Ascential Alternative Data DDQ

GENERAL

---

1. **Please provide a brief description of the company, types of data, and services provided.** *Ascential provides data to help the world's largest brands/retailers build, market, and sell their products across the digital economy. Ascential Alternative Data provides to the buy side the same datasets used by the brands/retailer.*

2. **Briefly describe your current customer base (e.g., corporates, investment managers, hedge funds).** *Our customer base includes corporates, investment managers, hedge funds, and private equity funds.*

3. **Do you collect data with respect to natural persons in the U.S. or the E.U.? If yes to E.U., do you have a policy to ensure compliance with the GDPR?** *No.*

4. **What steps have you taken to confirm that you are legally permitted to collect, store, and sell the data?** Over 80% *of the retailer websites we scrape are also paying clients of Ascential and have given permission to collection this information.*

5. **Do you enter into written contracts with 3rd parties that contain provisions that govern your ability to sell data?** *No.*

6. **Are there any data usage restrictions we should be aware of?** *Internal use only.*

7. **Have there been any legal proceedings against you with respect to the use of this data?** *No.*

8. **Provide a brief overview of your internal policies with respect to data privacy, PII and MNPI.** The scraping process is designed to only capture data points related to product ID, product description, brand name, price, promotional markdown and stock status. The scraper only collects publicly

available data and does not go behind logins. This precludes collecting MNPI or PII.

DATA COLLECTION

9.   **Please provide an overview of how the data is obtained.** *The data is collected via daily web scraping. Once collected we process the data using our industry specific taxonomies to classify each SKU/product in a sub-category and category structure. Each SKU / Product is mapped to a brand and retailer name, which are mapped to a Bloomberg ticker ID.*

10.   **Do you conceal or mask your scraper identity?** *No. We always lead with IP address that identify us as Ascential / WGSN. There may be some cases where we use proxies to efficiently scrape a larger site, but it is not used to mask/conceal our identity.*

11.   **Is the data owner aware that you are collecting data?** *Yes.*

12.   **Is the data obtained from public sources? If so, what are those sources and methods of collection?** *Yes, we only collect publicly available information via web scraping.*

13.   **Is the data obtained from private sources?** *No.*

14.   **Do you have any "quality control" policies or procedures in place to ensure accuracy of data before providing your data product?** *We have systematic audits in place to identify any issues with the data collection process. We will communicate with clients about potential fixes or expected downtime.*

SENSITIVE INFORMATION

15.   **Do you collect data that may contain PII?** *No. Our collection process is designed to only collect certain fields from publicly available websites.*

16. **Do you collect data that may contain MNPI with respect to issuers of securities? If yes, how do you ensure the distributed data does not contain MNPI?** *No.*