-out of data collection as well as to the sale of an individual's data ("Do not Sell") are **prominently featured on our site.**
- Once a user opts out, directly to ShareThis or via one of our partners, **ShareThis ceases data collection for this user and any further use of the user's data in its products.**

Self-Regulatory Initiatives

- ShareThis is a member of **the NAI** (Network Advertising Initiative) and **DAA** (Digital Advertising Alliance) and via certification with the **EDAA OBA Trust Seal.**
- We have programs in place **to avoid collection of sensitive data**, as defined by law and by our internal policies.
- We comply with the **EU-US Privacy Shield Framework** and are a signatory to the **IAB Transparency and Consent Framework.**
- ShareThis operates a proprietary consent management platform (**CMP**), which is available free of charge to publishers. In addition, we offer a free privacy policy generator to help publishers to follow best practices and maintain compliance.

GDPR, CCPA and Regional Compliance

For traffic originating from countries covered by GDPR regulations (including the UK), ShareThis only collects data from consumers on sites where the visitor has affirmatively consented to its use by ShareThis. We maintain a record of that consent with each data collection event record. **All of our contracts with clients and suppliers comply with current GDPR requirements** related to processing and control of consumer data, and we operate a Subject Access Request process.

ShareThis is a registered Data Broker as defined under CCPA, and complies with all CCPA requirements. In the US, we continue to implement new content management practices and technologies to achieve compliance with recent state laws and US government rulings, and continue to monitor and adjust our practices as regulations and requirements evolve.

Partners

ShareThis works with our partners to ensure that the data that goes into our products and the uses of those data products downstream conform to our policies and to relevant laws and regulations. **All ShareThis licensees and data suppliers or partners participate in a periodic review process whereby their privacy practices are disclosed to ShareThis.**