

ORIGIN PRIVACY NOTICE

LAST UPDATED: JUNE 2025

ORIGIN MEDIA MEASUREMENT LIMITED with company number 15269296 of 12 Henrietta Street, Covent Garden, London, WC2E 8LH (“**Origin**”, “**us**”, “**our**”, “**ours**”) operates a cross-media measurement platform in the United Kingdom established to provide measurement across media and other measurable content in the UK (“**Origin Platform**”).

Origin is the “data controller” in respect of your personal information. This Privacy Notice sets out the basis on which any of your personal information we collect from you or third parties, or that you provide to us, will be processed by us.

Please read the following carefully to understand our practices regarding your personal information and how it will be treated. Questions and comments regarding this Privacy Notice should be sent to: originsupport@isba.org.uk.

We may change this Privacy Notice at any time. The new Privacy Notice will be displayed on the Origin Platform.

1. HOW AND WHEN WE COLLECT PERSONAL INFORMATION ABOUT YOU

We collect and process personal information when you:

- use the Origin Platform and related services;
- contact us or request information from us in any other way; or
- participate in our trials for new features, feedback processes or surveys.

2. WHAT PERSONAL INFORMATION DO WE COLLECT ABOUT YOU

We may collect and process the following personal information about you:

- contact details (name and email address) and job role;
- password and other login/authentication information;
- responses to any feedback requests/surveys (unless provided anonymously);
- information about your device, operating system and IP address;
- browser type and version; and
- information about your use of the Origin Platform and related interactions including page interaction information.

When you use the Origin Platform, we may also collect information from you automatically, for example using cookies and other similar technologies. A cookie is a small file of letters and numbers that we may set on your device. **Session cookies** allow our site to link your actions during a particular browser session. These expire each time you close your browser and do not remain on your device afterwards. **Persistent cookies** are stored on your device in between browser sessions. They allow your preferences or actions across the site to be remembered. These will remain on your device until they expire, or you delete them from your cache.

The cookies we use fall into the following categories:

- **Strictly necessary cookies:** These cookies are essential for you to be able to navigate the site and use its features. Without these cookies, the services you have asked for could not be provided.

These are necessary for the site to function and cannot be switched off.

Cookie	Expiry	Company	Category	Purpose
_okta_original_attribution	12 months	Auth0, Inc.	Necessary	Authentication
OptanonAlertBoxClosed	12 months	Auth0, Inc.	Necessary	This cookie is set by the cookie compliance solution from OneTrust. It is set after

Cookie	Expiry	Company	Category	Purpose
				visitors have seen a cookie information notice. It enables the website not to show the message more than once to a user.
OptanonConsent	12 months	Auth0, Inc.	Necessary	This cookie is set by the cookie compliance solution from OneTrust. This cookie is set by OneTrust. It stores user's cookie consent preferences (e.g., which types of cookies were accepted or declined)
auth0	Session	Auth0, Inc.	Necessary	Used to implement the Auth0 session layer for user authentication
auth0_compat	Session	Auth0, Inc.	Necessary	Fallback cookie for single sign-on on browsers that don't support the sameSite=None attribute.
auth0-mf	Session	Auth0, Inc.	Necessary	Multi-factor authentication: Used to establish the trust level for a given device.
auth0-mf_compat	Session	Auth0, Inc.	Necessary	Fallback cookie for multi-factor authentication on browsers that don't support the sameSite=None attribute.
did	Session	Auth0, Inc.	Necessary	Device identification for attack protection.
did_compat	Session	Auth0, Inc.	Necessary	Fallback cookie for anomaly detection on browsers that don't support the sameSite=None attribute.

- **Performance cookies:** These cookies collect information about how you use our site.

These cookies are used to provide statistical information about how you use the site. They are used to help understand details such as which pages are visited most frequently, dwell time, bounce rates and page load speeds. They also track the efficiency of traffic acquisition channels and measure performance more generally.

Cookie	Expiry	Company	Category	Purpose
_ga	2 years	Google Analytics, Google LLC	Optional	Analytics: Used to distinguish users.
ga*	2 years	Google Analytics, Google LLC	Optional	Analytics: Used to persist session state.

- **Functional cookies:** These cookies allow the site to remember the choices you make (such as your user name, language, last action and search preferences) and provide enhanced, more personal features.

Cookie	Expiry	Company	Category	Purpose
cookieConsent	180 days	Origin MML	Necessary	Saves the user preference for cookie consent

Cookie	Expiry	Company	Category	Purpose
termsOfService	180 days	Origin MML	Necessary	Saves the user preference for accepted Terms of Service

If you do not wish for cookies to be installed on your device, you can change the settings on your browser or device to reject cookies. For more information about how to reject cookies using your internet browser settings please consult the “Help” section of your internet browser (or alternatively visit <http://www.aboutcookies.org>). Please note that, if you do set your Internet browser to reject cookies or otherwise withdraw your consent in relation to cookies, you may not be able to access all of the functions of the site.

3. PURPOSES FOR PROCESSING YOUR PERSONAL INFORMATION

We may process your personal information for the following purposes:

- to provide you with the services and with any information you have requested and to provide you with service/product updates;
- to send you marketing communications and invite you to focus groups and other sessions we hold from time to time (including planning and product development sessions);
- to collect and document feedback in order for us to develop and improve the Origin Platform;
- to authenticate your access to the Origin Platform;
- for system administration purposes and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to distinguish you from other users (for example to remember your log-in details);
- to monitor your use of the Origin Platform to improve the user experience and to ensure that content is presented in the most effective manner for you;
- to understand how users interact with the Origin Platform to help us to improve the user experience;
- to measure audience engagement and site statistics;
- to provide technical support and send you report notifications;
- to notify you of any changes to our services;
- for security and fraud prevention;
- to ensure that the Origin Platform is safe and secure; and
- to comply with applicable laws and regulations.

4. LEGAL BASIS FOR PROCESSING YOUR PERSONAL INFORMATION

We will only process your personal information where we have a legal basis to do so. The legal basis will depend on the purposes for which we have collected and use your personal information. In almost every case the legal basis will be one of the following:

- **Consent:** For example, where you have provided your consent for us to process certain of your personal information.
- **Our legitimate business interests:** Where it is necessary for us to understand our customers, promote our services and operate effectively as a cross-media measurement platform, provided in each case that this is done in a legitimate way which does not unduly affect your privacy and other rights.
- **Performance of a contract with you (or in order to take steps prior to entering into a contract with you):** For example, where you have accepted our terms and conditions and we need your personal data in order to provide the Origin Platform and its services to you.
- **Compliance with law:** Where we are subject to a legal obligation and need to use your personal information in order to comply with that obligation.

5. WHERE WE STORE YOUR PERSONAL INFORMATION

The personal information that we collect may be transferred to, and stored at, a destination outside the EEA or the UK, including countries, which have less strict, or no data protection laws, when compared to those in the EEA or the UK. Whenever we transfer your information in this way, we will take steps which are reasonably necessary to ensure that adequate safeguards are in place to protect your personal information and to make sure it is treated securely and in accordance with this Privacy Notice. In these cases, we rely on approved data transfer mechanisms (such as standard contractual clauses) to ensure your information is subject to adequate safeguards in the recipient country. If you are located in the UK or the EEA, you may contact us for a copy of the safeguards which we have put in place to protect your personal information and privacy rights in these circumstances.

6. HOW WE KEEP YOUR PERSONAL INFORMATION

We take steps to ensure that the personal information that you provide is retained for only as long as it is necessary for the purpose for which it was collected. After this period it will be deleted or in some cases anonymised. We may also keep a record of correspondence with you (for example if you have made a complaint) for as long as is necessary to protect us from a legal claim. Where we have collected the personal information based on your consent and we have no other lawful basis to continue with that processing, if you subsequently withdraw your consent then we will delete your personal information.

7. SECURITY AND PASSWORDS

You must keep your password and any other authentication information for the Origin Platform confidential. If you know or suspect that anyone other than you knows your password or any other authentication information, you must promptly notify us using the contact details at the top of this Privacy Notice. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted during your use of the Origin Platform.

8. DISCLOSING YOUR INFORMATION

We may share your personal information within our group of companies (i.e. our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006). We may share your personal information with our suppliers, business partners, partner programmes and service providers where they are helping us to provide our services to you.

We may also disclose your personal information to other third parties in the following cases:

- with our suppliers, business partners, partner programmes and service providers for the purposes of research, evaluation, and analysis of Origin and any other partner programmes (e.g. ANA Aquila LLC (“Project Aquila”) in the US);
- in the event that we sell any business or assets, in which case we may disclose your personal information to the prospective buyer of such business or assets;
- if we are under a duty to disclose or share your personal information in order to comply with any legal or regulatory obligation or request; or
- to protect the rights, property or safety of us or our users, or others, and in order to enforce or apply our terms and conditions.

9. YOUR RIGHTS

You have certain rights in relation to your personal information. These include: the right to object to the processing of your information for certain purposes, the right to access your personal information, and the ability to erase, restrict or receive a machine-readable copy of your personal information.

We will handle any request to exercise your rights in accordance with applicable law and any relevant legal exemptions. If you wish to exercise any of these rights please contact us using the contact details at the top of this Privacy Notice.

You may also have the right to complain to a data protection authority if you think we have processed your personal information in a manner which is unlawful or breaches your rights. If you have such concerns we request that you initially contact us (using the contact details at the top of this Privacy Notice) so that we can investigate, and hopefully resolve, your concerns.