

Data Policy

The following are ESPN/ABC/Freeform/National Geographic/FX policies surrounding advertising data and its use.

- Ads may be tagged solely for the purpose of collecting data geared toward measuring performance of a campaign (e.g., ROI, attribution, impact, verification), in each case, as approved by ESPN. No browser-based cookies, Flash cookies, web beacons, pixels, tags or any other technology designed to track end-users' activity for any purpose (including, without limitation, to target or retarget ads) on any ESPN-branded, -owned, -licensed, -affiliated or -controlled website, application, or other online product or service distributed via any means or media may be included in ads without ESPN's prior written consent.
- Any vendor utilized by an agency or client, if it seeks to place pixels, tags or other data collection on ad tags, or if it seeks to deliver creative to ESPN's pages, utilizes technology to provide creatives, or seeks to use its own data, through aggregation of ESPN data, to develop models or attributional results and performance related reports, must be approved by ESPN and sign a Vendor Agreement. ESPN must pre-approve all third party vendors used by advertisers and agencies and such vendors may be required to acknowledge and agree to comply with ESPN's policies. ESPN reserves the right to disapprove use of any advertiser's or agency's third party vendor.
- Any Data Management Platform (DMP) utilized must have a specific and limited purpose, which ESPN must review and approve, and the platform itself must be an approved vendor. Each client utilizing the DMP must sign an Advertiser Agreement to adhere to ESPN's guidelines on data usage.
- ESPN must be notified of all data being collected in connection with a campaign by an advertiser, agency and/or third party vendors acting on their behalf for the purpose of verifying that such data collection activity is acceptable to ESPN. All data collected in connection with a campaign (including, without limitation, personally identifiable information) must be approved by ESPN in writing prior to the campaign start date.
- Any campaign intended to capture information for the purpose of serving ads to, or otherwise targeting or actively engaging with, ESPN users outside of ESPN platforms, is prohibited (e.g., no database, network or exchange may be built and/or exploited as "ESPN users").
- Data collected may not be sold or otherwise transferred to any third party for any use, outside of what has been explicitly and mutually agreed to in writing prior to the campaign, and must be destroyed within thirteen (13) months from the date of collection.

- Data collected must be made available for review by ESPN at ESPN's request.
- Advertisers, agencies and third party vendors acting on their behalf must comply with the Behavioral Advertising Self-Regulatory Principles, which may be found at the following URL: http://www.iab.net/public_policy/behavioral-advertisingprinciples. If applicable, all vendors must be MRC certified.
- With respect to the delivery of ads from a third party service or vendor, the delivery may not be blocked or otherwise limited for any reason relating to impression delivery without the approval of ESPN. Clients required to meet federal guidelines (such as Pharmaceuticals) may be allowed to utilize third party blocking, in some exceptions.
- The onboarding of data from client's 3rd or 1st party data sources into the ESPN DMP must have ESPN approval. ESPN will supply an Onboarding Agreement, which must be signed by the Agency or Client (whoever owns the data) which assures the quality and security of the data to be utilized.
- In the event of a client request for ESPN tagging a client page to track attribution or enable targeting on ESPN, ESPN will provide an agreement outlining the terms of the data to be collected and how it may be used.