



March 2019

GENERAL INFORMATION MEMO

To: DSP Customer
Re: **Inadvertent segment descriptor disclosure**

In keeping with our commitment to transparency -- recently private audience segment descriptors within our DSP platform were inadvertently disclosed for a very brief period. This issue was isolated to our DSP and no other areas of our platform. Our response was immediate and included the following:

- Within two hours of discovery, we disabled platform access and within a few additional hours restricted access for unaffiliated users
- The matter was isolated within our DSP and inadvertently permitted unaffiliated users to view **segment descriptors only** (Ex: *Males > All Audiences & Pixels > Branded Data > SirData > Demographic > Males*) which were otherwise configured and believed to be private
- We have confirmed the inadvertently disclosed segments descriptors were **NOT** utilized for media activation by anyone other than their rightful segment owner
- This problem only placed the segment descriptor in view. No other information was made public at any time and no personally identifiable data (PII) was accessed inappropriately
- The affected clients were immediately notified of the correction and communicated with at the time

Additionally, we undertook a comprehensive review of the platform and determined this disclosure was related to a limited number of segments. Our examination of root cause revealed that an errant system protocol assigned to default settings triggered the inadvertent exposure. We have permanently fixed this issue.

Please note, Sizmek's policy does not allow personally identifiable information (PII) to be stored in our DSP platform at any time. No customers had their media activation adversely affected. But we appreciate and take very seriously the importance of ensuring our DSP platform operates at the highest levels of security and transparency for our customers.