



## PRIVACY NOTICE FOR CALIFORNIA RESIDENTS (EMPLOYMENT APPLICANTS)

**Effective Date:** February 7, 2024

This Privacy Notice For California Residents (Employment Applicants) (“CCPA Applicant Privacy Notice”) as well as any other privacy notices we may provide applies solely to applicants for employment with TechTarget, Inc. [or one of its subsidiaries] (“TechTarget”) who reside in the State of California who are considered “Consumers” under the California Consumer Privacy Act of 2018, as amended, and implementing regulations (“CCPA”) and other California privacy laws including, but not limited to, the California Privacy Rights Act (“CPRA”), also known as Proposition 24, which was introduced as a ballot measure and was approved by California voters on November 3, 2020. We are providing you this CCPA Applicant Privacy Notice because under the CCPA, California residents who are seeking employment with a Business qualify as Consumers. For purposes of this CCPA Applicant Privacy Notice, when we refer to Consumers, we mean you to the extent TechTarget collects, uses and handles (“processes”) personal information about you in connection with its online and offline recruitment activities. This CCPA Applicant Privacy Notice does not cover TechTarget’s employees or Priority Engine Client Users.

### A. Information We Collect

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a Consumer or device (“Personal Information”). Personal Information does not include (i) publicly available information that is lawfully made available to the general public by way of federal, state, or local government records; (ii) de-identified or aggregated consumer information; and (iii) information excluded from the CCPA’s scope, like: (a) health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data, and (b) Personal Information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver’s Privacy Protection Act of 1994. More specifically, TechTarget may collect the following categories of Personal Information from California employees or contractors, which will depend on the particular Business Purpose (described in the Use of Personal Information section below) for which we collect it:

Category	CCPA Examples	Collected
A. Identifiers.	A real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, Social Security number, driver’s license number, passport number, or other similar identifiers.	YES
B. Personal Information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).	A name, signature, Social Security number, physical characteristics or description, address, telephone number, passport number, driver’s license or state identification card number, insurance policy number, education, employment, employment history, bank account number, credit card number, debit card number, or any other financial information, medical information, or health insurance information.  Some Personal Information included in this category may overlap with other categories.	YES



Category	CCPA Examples	Collected
C. Protected classification characteristics under California or federal law.	Age (40 years or older), race, color, ancestry, national origin, citizenship, religion or creed, marital status, medical condition, physical or mental disability, sex (including gender, gender identity, gender expression, pregnancy or childbirth and related medical conditions), sexual orientation, veteran or military status, genetic information (including familial genetic information).	YES
D. Commercial information.	Records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.	NO
E. Biometric information.	Genetic, physiological, behavioral, and biological characteristics, or activity patterns used to extract a template or other identifier or identifying information, such as, fingerprints, faceprints, and voiceprints, iris or retina scans, keystroke, gait, or other physical patterns, and sleep, health, or exercise data.	NO
F. Internet or other similar network activity.	Browsing history, search history, information on a consumer's interaction with a website, application, or advertisement.	NO
G. Geolocation data.	Physical location or movements.	NO
H. Sensory data.	Audio, electronic, visual, thermal, olfactory, or similar information.	YES
I. Professional or employment-related information.	Current or past job history or performance evaluations.	YES
J. Non-public education information (per the Family Educational Rights and Privacy Act (20 U.S.C. Section 1232g, 34 C.F.R. Part 99)).	Education records directly related to a student maintained by an educational institution or party acting on its behalf, such as grades, transcripts, class lists, student schedules, student identification codes, student financial information, or student disciplinary records.	No
K. Inferences drawn from other Personal Information.	Profile reflecting a person's preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, and aptitudes.	YES



Category	CCPA Examples	Collected
L. Sensitive Personal Information	A Consumer's social security, driver's license, state identification card, or passport number; a Consumer's account log-In, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account; a Consumer's precise geolocation; a Consumer's racial or ethnic origin, religious or philosophical beliefs, or union membership; the contents of a Consumer's mail, email and text messages, unless the business is the Intended recipient of the communication; a Consumer's genetic data; and the processing of biometric information for the purpose of uniquely identifying a Consumer; Personal Information collected and analyzed concerning a Consumer's health; or Personal Information collected and analyzed concerning a Consumer's sex life or sexual orientation.	YES

We obtain the categories of Personal Information listed in the table above from the following categories of sources:

- *Directly from you.* For example, from forms you complete or administrative services we provide you.
- *Indirectly from you.* For example, from observing your actions while using our applications, networks or systems, and/or from information on your computer or mobile device which is transmitted when you interact with our network or systems, applications, or tools.
- *Third parties.* For example, from referrals, references, or recruiters who submit your information to us for an employment position that may interest you and consumer reporting agencies for employment background checks.

**B. Use of Personal Information**

We may use or disclose the Personal Information we collect from you or about you to do one or more of the following:

- To fulfill or meet the purpose for which you provided the information.
- For recruitment, evaluation, background screening and hiring purposes.
- To prepare and distribute employment agreements and policies and otherwise support, personalize, and develop our services relating to your employment.
- To create, maintain, customize, and secure your information or accounts with us or our Service Providers.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses.
- To help maintain the safety, security, and integrity of our systems, services, databases and other technology assets, and business.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your Personal Information or as otherwise set forth in the CCPA or subsequently agreed to by you.



- To comply with applicable law or regulatory requirements, such as legal (state and federal) and internal company reporting obligations, including headcount, management information, demographic and Health, Safety, Security and Environmental reporting.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of TechTarget's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Information held by TechTarget about our employees or contractors is among the assets transferred.

### **C. Sharing or Selling of Personal Information**

TechTarget does not sell the Personal Information of its job applicants or share such Personal Information with third parties for the purposes of contextual advertising.

### **D. Your Rights and Choices**

The CCPA provides Consumers with specific rights regarding their Personal Information. This section describes your rights and explains how you may exercise them.

#### *1. Access to Specific Information and Data Portability Rights*

You have the right to request that we disclose certain information to you about our collection, use, and/or disclosure of your Personal Information over the past 12 months. You also have the right to request that we disclose certain information to you about our collection, use, and/or disclosure of your Personal Information beyond the previous 12 months provided that: the data was not collected prior to January 1, 2022 and such disclosure would neither be impossible nor involve a disproportionate effort. Once we receive and confirm your verifiable Consumer request, we will disclose to you:

- The categories of Personal Information we collected about you;
- The categories of sources for the Personal Information we collected about you;
- Our business or commercial purpose for collecting that Personal Information;
- The categories of third parties to whom the business discloses personal information;
- The specific pieces of Personal Information we collected about you (also called a data portability request); and
- The fact that we did not sell or share (for the purposes of contextual behavior advertising) your Personal Information.

#### *2. Deletion Request Rights*

You have the right to request that we delete any of your Personal Information that we collected from you and retained in our databases, subject to certain exceptions. Once we receive and confirm your verifiable Consumer request, we will delete (and direct our applicable Service Providers and Contractors to delete, if applicable) your Personal Information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our Service Providers and/or Contractors to:

- a. Complete the transaction for which we collected the Personal Information, provide a service that you requested, take actions reasonably anticipated within the context of our ongoing relationship with you.
- b. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.



- c. Debug products to identify and repair errors that impair existing intended functionality.
- d. Exercise free speech ensure the right of another Consumer to exercise their free speech rights, or exercise another right provided for by law.
- e. Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 seq.).
- f. Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
- g. Enable solely internal uses that are reasonably aligned with a Consumer's expectations based on your relationship with us.
- h. Comply with a legal obligation.
- i. Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

### 3. Correction

You have the right to request that we use commercially reasonable efforts to correct inaccurate Personal Information that we maintain, or which pertains to you taking into account the nature of the Personal Information and the purposes of the processing of the Personal Information, to the extent required by the CCPA, CPRA, and the relevant regulations implementing both statutes

### 4. Right to No Retaliation

You have the right not to receive discriminatory treatment by our business for the exercise of privacy rights conferred by the CCPA.

### 5. Right to Limit the Use and Disclosure of Your Sensitive Personal Information

As part of TechTarget's efforts to create and foster a diverse and inclusive workforce and/or to monitor equal opportunity, TechTarget may request and process sensitive personal information related to gender, identity, religious or political affiliation, sexual orientation, age, language, abilities/disabilities, veteran status, race, ethnicity, other defining characteristics or as defined in applicable law. You may also voluntarily disclose such sensitive personal information with TechTarget during the recruiting process. You have the right to limit the use and disclosure of your Sensitive Personal Information. However, Sensitive Personal Information that is collected or processed without the purpose of inferring characteristics about the Consumer or subject to another CCPA exception is not subject to requests to limit.

### 6. Exercising the Right to Know, Access, Transfer, Correction, Right to Limit, and Deletion Rights

To exercise the right to know, access, transfer, correct, right to limit, and/or delete your Personal Information in order to exercise the rights described above, please submit a verifiable Consumer request to us using one of the following options:

- Email us at: [jobs@techtarget.com](mailto:jobs@techtarget.com)
- Calling us at: (617) 431-9200

Only you or a person acting on your behalf who you authorize (a.k.a. an "Authorized Agent"), may make a verifiable Consumer request related to your Personal Information. We will use reasonable methods to verify your request or that of your Authorized Agent including.



- Authorized Agents may use the above email address to submit requests for you. This method of submission applies only to job applicant's rights requests and is for California Consumers Only.
- Authorized Agents must also submit proof of authorization by you which meets the requirements of the CCPA.

You may only make a verifiable Consumer request for certain information (required by section 1798.110 and 1798.115 of the CCPA) twice within a 12-month period. The verifiable Consumer request must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you. We will only use Personal Information provided in a verifiable Consumer request to verify your identity or authority to make the request.

#### 7. Response Timing and Format

We endeavor to respond to a verifiable Consumer request within 45 days of its receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. If you have an account with us, we will deliver our written response to the email address associated with that account. We will deliver our written response by email. Any disclosures we provide may only cover the 12-month period preceding the verifiable Consumer request's receipt. The response we provide will also explain the reasons why we cannot comply with a request, if applicable. For data portability requests, we will endeavor to select a format to provide your Personal Information that is readily useable and should allow you to transmit the information from one entity to another entity without hindrance.

We do not charge a fee to process or respond to your verifiable Consumer request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

#### 8. Personal Information Sales/Sharing Opt-Out and Opt-In Rights

We do not collect, sell or share the Personal Information of Consumers we know are less than sixteen (16) years of age. If we learn that we have inadvertently collected the Personal Information of someone under the age of 16, we will immediately delete any data in connection with the user's activity.

### **E. Changes to Our CCPA Applicant Privacy Notice**

We reserve the right to amend this CCPA Applicant Privacy Notice at our discretion and at any time. When we make changes, we will notify you by email.



#### **F. Contact Information and Accessibility**

This CCPA Applicant Notice can be made available in alternate formats upon request. If you have any questions or comments about this CCPA Applicant Notice, the ways in which we collect and use your Personal Information, your choices and rights regarding such use, or if you wish to exercise your rights under California law, please do not hesitate to contact us at:

**Phone:** (612) 431-9200

**Website:** [www.techtarget.com](http://www.techtarget.com)

**Email:** [jobs@techtarget.com](mailto:jobs@techtarget.com)

**Postal Address:**

TechTarget, Inc.  
Attn: Human Resources  
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Newton, MA 02466